

Ultimate Newfoundland and Labrador

Annual General Meeting

October 1st, 2019 - Paul Reynolds Community Centre

Members in attendance:

Sarah Hoddinott
Kathleen Sullivan
Melissa Wheeler
Claire Moore-Gibbons
Aaron Power
Luke Dyer
Brandon Kilfoy
Kurtis Thornhill
Susan White
Tori Kearney
Patrick Snow
Michael Walsh
Hilary Walsh

Proxy votes:

Sabrina Roberts
Yolanda Kuai
Alex Bill
Erin Daly
Nick House
Paolo Mascarin
Rob Langridge
Will Kerr
Tracy Dyer
Jessica Wade
Kayla McNally
Ken Budgell
Aaron Goulding
Rachael Fitkowski

Ultimate NL Review

- Review of current Board members: President - Nick House, Vice President - Melissa Wheeler, Finance Director - Sarah Hoddinott, Communications - Susan White, Youth Grade Schools - Hilary Walsh, Youth Performance and Development - Luke Dyer, Sport Development - Kathleen Sullivan, Community Outreach - Kurtis Thornhill, Events - Yolanda Kuai, Member at Large (vacant)
- League representatives: SWURL - Hilary Walsh, MAUL - Nick House, MZU - Michael Walsh

- Nick House is unable to attend the meeting tonight but sent along a message expressing pride at the work Ultimate NL has completed this year.
- Melissa Wheeler, VP, reviews the purpose of Ultimate NL (as per the bylaws), affiliations with other organizations (Ultimate Canada, Sport NL, School Sports NL, and the Government of Newfoundland - Sport and Recreation division of the Department of Children, Seniors and Social Development).

Membership Review:

Age Group	Female-matching	Male-matching	Other
0-12	45	66	
13-18	184	276	
19-39	270	307	1
36-50	19	29	
50+	4	4	
Total	522	682	1
Total 2018-2019 Membership			1,205

- It was noted that the 'Other' category refers to players that did not identify a gender on registration forms. Going forward, Ultimate NL is working to remove gender identification on forms (with the exception of medical forms) that use limited options (i.e. male and female), instead, will aim to have space where a player can identify however they choose. This is in an effort to make the sport more inclusive and supportive to LGBTQ+ athletes.
- Membership trends: increased adult membership (female participation increased from 232 to 266 adult members → a result from increased SWURL league offerings; and, increased participation in the sport on the west coast of the province (Corner Brook and Gros Morne area) and increased youth participation (this year Ultimate NL expanded the Junior High and Elementary provincial tournaments into stand-alone events as well as hosted additional SSNL regional tournaments outside of the Avalon region).

New Policy Adoption:

- As a result of an incident that occurred at a high school tournament, Ultimate NL adopted the Ultimate Canada Code of Conduct and Ethics and Event Discipline Procedure.
- The adoption of these policies gives Tournament Directors (and Athletic Directors) a clear document on how to deal with infractions.
- Aaron Power spoke up to suggest that Ultimate NL also consider using a Discipline Committee at tournaments and giving that Committee the authority of dealing with issues instead of the Tournament Director (TD already bogged down with other logistical tasks during tournaments). He also had some questions about the School Sport NL status, but was encouraged to ask the questions again following Hilary's recap of Youth/ Schools ultimate.

Fiscal Review:

Fiscal Year June 1, 2018 - May 31, 2019

Category	Revenue	Expense
Membership Fees	\$16,395.00	\$2,339.00
Merchandise	\$7,849.63	\$8,485.16
Sport Development	\$3,575.00	\$5,590.62
Tournament Fees	\$5,030.00	\$3,489.51
Youth Equipment	\$344.00	\$1,989.12
Youth League	\$7,780.00	\$8,620.56
Youth Tournament	\$9,830.00	\$18,441.31
Youth Travelling	\$49,449.24	\$54,910.12

Category	Revenue	Expense
Grants	\$24,561.00	
Administration		\$9,477.17
Award/Volunteer Party		\$2,409.97
Conference Travel		\$3,078.38
Insurance		\$2,086.86
Public Relations/Communications		\$2,144.98
Travel Subsidy		\$2,950.00
Miscellaneous		\$137.12
Total Net Profit -\$1,336.01	\$124,813.87	\$126,149.88

- Sarah Hoddinott, Finance Director, presented the Fiscal Information.
- There was an extra \$100 on the Communications budget for this year.
- Membership, insurance and administration fees were higher than in previous years.
- Youth tournament costs were much higher due to the addition of a photographer (not originally included in the budget)
- It is noted that only part of the sponsorship we received from Veterinary Speciality Centre of Newfoundland and Labrador (VSC) is shown on this breakdown (because of the fiscal year cut-off).
- Going forward, the Storm financials will be taken out of the Ultimate NL budget and will have its own budget (registered as its own entity).

Sport Development Review:

- Slides presented by Sport Development Director, Kathleen Sullivan.
- Ultimate was named a foundation sport in 2018 by School Sports NL so the sport is now in the PE curriculum for Junior High and High Schools across the province.
- Following this announcement, there were 4 SSNL high school tournaments that involved approximately 230 athletes (Regions: St. John's, Northern, Northern Peninsula, Central East). Tournaments were held in Mount Pearl, Labrador City, Cow Head and Twillingate.
- Ultimate NL offers clinics for members and the public:
- Adult Clinics: Mostly for MZU summer teams looking to improve skills and receive information on strategy. Generally taught by competitive players with a high understanding of the game. These clinics were highly under-utilized as there were less than 10 clinics in total this year.
- Youth Clinics: Focused on introducing ultimate to children of all ages. Taught using the

LTAD guide, led by players from the community, board members, and the summer clinics coordinator.

- Annika Bieger was hired as our Summer Clinics Coordinator for the 2019 summer season. She facilitated clinic requests, organized volunteers, and instructed clinics. She reached out to community groups, daycares, after-school programs and day camps to spread the word about our clinics.
- In total, 46 clinics for community groups were completed, reaching a total of 1,185 participants between the ages of 5-14. Clinics took place in the St. John's metro region, Bay Roberts, Old Perlican and Harbour Main.
- International Spirit of the Game Day: Dec. 3, 2018
 - Coordinated with MZU to play spirit games during regular season games in the Fall BIY League.
 - Spoke to youth players about spirit and played spirit games during UNL league slot.
 - Ultimate NL member Pete Thompson won a prize from Ultimate Canada after agreeing to participate in a video focused on spirit of the game.
- NCCP coaching:
 - 2019 course recap: Community Initiation (5 participants); Competition Introduction (10 participants)
 - Total trained coaches: 32 trained community coaches; 23 competitive coaches (5 have achieved certified status); one trained competition development coach
- Adult travelling team national competition results:

Adult Travelling Team National Competition Results

Team	Tournament	Participating Teams	Result	Spirit Score Rank	Average Spirit Score
MUTT	CUUC II	24	9th	2nd	12
On Wheels	C4UC	22	15th	14th	10.375
Come From Away	C4UC	22	22nd	5th	11.429
Regiment	CUC	16	12th	3rd	11.67

- There are currently two active, adult competitive club teams in NL:
 Tempest (women's): established in 2010
 Regiment (open): established in 2017
- The Memorial University club team, MUTT has competed at CUUC since 2013.
- NL has sent teams to C4UC each year since the first tournament in 2015.
- MUTT will be travelling to CUUC again this year in Brampton later this month.
- Tempest did not attend a national tournament this year, but had a very competitive season overall travelling to Chick 'n' Run (indoor 4 on 4 tournament) in Halifax in

December 2018, Boston for the Boston Invite (7th place finish) in June 2019 and Ottawa for No Borders (6th place finish) in July 2019.

- Award Recognition: Luke Dyer won the Premier's Athletic Award and Sport NL scholarship.
 - Luke earned a silver medal as a part of Team Canada (open) at the WFDF U24 World Championships that took place in Germany this past July.
- Women's Skill Development Series: very successful new program offered by Ultimate NL. 53 female-matching participants in total. Participants were offered 6-weeks of skill development opportunities. Sessions were led by players from Tempest Ultimate.
 - Very high level of positive feedback from participants.
 - Most participants indicated they would participate in a skills series again.
 - We will be looking to expand on this program again next year, perhaps expanding the program offering in mixed settings.
- PE In-service for Teachers:
 - To expand ultimate knowledge across the province, we have started offering community coaching courses for teachers. The goal is to increase the level of understanding around the game and the rules for teachers.
 - Running a pilot of this project in November 2019.
 - If successful, we will be looking to implement this initiative across the province.

Youth Ultimate Review:

- Winter High School League
 - Allowed senior high teams the opportunity to compete against other schools before May provincials (March 21-April 18, 2019 at the Techniplex).
 - Participating teams:
 - Mount Pearl Senior High
 - Holy Heart of Mary High
 - St. Bonaventure's College
 - Holy Spirit High
 - Gonzaga High School
 - Brother Rice Junior High
 - 2019 Youth Development Camp: provided Storm-eligible youth players with focused sessions on skills necessary for higher level ultimate. Participants reviewed a report on how to develop post-camp.
 - Volunteers ran weekly sessions while Storm coaching staff provided report feedback.
 - 32 registrants total (17 male, 15 female) aged 13-18
 - Feb. 7 - Mar. 14, 2019 at the Techniplex
 - 2019 Storm Tryouts:
 - 63 athletes tried out in total (31 open, 32 women)
 - More athletes tried out for the Storm women's team than the open team for the first time in the program's history.
 - Objective: build junior open team roster and establish Storm junior women team to compete at CUC juniors.
 - Three tryout sessions for each team: Open: April 6, 13, & 20/ Women: April 17, 20 & May 1

Tryouts organized and run by coaches: Open: Craig Stoyles (head), Laurel Penney (assistant) / Women: Natalie O'Donnell (head), Claire Moore-Gibbons (assistant)

- 2019 Senior High Provincials
 - 13 teams from 9 schools competed (May 4-5, 2019 at the Techniplex)
 - Champions: Holy Heart
 - Most Spirited: Mount Pearl A
 - New Teams: Roncalli A and B
 - Sponsored by VSC; first usage of Ultimate NL Discipline Policy
- 2019 Junior High Provincials
 - 14 teams from 11 schools competed (May 25-26, 2019 at the Techniplex)
 - Champions: Mount Pearl Junior High Grade 9s
 - Most Spirited: Brother Rice Junior High
 - New Teams: Roncalli, MacDonald Drive Junior High, Cowan Heights
 - Sponsored by VSC; 10th anniversary of the tournament
- 2019 Elementary Provincials
 - 8 teams from 6 schools competed (June 2, 2019 at the PowerPlex)
 - Winner: Ecole des Grands-Vents
 - Most Spirited: Vanier Red
 - First ever stand-alone Elementary School Tournament; Riverside Elementary travelled to compete from Clarenville
- Lessons learned:
 - Volunteers (lack of) continue to be a challenge
 - Two Tournament Directors recommended for future High School Tournaments
 - More than 10 minutes in between games is critical for Elementary tournaments
- Aaron Power spoke up to say that trained observers/ facilitators are extremely useful for higher level games and would encourage the usage again in future tournaments.
- 2019 Junior High and Elementary School Summer Leagues:
 - Provided an opportunity to play outdoor ultimate to youth athletes
 - Summer student, Annika Bieger, organized the league
 - 25 registrants total for Junior High, 33 for Elementary
 - Six weeks total, July 7-Aug. 11 at Kitty Gaul
- Canadian Ultimate Championships: Junior Division (CUC Jrs) 2019
 - Edmonton, Alberta - Aug. 11-14
 - Women's team: coached by Claire Moore-Gibbons and Natalie O'Donnell; 26 athletes on the team (21 travelled).
 - The women's team played 2nd in most spirited for the second year in a row.
 - Open team: coached by Craig Stoyles and Laurel Penney; 18 athletes
 - First female captain in the program's history
- Storm recommendations for upcoming years:
 - Start program early in the year to strengthen strategy and skill
 - Expand on conditioning offerings
 - Engage more groups (adults) for scrimmages for more game experience
 - Encourage more fundraising to offset program costs

Volunteer & Outreach Review

- Volunteer Appreciation Party: Feb. 9th, 2019 at Rocket Bakery. 28 people nominated for various awards; tribute video prepared for Lifetime Achievement Award.
 - Lifetime Achievement - Stefan Barnes
 - Female Athlete of the Year - Erin Daly
 - Male Athlete of the Year - Luke Dyer
 - Jr. Female Athlete of the Year - Madison Hull
 - Jr. Male Athlete of the Year - Andrew Workman
 - Coach of the Year - Craig Stoyles
 - Justin Frampton Spirit of the Game - Claire Genest
 - Kristine Cadigan Award - Kathleen Sullivan
 - Joe Coady Volunteer Award - Kurtis Thornhill
- Inclusion and Diversity:
 - We have updated language used on our website/ marketing materials to reflect updated terms of inclusion. For example, “male-matching” and “female-matching” takes the onus off of players to have to identify as a gender, but, instead, allows them to state which gender they feel most comfortable matching/ defending.
 - Ultimate NL hosted a delegation in the St. John’s Pride Parade (July 2019). Over 40 people attended. The event was coordinated by Ultimate NL (Melissa and Susan) and MZU (Rachael Fitkowski).
 - Would like to see more male-matching players in the Parade next year.
 - Following the 2019 Ultimate Canada Conference (theme: Diversity & Inclusion), we hosted a Town Hall on Dec. 18 to discuss outcomes and lessons learned from the delegates that attended (Melissa, Nick, and Sarah).
- Volunteer recap for 2019:
 - 46 total volunteers (MPSH SSNL tournament - 16; Senior High Tournament - 20; Junior High Tournament - 17)
 - Volunteers are typically ultimate players; time donated ranges from 1 hour to 100+ hours, depending on the role volunteered for.
 - This is a total of 13 fewer volunteers from 2018 (9 fewer than 2017)
 - New plan has been developed to address low volunteer engagement and will be administered by Kurtis, Community Outreach Director. Plans include expanded reach in promotion for volunteer opportunities, engaging volunteers that aren’t players (i.e. parents of youth athletes).

Tournaments & Events Review:

- Two tournaments added this year:
 - Gale 4s tournament (April 2019)
 - Elimin8s tournament (June 2019)
- Both tournaments were well-attended and received positive feedback.
- Ultimate NL also ran its annual Toilet Bowl (Sept. 2019) and Huck Fest (Dec. 2018) but had much lower participation. Some adjustments will need to be considered in the future to ensure continued offerings of these tournaments.
- Huck Fest: 6 teams; 60 participants
 - 24 female-matching registrants (15 in 2017); 36 male-matching participants

- Gale 4s: first 4v4 indoor ultimate tournament in NL
 - 25 female-matching participants; 32 male-matching participants
- Elimin8s: 6 teams
 - 29 female-matching participants; 33 male-matching participants
 - May need to consider some format changes so each participant gets more play time
 - Art Hawkins: played a one-hour game of ultimate in the break during the Elimin8s tournament. All proceeds plus a portion of registration fees from the tournament went towards the Art Hawkins Development fund.
- Toilet Bowl: 4 teams
 - 16 female-matching participants; 29 male-matching participants
 - May need to consider changing the structure/ date for this tournament to attract more registrants.

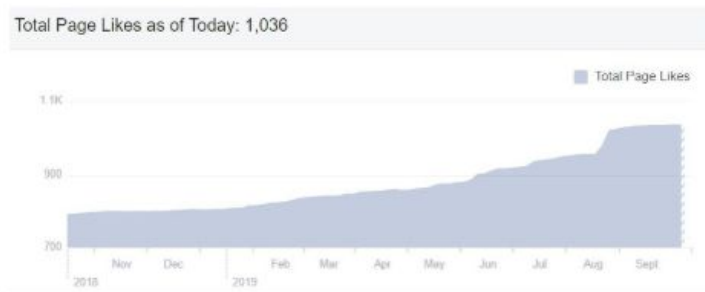
Communications Review:

- Ultimate NL has a number of methods for interacting with membership (website, newsletter, Facebook, Twitter, Instagram, and email)
- Susan White, Communications Director, provided some snapshots of the reach of our marketing efforts. There are some limited analytics available with some of the platforms used.
- Top referral sites: Facebook, Twitter, CBC
- Susan hopes to put some significant work into the website in the next fiscal year.

Social Media

• Facebook:

- 1,080 followers
 - One-year increase: 36%
 - Two-year increase: 64%
- 1,036 likes
 - One-year increase: 32%
 - Two-year increase: 53%



- Follower data:
 - 51% female, 46% male
 - Women: top audience age 25-34 and 35-44
 - Men: top audience age 25-34 and 18-24
 - Facebook most popular posts:
 1. Women's development series promo (4,196 reach)
 2. Melissa Wheeler and Rosie Myers talking gender equity in The Telegram (3,418 reach)
 3. International SOTG video (3,412 reach)
 4. Hilary Walsh vying for national coaching spot (3,159 reach)

Social Media

- **Twitter:**

- 232 followers (↑ 54.6%)
- Sample insights over past 28 days:
 - 34 tweets
 - 25.7 impressions
 - 345 profile visits
- Top tweet:
 - 5,289 impressions (↑71%)
 - 78 engagements
 - 23 profile clicks

- Twitter data is submitted monthly and not annually
- We use Twitter for news, high level of engagement with schools and teachers

Social Media

- **Instagram:**

- 433 followers
- Sample: Sept. 20-26:
 - 44 profiles visits
 - 776 accounts reached
 - 1,974 impressions
- Top post:
 - 98 likes
 - 542 accounts reached
 - 929 impressions

- Instagram insights are very limited. Only available for two-week periods.
- We use Instagram to share more informal news items and manage to get good engagement.

Questions:

- Patrick Snow speaks up to suggest we host an open-forum to discuss the best way to select the C4UC team as there has been issues in the past. He suggests a BIY format would be most beneficial.
- Melissa Wheeler speaks up to suggest Ultimate NL take a look at limiting the number of proxy votes each Ultimate NL member can hold during the AGM (e.g. MZU states a limit of 7 per individual)

Elections:

President:

Melissa Wheeler nominated by Claire Moore-Gibbons, Aaron Power seconded.

Melissa Wheeler nominated Nick House, Luke Dyer seconded.

Melissa declined; Nick is President by acclamation.

Vice-President:

Melissa Wheeler nominated by Claire Moore-Gibbons, Aaron Power seconded.

Accepted and appointed by acclamation.

Finance Director:

Sarah Hoddinott nominated by Melissa Wheeler, seconded by Aaron Power.

Accepted and appointed by acclamation.

Communications Director:

Susan White nominated by Kurtis Thornhill, seconded by Michael Walsh.

Accepted and appointed by acclamation.

Youth Schools Director:

No nominations - position is vacant.

Youth Performance and Development Director:

Luke Dyer nominated by Brandon Kilfoy, seconded by Aaron Power

Accepted and appointed by acclamation.

Tournament and Events Director:

Brandon Kilfoy nominated by Luke Dyer, seconded by Kurtis Thornhill

Accepted and appointed by acclamation.

Sport Development Director:

Kathleen Sullivan nominated by Melissa Wheeler, seconded by Kurtis Thornhill

Accepted and appointed by acclamation.

Community Outreach Director

Kurtis Thornhill nominates himself, seconded by Michael Walsh

Accepted and appointed by acclamation.

Member at Large:

Tori Kearney nominated by Kurtis Thornhill, seconded by Melissa Wheeler

Patrick Snow nominated by Claire Moore-Gibbons, seconded by Aaron Power
Patrick declines nomination
Tori accepted and appointed by acclamation.