



**WBSC**

WORLD  
**BASEBALL SOFTBALL**  
CONFEDERATION

*Game Time!*

# **Executive Board 17th Meeting**

By videoconference  
28th May 2021



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WORLD  
**BASEBALL SOFTBALL**  
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*Game Time!*

# Minutes

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## WBSC Executive Board 17<sup>th</sup> Meeting

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By videoconference

28<sup>th</sup> May 2021

**AGENDA**

- 1) Welcome
- 2) Roll call
- 3) Approval of the Minutes of WBSC Executive Board (EB) Meeting held on 4<sup>th</sup> February 2021 (by videoconference)
- 4) Any matters arising from the Minutes
- 5) President's Address
- 6) Strategic Plan
  - Organisational profile (Vision, Mission, Values)
  - Structure
  - Strategic Goals
- 7) eSport
- 8) Prospective new Members
- 9) Call of the next WBSC Executive Board meeting
- 10) Any other business
- 11) Adjournment of the Meeting

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## **ATTENDANCE**

### **Present (28/34):**

President:	Mr. Riccardo Fraccari
Vice President – Softball:	Ms. Beatrice Allen
Executive VP – Baseball:	Mr. Tom Peng
Executive VP – Softball:	Mr. Craig Cress
Secretary General:	Dato' (Ms.) Beng Choo Low
Treasurer:	Mr. Angelo Vicini
Member At-Large:	Mr. Tommy Velázquez
Member At-Large:	Mr. Ronald Finlay
Member At-Large:	Mr. Paul Seiler
Member At-Large:	Ms. Taeko Utsugi
Athletes' Rep – Softball:	Ms. María José Soto Gil
Athletes' Rep. – Baseball:	Mr. Justin Huber
Global Ambassador:	Mr. Antonio Castro

### **Baseball Division:**

Member At-Large:	Ms. Hiroko Yamada
Member At-Large:	Mr. Luís Melero
Continental VP Africa:	Mr. Saber Jlaïja
Continental VP Americas:	Mr. Nemesio Porras
Continental VP Asia:	Mr. Xu Chen
Continental VP Europe:	Mr. Didier Seminet
Athletes' Rep. – Baseball:	Mr. Randolph Oduber

### **Softball Division:**

Treasurer:	Mr. Javier Anaya
Member At-Large:	Mr. Tirelo Mukokomani
Continental VP Africa:	Mr. Mashilo Matsetela
Continental VP Asia:	Mr. Hiromi Tokuda
Continental VP Europe:	Mr. Gabriel Waage
Continental VP Oceania:	Mr. Rex Capil
Athletes' Rep. – Women Softball:	Ms. Erika Polidori
Athletes' Rep. – Men Softball:	Mr. Bruno Motroni

### **Excused:**

Vice President – Baseball:	Mr. Willi Kaltschmitt
Member At-Large:	Mr. Benicio Robinson
Global Ambassador:	Mr. Melitón Sanchez
Continental VP Oceania:	Mr. Laurent Cassier
Athletes Rep. – Baseball:	Ms. Ashley Stephenson

### **In attendance, also:**

Mr. Michael Schmidt, Executive Director

Ms. Karen Gaunt, WBSC Legal Commission Member  
Mr. Vincenzo La Roca, WBSC Legal Commission Member  
Ms. Akiko Ito, Japanese interpreter  
Mr. Chris (Chien Fan) Day, Chinese interpreter  
Mr. Ding Feng, Chinese interpreter  
Ms. Vivien Campos, WBSC interpreter

**WBSC Staff Members:**

Mr. Marco Ienna (COO)  
Mr. Valerio Cianfoni (B5)  
Mr. Victor Isola (Anti-Doping)  
Mr. Miguel Pazcabrales (BASE)  
Mr. Yusuke Nagai (BASE)

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**1. WELCOME**

- 1.1 President Fraccari called this May 28<sup>th</sup>, 2021 WBSC Executive Board (EB) Meeting enlarged to WBSC Baseball and Softball Divisions to order at 13:00 (Lausanne time). He welcomed all the attendees and outlined the matters as listed on the Agenda for discussion in this Meeting.

**2. ROLL CALL**

- 2.1 Secretary General Low completed the Roll Call as per the attendance list above and confirmed that there was a quorum for this Meeting to proceed.

**3. APPROVAL OF THE MINUTES**

- 3.1 Secretary General Low informed that the Minutes of the 16<sup>th</sup> WBSC Executive Board meeting enlarged to WBSC Baseball and Softball Divisions held by videoconference on February 4<sup>th</sup>, 2021, was sent earlier to all EB Members and there was no request for amendments received by the WBSC Secretariat.

**PROPOSAL:**

To consider and approve the Minutes of the 16<sup>th</sup> WBSC Executive Board meeting enlarged to WBSC Baseball and Softball Divisions held by videoconference on February 4<sup>th</sup>, 2021, as proposed by Mr. Rex Capil and seconded by Mr. Ron Finlay.

***DECISION***

*The WBSC Executive Board unanimously approved the Minutes of the 16<sup>th</sup> WBSC Executive Board meeting enlarged to WBSC Baseball and Softball Divisions held by videoconference on February 4<sup>th</sup>, 2021.*

**4. ANY MATTERS ARISING FROM THE MINUTES**

- 4.1 All matters arising, as informed by Secretary General Low, were listed on the Agenda for this Meeting and the next EB Meeting for discussion and consideration. No further matters were brought up.

**5. PRESIDENT'S ADDRESS**

- 5.1 President Fraccari informed about the passing of Ernesto Reynoso, Higinio Velez and Tony Morales, and expressed WBSC and his condolences and requested for a minute of silence in their memory.

*[One minute of silence observed by all present]*

- 5.2 President Fraccari informed that the EB Meeting has been split into 2 phases, one held today and the other scheduled for 28 June 2021, to allow for better in-depth discussion of matters on the respective agenda for the respective EB meeting.

- 5.3 He reported that after a year of postponed events due to the global Covid-19 pandemic, athletes would be returning to the fields to compete in the coming WBSC Baseball Americas Olympics Qualifier in Port St. Lucie and West Palm Beach, Florida, USA.

5.3.1 He thanked USA Baseball, the Local Organising Committee, as well as the State of Florida, Port St. Lucie and West Palm Beach authorities and organisers for their committed cooperation to ensure the Americas Qualifier would proceed in a safe environment in the best interest of the athletes. He added that the WBSC had worked with the relevant authorities to obtain and make available COVID-19 – J&J vaccinations to any member of the participating teams at the Americas Qualifier who wished to be vaccinated.

5.3.2 He also informed that this Americas Qualifier would be broadcast to over 70 countries and territories.

- 5.4 He reported on the following as regards the WBSC Baseball Final Olympics Qualifier:

5.4.1 The Final Qualifier had to be rescheduled due to the recent spike in the number of Covid-19 cases in Taiwan which had resulted in additional health and safety restrictions as well as quarantine restrictions imposed by the health and other authorities there. He thanked the Chinese Taipei Baseball Association (CTBA) and the authorities there for their committed collaboration but unfortunately, despite all efforts by all concerned, it was jointly decided that it was not feasible to host that Final Qualifier there.

5.4.2 The Final Qualifier would now be staged in Mexico and he

thanked Ms. Ana Guevara (General director of CONADE) and Andres Manuel Lopez Obrador (President of the Republic of Mexico) who spared no efforts to make all the necessary arrangements, and for agreeing to step in to host that Final Qualifier in Mexico despite such short notice.

- 5.5 He informed that the WBSC team was in constant communication with the International Olympic Committee (IOC) Sport Department as regards the continuous adjustments and adaptations to the health and safety requirements and restrictions for the Tokyo Olympic Games.

5.5.1 He stated that a great success in the Baseball-Softball competition in Tokyo 2020 would play a very important role for the WBSC's LA28 return.

5.5.2 During the Tokyo 2020 period, there would be a Baseball5 showcase in collaboration with the Japanese Baseball and Japanese Softball Federations, the Rubber Baseball Federation and the University Baseball, as well as with the support of Yomiuri, Kenko (providing 150 dozen B5 balls) and the Mondo (providing synthetic playing fields).

- 5.6 He reported that the WBSC has reviewed and analysed the WBSC structure and organisation under the WBSC Strategic Plan approved by the EB, including the Secretariat and respective departments, to implement the restructuring of the WBSC into a more effective and efficient International Federation. He also reported that the WBSC team also looked into the use of new technology and tools to enable online meetings to be held by videoconference effectively.

## **6. STRATEGIC PLAN**

- 6.1 WBSC Executive Director Mr. Schmidt reminded the EB that the WBSC Strategic Plan 2021 -2024 was approved by the EB in its Meeting held (online) on 09 December 2020. Under the approved Strategic Plan, the WBSC would have 9 Departments and 1 Integrity Unit. He requested WBSC Chief Operating Officer (COO). Mr. Marco Ienna, to make a PowerPoint presentation to update the EB on the Strategic Plan.

- 6.2 COO Mr. Ienna made the presentation to update the EB on the Strategic Plan, brief particulars of which were as follows:

6.2.1 The Strategic Plan comprises of 3 main sections:



- (a) The Organisational Profile.
- (b) The Strategic Goals.
- (c) The Structure.

6.2.2 **The Organisational Profile** is WBSC's identity, comprising of the slogan, vision, mission, proposition, positioning, values and personality to tell who the WBSC is and what the WBSC is doing.

6.2.3 **The 9 Strategic Goals** are at the heart of the strategy for the WBSC to accomplish its vision and mission.

6.2.4 **The Structure** is the set-up to serve the organisation where the WBSC's main departments and the respective tasks assigned to the staff are defined and is aimed at promoting teamwork and to avoid overlapping.

6.2.5 The **Overall Plan and Roadmap** presented allocated each of the Strategic Goals to the respective Departments, with each Goal comprising of Sub-goals for the respective Department to work towards achieving the success of the Plan.

6.2.6 The Agenda 2020+5 approved and launched by the IOC has a several similarities and common goals with the WBSC's Overall Plan and Roadmap. As such, the WBSC has proposed to the IOC to initiate a pilot project to align the WBSC Strategy with the IOC's Agenda 2020+5 to enable the WBSC to make a more comprehensive and solid plan, and to contribute to maximising the impact of the IOC Agenda, and the IOC has accepted the proposal.

6.3 The WBSC staff were then requested to each give to the EB Members, a brief introduction of himself/herself (in alphabetical order of his/her family name), the Department/Unit he/she was assigned to, where he/she was physically based, and his/her respective assigned duties and responsibilities, and the particulars of each of their introduction were as set out in a ppt presentation.

6.3.1 Mr. Richard Baker (Media & Communications Manager).

6.3.2 Ms. Laetitia Barbey (Finance Department).

6.3.3 Mr. Mattia Berardi (Africa Continental Liaison & Development Department).

6.3.4 Mr. Paul Bernal (Events Department).

6.3.5 Ms. Naomi Bloetjes (Integrity Unit, Members Department).

6.3.6 Mr. Valerio Cianfoni (Protocol & Events Departments, Integrity Unit).

6.3.7 Ms. Francesca Fabretto (Europe Continental Liaison, Members

- Department).
- 6.3.8 Mr. Brian Glauser (HQ - Office Operations, Members & Events Departments).
  - 6.3.9 Ms. Laurie L. Gouthro (Events Department).
  - 6.3.10 Ms. Mariela Gonzalez (Protocol Department, Integrity Unit).
  - 6.3.11 Mr. Joan Gracia Pagan (Events Manager).
  - 6.3.12 Mr. Allan Hrastoviak (Media & Communications Department).
  - 6.3.13 Ms. Aki Huang (Asia & Oceania Continental Liaison, Protocol Department).
  - 6.3.14 Mr. Marco Ienna (Chief Operating Officer (COO)).
  - 6.3.15 Mr. Victor Isola (Americas Continental Liaison, HQ – Office Operations).
  - 6.3.16 Mr. Pietro Isola (IT Department).
  - 6.3.17 Mr. Martin Jorge (Media & Communications Department).
  - 6.3.18 Mr. Sam Kim (Events Department).
  - 6.3.19 Ms. Misaki Kudo (Media & Communications Department).
  - 6.3.20 Mr. Oscar Lopez (Media & Communications Department).
  - 6.3.21 Mr. Marco Lepre (Integrity Unit).
  - 6.3.22 Ms. Carolina Machado (BASE/Marketing Department).
  - 6.3.23 Mr. Yusuke Nagai (BASE/Marketing Department).
  - 6.3.24 Ms. Valentina Naranjo (BASE/Marketing Department).
  - 6.3.25 Mr. Paul Macaluso (IT Department).
  - 6.3.26 Ms. Amy Park (Integrity Unit, Members Department).
  - 6.3.27 Mr. Giovanni Pantaleoni (Development Department).
  - 6.3.28 Mr. Miguel Pazcabrales (BASE/Marketing Department).
  - 6.3.29 Ms. Sandrine Pennone (Finance Department).
  - 6.3.30 Mr. Vedad Suljagic (Finance Department).
  - 6.3.31 Mr. Riccardo Schioli (Media & Communications Department).
- 6.4 Mr. Ienna requested the EB Members to have a closer look at the Strategic Plan and to put forward his/her input on his/her role and his/her recommendations to help to implement the Strategic Plan.
- 6.5 President Fraccari added that the Strategic Plan would be adapted from time to time to keep up with changes and said that it was the right time to put into practice what was written down in the Plan. He hoped that the EB Members would come forward to be involved in the implementation of the Plan as teamwork was necessary and very important to ensure its success.
- 6.6 Treasurer Vicini noted the significant size of the staff-force of the WBSC and stated that the feedback and input from the EB Members was vital for the successful implementation of the Strategic Plan.
- 6.7 Mr. Cress informed that USA Softball was also undergoing a review

and strategic planning. He thanked the WBSC for all the efforts and he stated that the International Federation has a very important role in supporting the national federations.

6.8 President Fraccari added that the WBSC Commissions play an important role as well and thanked the members of the Commissions for their commitment and dedicated work.

6.9 Mr. Day (on behalf of Mr. Tom Peng) stated that whilst the WBSC is to be commended for all the efforts and work, he was concerned that the WBSC might be moving ahead too fast for the national federations to keep pace. He added that an organisation can only be as strong as its weakest member and quite a number of national federations have a lot of catching up to do in development. He urged the WBSC to look into supporting the national federations to move forward in tandem with the WBSC's plans and progress.

6.9.1 President Fraccari agreed with Mr. Day and said that the Continental Liaisons played an important role in ensuring constant contact and input from each of the National Federations in order for the WBSC to understand their challenges and requirements to help the national federations grow.

6.2 Executive Director Mr. Schmidt informed that the feedback from the national federations to the recent WBSC Members Survey conducted earlier in 2021 was very helpful in gathering inputs from the federations and to create a better overview of the national federations' respective needs, challenges, and requirements. He also said that the WBSC was planning to have additional webinars on related subject matters, such as marketing, administration, etc., to help the WBSC members to grow in all aspects.

## **7. ESPORT**

7.1 Executive Director Mr. Schmidt gave a PowerPoint presentation to report on and update the EB Members on the WBSC e-Sport Strategy, brief particulars of which are as follows:

7.1.1 There was an increasing involvement and interest from the Olympic movement towards all kinds of digital entertainments.

7.1.2 The IOC, together with ASOIF, invited the WBSC to be part of

the initial Olympic Virtual Sports (OVS) series, where the WBSC was one of only 5 International Federations (IFs) involved as the WBSC was already engaged in mobile gaming development. The IOC was planning to have this OVS series every year.

- 7.1.3 The WBSC e-Sport approach was based on the following 3-pillar Strategy:
- (a) Mass participation mobile gaming.
  - (b) High level online console competitions.
  - (c) Physical simulators, virtual reality, or hybrid version.
- 7.1.4 The WBSC has already started the development of a **mobile game**, “WBSC Playball”, based on the WBSC’s properties, such as the Baseball World Cups, and it would be launched shortly. The target is to engage the billions of smartphone users available globally as the game is downloadable for free.
- 7.1.5 The WBSC was working in collaboration with Konami, on the **high-level online console competitions**, using state-of-the-art software. The WBSC was participating in the IOC OVS in this pillar; and the target was the millions of best-in-class gamers. It was noted that there were already existing professional baseball leagues successfully using the same format.
- 7.1.6 The **physical simulators, virtual reality or so-called hybrid versions** was the biggest challenge for the WBSC as a federation that governs team sports. The WBSC was in discussion with a potential partner from Korea for a possible collaboration framework. The target was to develop games related to the WBSC World Cups and events, and attract the general baseball-softball community, where participants from different countries could play together simultaneously.
- 7.1.7 In line with the expectations of the Olympic movement main stakeholders, the WBSC would fulfil its role as an international governing body and find its space in e-Sport with respect to Baseball, Softball and Baseball5.
- 7.1.8 For ease of operations, each of the 3 pillars would have a project liaison and delivery partner working in collaboration with the WBSC to oversee and coordinate the respective projects.

- 7.2 Mr. Pazcabrales explained the following regarding the commercial and

economic self-sustainability aspect of each of the 3 pillars of the e-Sport projects:

- 7.2.1 Each of the 3 pillars has a different business model and type of revenue stream, with each pillar representing an opportunity for the WBSC and its members for growing our sport and brand globally:
  - (a) Mobile: In-App purchases, In-game sponsorship, Pre-roll advertising.
  - (b) Console: Event subscription, Game licensing, Sponsorship.
  - (c) Virtual: Participation, Sponsorship.

7.2.2 The purpose of the mobile app and mobile game is to have in app purchases, with players required to make micro-payments (which generate revenue) to move to the next level of the game. Other aspects, such as game sponsorships, are similar to those of physical competitions.

7.2.3 For the high-level online console competitions, the focus is on the creation of events and event subscriptions, either physical or virtual, through existing platforms; there would be game licensing and sponsorships.

7.2.4 Subscription to participate may be the main revenue for the physical simulators.

7.3 Mr. Nagai gave the following update on the e-Sports projects:

7.3.1 WBSC teamed up with Konami, which is one of the most recognised gamers in the world, to join the OVS series. The final of the OVS series would be broadcasted on the Olympic Channel online; the WBSC was working on the streaming of the contents on Gametime on a delayed basis.

7.3.2 On average, there were more than 4,000 people participating on the Baseball OVS every day. Unfortunately, the video game was only available in certain countries/territories, such as Japan, Korea and Taiwan, but the WBSC was working together with the IOC on possible expansions.

7.4 Executive Director Mr. Schmidt informed that the WBSC was the first International Federation within the Olympic Movement to be able to work with all 3 pillars at the outset.

- 7.5 Mr. Capil congratulated the WBSC on the work and efforts being done within the e-Sport sector and added that it was great opportunity for the WBSC to realise the commercial opportunities.

## **8. PROSPECTIVE NEW MEMBERS**

- 8.1 Secretary General Low informed the EB Members that there were no applications to be tabled for approval at this Meeting. She said that the WBSC team was working with various parties on the establishment of the national baseball-softball federation in countries in the Middle East.

## **9. CALL OF THE NEXT WBSC EXECUTIVE BOARD MEETING**

- 9.1 President Fraccari informed the EB Members that the next EB Meeting (online) was scheduled for 28<sup>th</sup> June 2021 and that the agenda for that meeting would be sent out soon, with an important item, being discussions on the WBSC's LA28 campaign.

## **10. ANY OTHER BUSINESS**

### **10.1 WBSC U-18 Women Softball World Cup**

Mr. Mashilo inquired whether the U-18 Women Softball World Cup scheduled to be held in Lima Peru (28 August -05 September 2021) would still proceed as scheduled.

- 10.1.1 Executive Director Mr. Schmidt informed that the WBSC was in communication with the Government and organisers from Peru for a possible postponement and that the WBSC was waiting for a confirmation from the Peru side on the postponement.

### **10.2 WBSC Congress 2022**

Mr. Day (on behalf of Mr. Tom Peng) raised a concern related to the Congress in 2022 scheduled to be held in Chinese Taipei, as regards the requirements set by the relevant authorities for quarantine and other safety/health restrictions as the vaccine roll-out in Taiwan has been rather slow.

- 10.2.1 President Fraccari stated that the matter would be discussed

in due course at a later stage.

**11. ADJOURNMENT OF THE MEETING**

- 11.1 President Fraccari thanked all who attended the Meeting. He also thanked the WBSC staff and the interpreters for their efforts in ensuring the success of the meeting.
- 11.2 There being no other matters, the Meeting adjourned at 15:30 with a vote of thanks to the Chair. [End]



*These Minutes, originating from the WBSC Executive Board Meeting held by videoconference, on 28<sup>th</sup> May 2021, are formally confirmed as correct by:*

Day \_\_\_\_\_ Month \_\_\_\_\_ Year \_\_\_\_\_

City \_\_\_\_\_

Signed by \_\_\_\_\_ Signed by \_\_\_\_\_

Riccardo Fraccari  
President

Beng Choo Low  
Secretary General