

**Cincinnati Ultimate Players Association**  
**Mission Statement / Vision Meeting**  
**March 12<sup>th</sup>, 2011**

Location: Peter Tran's House

Attendees: Ryan Gorman, Eddie Mack, Izzi Bikun, Ian Stevens, Wesley Wettengel, Liz Keuffer, John Osterman, Thomas Brewster, Nick DiNardo, Peter Tran, Joel Houmes, Mike Kaylor, Scott Levinson, Bill Chilly, Nick Felicelli, David Fry, Ned Early

Minutes: Ryan Gorman

**Key Discussion Points:**

- The goal of this meeting was to establish the vision for CUPA over the next 5 years
- We reviewed the current list of CUPA events:
  - We discussed the directors and timing for each event
  - It would be beneficial to make the calendar available to all Cincinnati ultimate players
  - Deciding how to share the information is important (Twitter, Facebook, e-mails, etc.)
  - **We should send monthly e-mails with summary and highlight of upcoming events**
  - Every communication should drive people to the website in order to get more information
- We reviewed the current mission statement on our website:
  - **Donations to CUPA are not tax deductible; Nick D will look into this to confirm**
  - CUPA needs to be careful about providing tax advice
- We reviewed the current financials:
  - The purpose of our budget is mostly designed with the intention to fund YUC
  - For the first time ever, YUC could possibly make money this year (not sure what amount of profit)
  - Leagues should aim to break even; if there is profit, it should be used to subsidize other CUPA purposes
  - The cost for players to play in leagues is cheap on a per game basis; we need to convey that message up front
  - We brought in just under \$45K and spent just over \$43K last year; profit of around \$1,700
  - Currently we have approximately \$25K in the bank
  - Are the CUPA documents shared anywhere?
    - The documents should be available to the board
    - The documents should not be available to the general public
  - Liz is owner of maintaining the finances; there are checks and balances in place though
  - **We could use Google documents to ensure version control; Nick will**

add links to Google documents on the website

- We reviewed the USA Ultimate mission statement for comparison:
  - Discussed the interpretation of “Advance the sport” vs. “Grow the sport”
  - What is our understanding of advance?
    - Advance the caliber of ultimate
    - Advance the availability of ultimate
    - Etc., etc., etc.
  - The CUPA mission statement will remain the same
- We reviewed the leadership of local club and college teams:
  - Peter updated the tracking spreadsheet for local contacts
  - CUPA should act as an umbrella organization for these teams
  - Should there be a division for Dayton (CUPA-North)?
- Visions for CUPA over the next 5 years
  - Mike Kaylor: Would like to see 15-20 teams in grade school league
  - Joel Houmes: Need to address different levels (youth, leagues, club, college)
  - Nick DiNardo: Need a single place for all information about regional ultimate options that are available
  - John Osterman: Single waiver source for entire year
  - Ryan Gorman: We need well-run events that attract people to come (locally and outside)
  - Nick Felicelli: EMTs and trainers for tournaments
  - Scott Levinson: Get ultimate to be varsity high school sport (This will improve access to fields, attract more players, etc.)
  - Better recognition of YUC players (one example is sweet jerseys that draw attention)
  - Eddie Mack (convention feedback): increase exposure
    - Get parents involved
    - Showcase events
    - Exhibition games
    - Partnerships with already visible organizations (can be as simple as a phone call)
    - Menu of sports to play
    - Charity events
    - CUPA volunteer opportunities for other organizations
  - Mike Kaylor: Better media coverage
    - Types: radios, newspapers, TV news
    - Coverage: Grand masters (USA Ultimate Sanctioned), SKINNY, End of Season YUC, Huckoween, NATI
    - Single media contact for CUPA
  - Joel Houmes: We need to establish committees within the board to improve efficiency
  - Planning growth:
    - Data analysis; Google analytics
    - Field space and volunteers
    - New and existing players

- Tracking statistics of leagues
  - Player tracking
- Improve technology infrastructure (USA Ultimate needs to do so as well)
- Require membership fee (Why do we need that?)
- Improve field strategy, usage, maybe even purchase fields?
- Mike Kaylor: More women's ultimate (women's clinics, women's team for grand masters, tournaments, leagues, club team)
- Ian Stevens: We need to develop specific, measurable goals to work towards (i.e., 1000 youth players)
- Mike Kaylor: At the end of the day, we need action letters with owners
- Joel Houmes: Wants to see coaches for all of the local colleges (we will need to work with the college club sports directors)
- Wesley Wettengel: Host CUPA social events
- Volunteering for CUPA is a thankless job; we should give owners the opportunity to succeed and then recognize them
- Joel Houmes: Focus on running different kinds of clinics (beginner, experienced, women's, high school, middle school, level 1, level 2)
- John will schedule the Level 2 coaches' clinic for the weekend of July 23<sup>rd</sup> and 24<sup>th</sup> at Moeller; Mike will confirm that Moeller is available
- End of season high school showcase game
- Wesley Wettengel: Improve quality of Thursday night league which has diminished lately
  - We could host the draft at a bar (O'Reilly's in O'Bryonville)
  - We need to improve list of player rankings; what teams you have played with; captain the year before can rank them
  - Winter indoor league seems to be the most competitive
  - We could try pod system, bring you own team, draft
  - For experienced league, players should be able to expect a certain level of play
  - Could try same night with A & B levels
  - Experienced players to help guide Wednesday night teams
  - Our website will improve the rating system (athleticism and spirit; ratings from other players); Ryan and Nick will work on this
  - Ryan Gorman will run the Thursday night league
- Discussed key learning areas from the USA Ultimate Convention:
  - USA Ultimate Opening Speech: Ohio is 7<sup>th</sup> in membership
  - League Championship Series
    - Could Cincinnati host for surrounding cities?
    - USA Ultimate would support
  - Getting cities to work together
    - Links to their websites
    - Coordinate events between the cities
    - Share tournament and league info between cities
    - Virtual communication first; who are coordinators?
    - Post on USAU message board

- USA Ultimate should organize team and organization administrator information, also other club and youth teams (John will discuss on organization level with Merideth)
- Nick DiNardo: USA Ultimate should not work on what else they can do because they aren't doing what they should be doing well
- USA Ultimate is concerned only about sanctioned events/teams/etc.: only advantage of sanctioning is bids to tournaments which is why we don't sanction anything other than YUC and YSL
- USA Ultimate Ideas: We can take what they are thinking about and apply it to how it helps CUPA (player rating system, etc.)
- How to Run a Day Camp by Tiina Booth: We would need someone to champion the idea (work with YMCA, CRC, Camp Joy, others)
- We should create more banners for CUPA to hang up at events
- Preserving Play: Play vs. display; encouraging pickup for CUPA
- Making Sense of SOTG and Defining SOTG
  - Are you the same player at all times?
  - "Oh, it's just summer league."
  - Should Cincinnati have rule knowledge expectations for coaches?
  - Nick F will add link to rulebook (or Ten Simple Rules) on CUPA website
  - Should we include rules question portion to registration process?
  - We should design standard CUPA spirit prizes
  - Keep it so that 10-year olds can understand
- Eddie Mack: Should CUPA volunteers ("CUPA-teers") receive swag for helping such as nalgenes, stickers, etc.?
- For social media we need to increase activity to increase awareness; need more pictures of CUPA activities to post
- Do we need a paid staff? Can we hire baby-sitters for kids?
- Liability and Risk
  - How effective are waivers?
  - Liability and Risk committee will review our waiver to make sure that language is accurate
  - Board members are responsible and should be careful
- Coaching: Are you a teacher or dude?
  - Should we have an internal coaches' clinic or USAU Level 1 clinic for YUC coaches?
  - People who are taking coaches clinics are not the ones that need to be taking it
  - Introduce coaches before the games to identify who to address
- Creating a meaningful board of directors
  - Board manual with history of what we have done
  - Budgeting vs. actual finances
  - Manual is a working document that every league director should review after running a league
  - Mike Kaylor: We need one-pagers from each league on how to manage and budget for

- Peter Tran is the only person who knows everything; we can't run the risk of him getting hit by a proverbial bus
- Distinguish between closed board meetings versus open forum discussions
- We should take annual survey to keep more data to track
- We should send out brief survey after every league or tournament; Ryan will draft an e-mail survey
- Should we publish minutes? This would at least let people to know that we are doing something
- We could potentially do a corporate league (P&G, etc.); sharing rules for new players
- Pre-work for board meetings will make meetings more efficient
- We should know what park mandates are to take advantage of field time; "not true if only soccer players can use fields"
- Send simple e-mails to members with next three events or next two months
- Time to get paid help?
  - "If you are asking this question, then it is."
  - Don't have to pay someone \$30K right away (college kids run leagues, grants, etc.)
- We could create CUPA business cards
- We could use a nominating committee to help find valuable members
- Discussed Committees (Currently there are 8) and Board Structure
  - 1 - Youth Committee (Sub-Committees: YUC/YSL): We need a YSL coordinator (Dave will help find someone to replace)
  - Who needs access to the storage unit?; Scott will make copies of the keys for others
  - 2 - Website Committee: Nick will let us know if website design is getting to be too much; regular requests are easy; Izzi will help if necessary
  - 3 - Media and Marketing Committee: Ryan will take lead of committee with help from Nick, Izzi, Mike, and Eddie
  - 4 - Social Committee: Neil and Peter
  - 5 - Leagues and Tournaments Committee: For now will be run mostly by league directors
  - 6 - Player Development Committee: John and Mike
  - 7 - Volunteer Committee: Peter
  - 8 - Liability and Risk Committee: Nick
  - We need to clearly define what people are volunteering for (people are willing to take on specific tasks; not everyone is willing to take on "director" role)
  - We should send out PDFs of what ultimate is to parents so that they can get involved
  - We should develop the "what to do's" for starting a new ultimate team
- Mike Kaylor Closing Comments
  - Thank you to Peter and Joel for all that they have done to develop

CUPA and YUC up to this point

- We need to clean up visions list, possibly meet again to review, and then post for CUPA members to see on website once complete
- We may consider sponsoring club team jerseys and then have club teams help out in return (potentially move into colleges as well?)