



IMMAF

INTERNATIONAL MIXED MARTIAL ARTS FEDERATION

IMMAF Board Conference Call Minutes

Date: 5 May 2016.

Time: 2.00pm GMT/ 3.00pm CET

IMMAF Board Conference Call

Roll call: Bertrand Amoussou (BA), George Sallfeldt (GS) Vice President, Kerrith Brown (KB) President, Stewart Brain (SB), Raymond Phillips (RP), Wissam Abinader (WA), Frank Babcock (FB), Executive staff: Densign White (DW) CEO.

AGENDA

1. Apologies	Carin Tyler (CT) Carin on holidays Carin sent cash flow update	
2. Declaration of interest	There is no direct or indirect conflict of interest in matters being raised.	None declared
3. Approval of previous minutes from 3 March 2016	(DW) asked for minutes to be approved. (SB) and (RF) proposed and seconded respectively.	Approved
4. Kerrith Brown's Update	<p>KB, thanked everybody who joined the call, even though it is a holiday in Sweden.</p> <p>As a first point KB mentioned Joao Carvalho, who sadly passed away after a match in Dublin on 9 April. This is a sad loss to the MMA community, we all thought this would happen. It is one experience you don't want to have, and lessons learnt. KB asked for comments, no comments from the directors.</p> <p>IMMAF have new point of contact Mike Britt with UFC after Lou Lauria's departure.</p> <p>Reed Harris and Mike Britt are the two key figures in communications regarding The IMMAF World Championship.</p> <p>4 May meeting with a new website provider. As IMMAF activities are growing the server has become too small. There are negotiations with NadVertex (a new company) for them to take over the hosting of the</p>	



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server, as the current party is not able to support us anymore.

8 April the IMMAF team spoke with Mike Britt via a conference call, he received the updated CEO quarterly report, the same report sent to Garry Cook. The report consists of our requirements within our contract and sponsorship deals. The documents we submitted were overloaded with a large amount of information. KB is going to meet Mike Britt in Rotterdam on 8 May. KB is preparing for a discussion regarding UFC deal and certain areas where IMMAF is still not supported.

Zagreb, meeting took place with President of Croatian Federation. President is very knowledgeable and has a strong position in the country with the achievements in a MMA developments area. His organization is a part of WMMAA and this therefore is a substantial conflict of interest. It was a good meeting. However, Croatian Federation needs to make a decision if they want to move to IMMAF. We left the discussion with a clear message to President that he needs to make his choice as to which camp he wants to join.

Kerrith met with EJU, there is still an ongoing investigation for losing the European Championship. President Jean-Luc Rouge is still actively blocking MMA in France.

Joao Calvarho loss was the main topic in the last few weeks, the IMMAF was in the middle of it. UFC was concerned about back clash from the situation, it paralleled with UFC signing the agreement in New York. Everyone was involved and concerned. All teams were working on it. John Kavanagh, Isobel Carnwath, Densign White, UFC London Office. David Allen was supporting us on the media site. The follow up was Densign's meeting with Irish Sport and Tourism minister Micheal Ring. And sport Ireland CEO John Treacy.

18 – 22 April IMMAF joined SportAccord Convention in Lausanne. It was the first time for IMMAF to meet with all the sporting federations like **ASOIF** (Association of Summer Olympic International Federations), **AIOWF** (Association of International Olympic Winter Sports Federations), **ARISF** (Association of IOC Recognised International Sports Federations), **AIMS** (Alliance of Independent Recognised Members of Sport). The main message was to educate those organisations that MMA is a sport and is not about violence. MMA needs to have the same recognitions as other sports. We networked with at least 140 different organizations. We are aware that we might be blocked by any of the other organizations who want to get Olympic recognition as well. Our goal is to become the signature of WADA and be part of SportAccord. The key message is we need to get support from other



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	<p>combat groups. MMA is a fastest growing sport and gets the biggest media attention. It was an advantage having both KB and DW in attendance as both are part of the Olympic family and the Olympian status is taking IMMAF through that door.</p> <p>AIMS President Stephan Fox is the main contact we built during SportAccord. Stephen Morris,(Broadreach media) a great supporter of us, has been working behind the scenes trying to set us a meeting with Andrew Ryan ASOIF General Secretary.</p> <p>24 April KB visit to Bahamas, lots of good talents, Sports ministry is on the board, visited facilities and infrastructure. They have an application already prepared by Roberto Reid.</p> <p>27 April visit to Trinidad and Tobago – KB had a meeting with Jason Fraser. Fraser hosted MMA event Ruff N-Tuff MMA. The Jamaican’s representative came on board, Barbados representative were there. The event was of a good standard, they have good athletes and have support from the Sports minister. The meeting with Sports minister took one and half-hours, they understand the recognition and the development of the sport.</p> <p>There is a misconception of thinking that the UFC is a sport. KB had to explain, that IMMAF is a governing body, and UFC is a production company.</p> <p>FB commented a good recap</p> <p>6 May meeting scheduled with Green Hill</p> <p>8 May meeting scheduled with Mike Britt in Rotterdam</p>	
5. David Allan	<p>DA update on commercial activity.</p> <p>The sponsorship agreement with Adidas had been signed, an initial fee is payable to IMMAF, but a good part of the deal is a licencing type agreement. 6% of any IMMAF branded sell on Adidas merchandise. It is a two year deal, with an option to bid for providing equipment for the championship.</p> <p>Second deal is Phantom, again royalty paid deal.</p> <p>Safe Jaws, small operation it is a 10% royalty on any IMMAF sold products.</p>	



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	<p>Events</p> <p>We have stalled on the conversation with Bahrain, there were a number of complications during the contract negotiations with too many blockages and eventually the deal fell through.</p> <p>There is a final conversations with the Czech Republic on 24 November in Praha, and South Africa 30 August till 4 Sep.</p> <p>From meetings with SportAccord we now have a lead with a Cosi, China's rights organization, who are interested in hosting the Chinese Open. They have expressed an interest to come to the IMMAF World Championship to replicate the event. This deal might replace Bahrain.</p> <p>Broadcast</p> <p>BTSport deal has been secured, the biggest worldwide broadcaster. There is no cash return at the moment, but they have agreed to show our events and this give us a big exposure.</p> <p>Business planning was late this year, unfortunately due to sad event recently it makes us more recognizable as a sport. All the search for a sponsor is a long process. IMMAF is getting a good leads and we are hitting the blocks.</p> <p>No questions.</p>	
<p>6. CEO Densign White Update</p>	<p>As mentioned before, lots of work had been overshadowed by Joao Calvarho tragic incident. At the same time IMMAF is getting a big interest and lots of interviews with BBC about recognition of the sport. We are spreading information about our activities, training provided to official, medical support, Coaching Scheme. Our biggest threat is rivalry, we may have done all work to the best of our ability, but there is always someone who can block us from another organisation. Stephen Fox, President of AIMS said, that it took him seven years for Kick Boxing Muay Thai to be recognised. He encouraged us not to give up, to keep going no matter what thrown in our direction. Sambo admitted to 35 years waiting for recognition.</p> <p>We submitted an application for WADA recognition, but still have to address three more items. One is a risk assessment, out-of competition anti-doping testing (RTP), and break down of the cost we are spending on anti-doping.</p> <p>The second phase is for WADA to present the application to ARIF,</p>	



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	<p>ASOIF and AIMS President Stephan Fox .</p> <p>IMMAF is making sure, that all the new members are recognised by sports authority. The next SportAccord Convention will be taking place in Denmark April 2017. An announcement was made during the convention of a change to the rules. Unfortunately, we may need to make an application this August possibly without knowing those new criteria.</p> <p>The World Championship is on good track. Ralph Cook is a Director working in Vegas. Nyra Phillips last year tournament director has been appointed our main contact to The Championship by NSAC.</p> <p>We have a new world championship UFC contract from Reed Harris.</p> <p>Green Hill equipment has been approved. Unfortunately, Adidas has no time to redesign their products and withdraw their interest for this year event.</p> <p>Directors and officers Insurance has been completed – with cover of 2.000.000, and legal support.</p> <p>The meeting with Irish Sports Minister Michael Ring took place on 27 April. Minister said, that to recognize MMA would take at least three years. It was suggested that IAPA went under the umbrella of the Irish martial arts commission (IMAC), however John Kavanagh preferred to go down the independent route and set up a new Irish MMA federation. JK has adopted Professor Dan Healy recommendations in increasing fighter’s safety in line with professional boxing that is considered to be the ‘gold standard’.</p> <p>IMMAF are improving athlete safety, as a result each athlete who has KO/TKO will go immediately for a brain scan at the IMMAF world Championship in Vegas.</p> <p>GS MMA has only 25%- 30% strikes during the bout compare to boxing. So it is not only the cost, but MMA doesn’t have the same measures as a professional boxing, Boxing and MMA are not the same sport.</p> <p>DW There is no conclusion to this argument. IMMAF will provide further support to John Kavanagh, DW will be present at BAMMA 4 and 5 June in Ireland, and discuss further cooperation.</p>	
7. Financial	<p>IMMAF is very careful with spending money, but we are a growing</p>	



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<p>Report</p>	<p>organization and we have to build a strong position to be recognised. Both President (honorarium), DW and DA are not taking salaries this month. However, there is no time to slow down. UFC next instalment is due for payment on the first of June. GS, we need to have revenue that keeps pace with cash flow.</p>	
<p>8. Continental Report Raymond Philips</p>	<p>RP The Republic of Congo expressed they interest in working relationship, but they didn't seem to be well organize. Zimbabwe is quiet at the moment. Angola contact came along, they happy to meet and RP is working on the project. Madagascar is still in very early stages to joining IMMAF, but very keen on talks with country Sport Minister. There are lots of clubs in SA who were doubtful of IMMAF presents. Densign's and Marc's visit created lots of positive interest. The name of The African Championship is going to be changed to African Open. An incident has been recorded with a fighter brain haemorrhage during a professional fight, due to weight lost and dehydration. The fighter is fine at the moment, and under medical observation. His suspension to fight will last a year. SA is preparing a team for Arnold Classic and World championship. KB has asked RP to collect a data about this incident for further research.</p>	<p>KB Action</p>
<p>9. Stewart Brian Update</p>	<p>SB - The biggest news was that the New Zealand got recognition by the Government and Australia is still looking into it. Australia has done a very successful Arnold Classic Show. Western Australia is getting ready for an election, the election result will give opportunity to apply for government recognition. A couple of Australian judges has been approved to take part in the IMMAF Championship. MyNextMatch is an issue, registration and payment is not possible to complete.</p>	<p>Action DW</p>
<p>10. My Next Match</p>	<p>DW We are planning to have a tutorial in Vegas for people to practice and get training.</p>	



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11. Next Meeting	Board of directors next meeting will take place in Vegas	