

Ultimate NL AGM 2020 – October 22<sup>nd</sup>, 2020

Members in attendance:

Nick House	Melissa Wheeler	Hilary Walsh
Kathleen Sullivan	Melissa Skanes	Susan White
Kelly Knight	Elias Syed	Greg Penney
Mike Green	Michael Walsh	David Whitney-Brown
Erin Daly	Ryan Pickard	Rachael Fitkowski
Kurtis Thornhill	Brandon Kilfoy	Sarah Hoddinott
Erin Ouellette	Jeff Summers	Lesley Butler
Colin Martin	Giovanni Pasinetti	Michael Walsh
Matt Mahon		

Proxy votes:

Grace Clarke	Kari Jenkins	Claire Genest
Meghan Wheeler	Alex Bill	Brian Kennedy
Rob Flemming	Michael Williams	Craig Stoyles
Natalie O'Donnell	Luke Dyer	

- Message from the President: Nick House welcomes members to the AGM.
- Current Board of Directors:

- President - Nick House
- Vice-President - Melissa Wheeler
- Finance Director - Sarah Hoddinott
- Communications Director - Susan White
- Youth Grade Schools Director - Hilary Walsh
- Youth Performance and Development Director - Luke Dyer
- Sport Development Director - Kathleen Sullivan
- Community Outreach Director - Kurtis Thornhill
- Events Director - Brandon Kilfoy
- Member At Large - Tori Kearney
- Newfoundland and Labrador has been one of the first and most successful provinces to return to play in light of COVID-19.
- Review of purpose of Ultimate NL (serving as the governing body of the sport of ultimate in Newfoundland and Labrador).
- Review of affiliated organizations (Ultimate Canada, Sport NL, School Sport NL, Government of Newfoundland and Labrador).
- Membership review:

Age Group	Female	Male
0-12	15	40
13-17	48	54
18-29	137	114
30-40	120	151
41-54	39	44
55+	12	10
<b>Total:</b>	<b>371</b>	<b>413</b>

- Total: 784 members (44% female-matching, 56% male-matching)
- Membership trends: membership has risen steadily since 2016, after decreasing in 2014-15.
- 47% increase in membership in adult female-matching membership since 2016.
- Lesley Butler speaks up to ask if there are decreasing numbers in older age groups for female-matching players.
- Elias Syed speaks up to ask if there are ultimate activities happening outside of St. John's. Nick clarifies there are some ad-hoc leagues taking place on the west coast but are not officially sanctioned by Ultimate NL. Pan-provincial promotion remains a priority for Ultimate NL.

Policies & Procedures:

- Review of new policies: Appeals policy, dispute resolution policy, gender equity policy. All policies were created or adapted with the guidance of Ultimate Canada and/ or Sport NL and are available in full on our website.
- Review of Diversity & Inclusion initiatives:
- Going forward, ratios at Ultimate NL provincial school-level tournaments will be 6v6 with a ratio of 3:3.
- In June, Ultimate NL released a Black Lives Matter statement committing to making our sport and activities as accessible as possible.
  - Attended 'Diversifying Ultimate in Our Community' forum with ultimate players across Atlantic Canada.
- Fall 2020: our first ever partnership with First Light (formerly St. John's Native Friendship Centre) - hosting four 'Learn to Play' sessions.
- Board priority for 2020-21: Diversity & Inclusion Committee (reinstatement)

Fiscal Review:

<b>June 1 2019 May 31 2020</b>	<b>Budget 2019-20</b>	<b>Actual 2019-20</b>	<b>Variance</b>
Membership Dues	16,000.00	18,345.00	2,345.00
Merchandise Sales	8,000.00	1,592.55	-6,407.45
Operating Grant	6,100.00	6,100.00	0.00
Other Grants	0.00	28,196.30	28,196.30
Sport Development	3,094.00	4,500.00	1,406.00
Summer Jobs	2,986.00	3,007.00	21.00
Adult Tournaments	6,000.00	4,490.00	-1,510.00
Youth League	6,800.00	6,370.00	-430.00
Youth Tournament	10,000.00	1,200.00	-8,800.00
Storm Program	77,000.00	77,328.85	328.85
<b>Total Revenues</b>	<b>\$ 135,980.00</b>	<b>\$ 151,129.70</b>	<b>\$ 15,149.70</b>

- Storm sponsorship from VSC, programming funding from Dept. of CSSD (operating grant and Community Living Fund)

Expenses	Budget 2019-20	Actual 2019-20	Variance
Administration	2,500.00	2,701.64	-201.64
Award Recognition	2,400.00	2,076.49	323.51
Conference Travel	1,800.00	1,803.14	-3.14
Insurance	2,100.00	2,952.75	-852.75
Membership	2,400.00	3,585.00	-1,185.00
Merchandise	4,100.00	100.00	4,000.00
Misc.	200.00	0.00	200.00
PR & Comms	3,700.00	1,872.69	1,827.31
Service Charges	1,000.00	1,938.27	-938.27

- Increase in insurance costs in relation to increased membership
- Reduction in merchandise sales due to an inability to host provincial tournaments
- Lesley Butler speaks up to ask about breakdowns of spending categories, Sarah mentions that financial breakdowns can be provided upon request.
- Mike Green speaks up about VSC and inquires about sponsorship packages. Mike is wondering how to make leagues appealing to sponsors and what leagues should be asking for in sponsorship packages. Nick recommends speaking to other member leagues (MZU, SWURL, MAUL) for guidance and advice. Rachael Fitkowski speaks up about the MZU sponsorship package that is included on the MZU website.
- Lesley Butler speaks up to ask about Ultimate NL membership fees and what is included. MZU pays a substantial amount in terms of Ultimate NL membership fees and Lesley is wondering what the benefits are. Nick explains the BFL insurance policy and mentions other benefits listed on our website (access to coaching courses, opportunity to participate in Ultimate NL programming such as skills series and tournaments). Michael Walsh speaks up to highlight how many MZU players also play in other member leagues under Ultimate NL's umbrella and working together is important.
- Lesley cautions against correlation and causation statements re: female-matching retention being related to specific initiatives. Melissa Wheeler speaks up to state that there are many factors to consider when making claims that female-matching membership is low due to sub requests e.g. time of league games, indoor vs. outdoor, registration costs (registration costs are much higher once league activities move back inside at the Techniplex).

#### Sport Development Review:

- MUTT - attended mixed Atlantic University Championships for the first time ever; highest ever finish at CUUC (5th in division II)
  - 13 players (5 female-matching, 8 male-matching) travelled to Mount Allison University in Sackville, NB on Oct. 5-6, 2019

- PE in-service for teachers; coaching courses - NCCP Community Initiation Coaching Course was held for 10 physical education teachers from schools around the Metro and Avalon Regions.
  - Future plans: hoping to offer coaching courses to physical educators across the province.
  - Goal of these coaching sessions is to increase the level of understanding for teachers so they can properly educate students on the rules of the game and ideally start their own ultimate programs at the schools.
- Spirit of the Game Day - Dec. 7, 2019 - played spirit games and highlighted rules during Mount Pearl Senior High invitational tournament; partnership with MZU to highlight spirit during games that took place Dec. 9; hosted social media spirit contest encouraging individuals to share their favourite spirit memory (Ultimate NL hoodie won by Sharlene Jones)
- Team Canada members: Jess Wade (WMUC Team Canada Mixed Masters) & Erin Daly (WMUC Team Canada Womens' & WUGC Team Canada Mixed) selected to multiple national teams for postponed world games
- Ultimate Canada spotlight series: Melissa Wheeler
- Ultimate Canada Committee Members: Luke Dyer (UC Competitions Committee) and Natalie O'Donnell (UC Development Committee)
- CSSD grant: \$11,540 total to run programming for Discs For Schools, women's skills series, masters skills series, community coaching course
- Premier's Athletic Award winners: Shae LeDevehat & Luke Dyer - these awards recognize athletic excellence and provide financial support to help offset costs incurred through training and competition.
- Sport NL Award Finalists: Executive of the Year finalist - Nick House; Senior Female Athlete of the Year finalist - Erin Daly
  - The first time that any athlete or volunteer from the sport of ultimate has been a finalist for the Sport NL awards.
- Masters Skill Development Series - 59 participants; 54% female-matching, 46% male-matching; 45 participants self-rated their skill level as brand-new or beginner

#### Youth & Schools Review:

- Discs For Schools program - working with School Sport NL and our sponsor VSC, we provide schools with discs to start or assist ultimate programs.
  - To date, we have provided 22 schools across the province with discs (regions: St. John's/ Metro, Avalon, Avalon West, Central East, Western, Northern Peninsula and Southern Labrador regions)
- St. John's SSNL Varsity Regional - 8 teams participated
- Due to COVID-19, all provincial tournaments were cancelled. Prior to cancellation, we had enough regional tournaments in place to obtain Varsity status from School Sport NL.
- For the 2020-21 school year, outdoor ultimate will be played for the very first time. Foundation sport status obtained for outdoor ultimate (6v6). Outdoor ultimate is a new experience for many youth players - previous to now, most youth players (outside of Storm athletes) have only ever played ultimate indoors.

- Michael Walsh speaks up to state that School Sports NL is running sports using the SSNL calendar. Currently in volleyball season, but likely by May we will be able to feature our regionals and tournaments on the SSNL calendar.
- Mike Green speaks up to ask what our plan is to increase the number of kids playing ultimate. Hilary explains how school sports teams are often dictated by gym teachers and we can provide as much information and resources as we can, but are limited to what teams schools are willing to put together.
  - Mike asks a follow-up to determine what our plan is for developing high school athletes, i.e. are we turning youth away? Do they already know how to play? Nick explains we have opportunities for players to develop their skills through camps and provincial tournaments.

#### Youth Competition and Development Review:

- 2019 Youth Fall Leagues (over 80 athletes)
- Youth Competition Development camp - more high-performance focused; used as preparation for athletes trying out for the Storm provincial team.
- Storm coaches for 2020:
  - Women's: Head Coach - Natalie O'Donnell, Assistant Coaches - Claire Moore-Gibbons, Michael Walsh
  - Open: Head Coach - Craig Stoyles, Assistant Coaches - Hilary Walsh, David Whitney-Brown
- Tryout turnout: 36 open (21 chosen), 44 women's (33 chosen)
- Although the traveling season was cancelled this summer, Storm still managed to have a practice/ skills-focused season.

#### Volunteer & Outreach Review:

- Goals for the previous year: attract parent volunteers, engage youth volunteers, embrace new means of recruiting volunteers
- 2 parent volunteers volunteered as scorekeepers at MPSH invitational; all game facilitators completed the Ultimate Canada game facilitation course
- Unfortunately, due to a lack of events (unable to take place due to COVID-19), our total number of volunteers was 17 (46 last year). We expect this number to increase once we are able to host events/ tournaments again.
- Volunteer Appreciation & Awards party - 72 nominations total, 30 people nominated, 8 awards → increased attendance
  - 2019 winners include:
    - Junior Male Athlete - Kyle Hedderson
    - Junior Female Athlete - Shae LeDevehat
    - Male Athlete - Luke Dyer
    - Female Athlete - Erin Daly
    - Justin Frampton Award - Laurel Penney
    - Joe Coady Award - Melissa Wheeler
    - Kristine Cadigan Award - Rachael Fitkowski
    - Coach of the Year - Hilary Walsh

- Improvements planned for the awarding process (develop individual nomination forms with specific questions, provide character limit on nomination questions, more consultation with community throughout nomination period, implement weighted voted process)

#### Tournaments & Events Review:

- Huck Fest 2019 - 5 teams; 54 participants
- Unfortunately, other Ultimate NL tournaments were cancelled (Gale 4s, Elimin8s, Toilet Bowl).

#### Communications Review:

- How we reach stakeholders: website, newsletter, social media, email
- Updated our website theme last year which has been better for user experience. We don't have a lot of information available for analytics. Top referral site: MZU, baidu.com, Facebook. Device breakdown: mobile - 59%, desktop - 40%, tablet - 1%.
- Newsletter - not as consistent this year due to COVID-19 (sent 3 in February, July, September)
  - 1,171 current subscribers (6.7% increase)
  - Average open rate 26.38%
  - Average click-through rate 1.72%
- Facebook - 1,131 followers, 1,115 likes
- Twitter - 267 followers (increase of 15%)
- Instagram - continuing to grow our follower count. 562 followers (increase of 30%)
- Members are encouraged to use #ultimateNL on all ultimate related posts so that we can share

#### Other Questions:

- Eric Ouellette asks where Disc Golf falls under Ultimate NL. Nick explains that disc golf does not fall under Ultimate NL and we are unsure where to position ourselves with the growth of the sport but we are open to providing project funding/ promotion through our means of communication. The Ultimate NL bylaws explicitly states that as a PSO we are concerned with ultimate frisbee only.

#### Board Elections:

- Rachael Fitkowski will be Election Officer for the Board elections and voting.

#### President:

Brandon Kilfoy nominates Nick House, seconded by Kurtis Thornhill. Nick accepts and wins by acclamation.

#### Vice-President:

Kathleen Sullivan nominates Melissa Wheeler, seconded by Melissa Skanes. Melissa accepts and wins by acclamation.

Financial Officer:

Nick House nominates Sarah Hoddinott, seconded by Brandon Kilfoy. Sarah accepts and wins by acclamation.

Communications Director:

Nick House nominates Susan White, Susan declines. Position remains vacant and we will put a call out following the AGM.

Youth Grade School Director:

Kathleen Sullivan nominates Hilary Walsh, seconded by Nick House. Hilary accepts and wins by acclamation.

Youth Performance and Development Director:

Nick House nominates David Whitney-Brown, seconded by Brandon Kilfoy. David accepts and wins by acclamation.

Events Director:

Nick House nominates Brandon Kilfoy, seconded by Kurtis Thornhill. Brandon accepts and wins by acclamation.

Sport Development Director:

Hilary Walsh nominates Kathleen Sullivan, seconded by Nick House. Sully accepts and wins by acclamation.

Community Outreach Director:

Kurtis Thornhill nominates himself, seconded by Brandon Kilfoy. Kurtis accepts and wins by acclamation.

Member At Large:

Kurtis Thornhill nominates Ryan Pickard, seconded by Hilary Walsh.

Susan White nominates Melissa Skanes, seconded by Hilary Walsh.

Nick House nominates Elias Syed, seconded by Matt Mahon.

Nominees given the opportunity to speak on why they would like to volunteer and how they would be of benefit to the Board of Directors.

After tallying the votes, Elias Syed has won the role of Member at Large.