



2022 AGM

Oct. 25, 2022
Elk's Club, St. John's

- Organizational Overview
- 2021-22 Year in Review
 - Membership Details
 - Policy Updates
 - Financial Update
 - Sport Development and Competition
 - Youth Ultimate
 - Volunteer and Outreach
 - Tournaments and Events
 - Communications
- By-Law Amendments
- Board of Directors Election

Ultimate

Newfoundland & Labrador

Ultimate

Newfoundland & Labrador

Ultimate NL Annual Overview

Board of Directors

Ultimate

Newfoundland & Labrador

Executive:

President: Nick House

Vice-President: Melissa Wheeler

Finance Director: Eric Ouellette

Directors:

Communications Director: Lana Roestenberg

Youth Grade Schools Director: Hilary Walsh

Youth Performance and Development Director: David Whitney-Brown

Sport Development Director: Rebecca Mesburis

Community Outreach Director: Cameron Penney

Events Director: Brandon Kilfoy

Member at Large: Lauren Law

League Reps:

MAUL: Nick House

MZU: Jeff Pardy/Victoria Dias

SOUL: Kelly Knight

SWURL: Sarah Hoddinott

- Serve as the governing body of the sport of ultimate in Newfoundland and Labrador.
- Promote the growth and development of the sport of ultimate throughout Newfoundland and Labrador.
- Provide a means to facilitate open and continuous communication within the ultimate community.
- Act as the vehicle through which the ongoing activities for the sport of ultimate are organized including, but not limited to, overseeing competitions, developing and disseminating educational programs, and serving as a medium for the exchange of information.
- Join and comply with all aspects of any sport organization that may be beneficial to the members of Ultimate NL.
- Obtain and manage the necessary finances, personnel and equipment to make the purposes of Ultimate NL possible.

Representation and Affiliated Organizations

Ultimate Canada (NSO)

Sport NL and School Sports NL

Government of NL (Recreation and Sport Division)



Membership



2021-2022 Membership

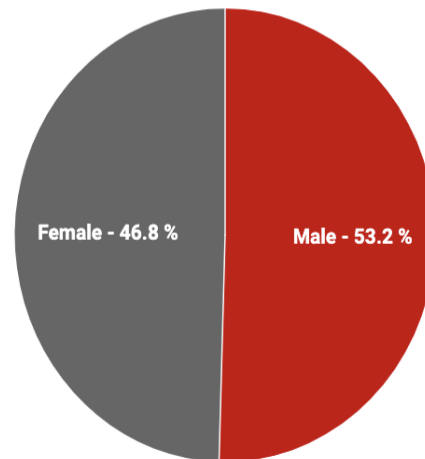
Ultimate

Newfoundland & Labrador

Age Group	Female	Male
0-12	10	11
13-17	153	164
18-29	149	115
30-40	111	135
41-54	51	52
55+	20	26
Total:	494	503

*Ultimate Canada Age Range Intervals

Gender Split



TOTAL

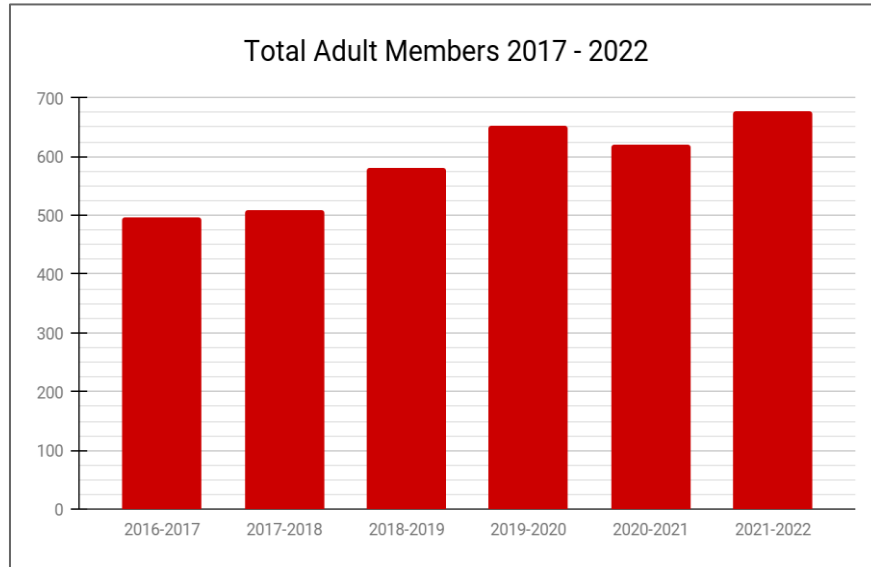
**998
MEMBERS**

**20.9%
INCREASE**

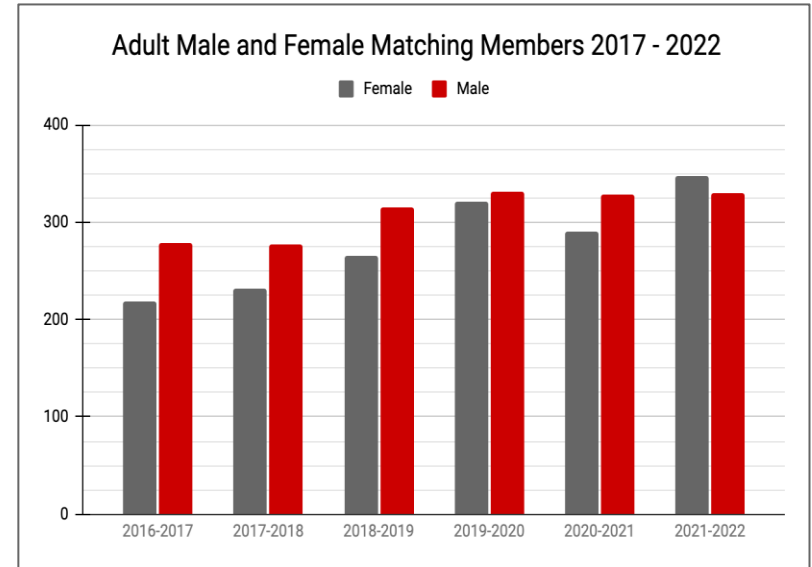
Membership Trends

Ultimate

Newfoundland & Labrador

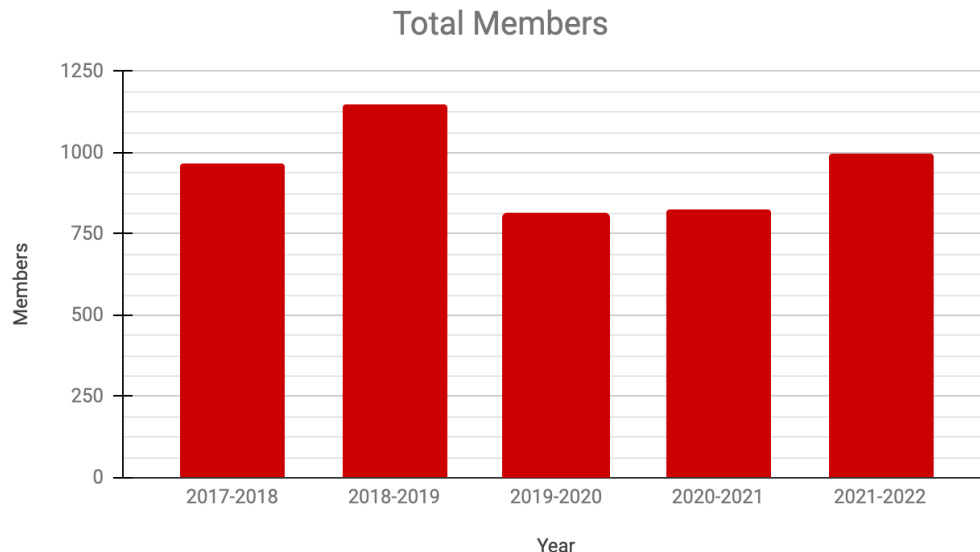


- Adult membership increased by 9.3%



- Adult female-matching membership increased by 16%.

- 2nd consecutive year of growth
- Youth programming still has not returned to pre-pandemic levels
- Membership is expected to rebound to pre-pandemic totals by 2023
- Female-matching adult membership has passed male-matching adult membership. Growth has been largely in the 18-30 demographic.



Policies & Procedures

COVID-19 Procedures:

- **March 14, 2022: Special Orders Measures lifted (e.g. mask mandate, NLVaxPass requirements)**
 - Techniplex in St. John's still enforced vaccination and no-spectator policies which impacted Ultimate NL members
- **June 1, 2022: All COVID-19 regulations suspended**
 - A return to 'normal' for sports game play

Diversity & Inclusion

Diversity & Inclusion:

- **Association for New Canadians - Summer Clinics**
 - July & August 2022 - 3 clinics, 85 participants



Diversity & Inclusion:

- **Participation in the St. John's Pride Parade**
 - Originally scheduled for July 29, 2022
 - Took place Sept. 25, 2022
 - Last Parade was in 2019



Fiscal Review



AGM 2022

Ultimate

Newfoundland & Labrador

Fiscal 2021-2022 Revenues	Budget 2021-22	Actual 2021-22*	Variance
Membership Dues	19,700	20,000	-300
Merchandise Sales	8,000	6,700	1,300
Operating Grant	3,000	6,100	-3,100
Other Grants	8,000	21,500	-13,500
Sport Development	3,500	10,000	-6,500
Summer Jobs	9,000	8,900	100
Tournaments	4,000	1,800	2,200
Youth Programs	20,000	12,100	7,900
Youth Tournament	8,400	6,400	2,000
Total Revenues	\$ 83,600	\$ 93,500	-\$ 9,900

* Rounded values

Fiscal 2021-2022 Expenses	Budget 2021-22	Actual 2021-22*	Variance
Administration	4,700	5,700	-1,000
Award Recognition	2,500	600	1,900
Conference + Travel	4,500	900	3,600
Insurance	3,100	2,400	700
Membership Fees	2,400	2,400	0
Merchandise	10,000	5,900	4,100
PR + Comms	2,000	2,200	-200
Sport Development	6,400	15,500	-9,100
Employment	9,000	8,900	100
Tournaments	4,000	2,200	1,800
Youth Programs	19,000	9,900	9,100
Youth Tournament	16,000	18,400	-2,400
Total Expenses	\$ 83,600	\$ 75,500	\$ 8,600
Surplus (Deficit)		\$18,500	

* Rounded values

Fiscal Year Highlights

- Revenues of \$93,500, expenses of \$75,500, resulting in \$18,500 surplus
- Surplus driven by one-off grants, with other revenues covering most regular operating expenses
- 2022-2023 UNL Budget expected to run at small deficit to make up for surplus in 2021-2022

Ultimate

Newfoundland & Labrador

Ultimate

Newfoundland & Labrador

Sport Development & Competition

Role of Sport Development Director

- Identify and implement development opportunities to grow the sport of ultimate within the province in accordance with Ultimate NL's strategic plan;
- Oversee the clinics program for adults and youth across the province;
- Provide opportunities to train new coaches in the Competition Introduction and Community Initiation streams and oversee certification, development and maintenance of coaching program;
- Work with competitive players and teams to ensure resources are available for their success.

International SOTG Day: December 4, 2021

- Conducted an #ISOTGDay virtual contest;
- Individuals within the Ultimate community could nominate as many people as they liked that they thought represented Spirit Of The Game (SOTG) on and off the field;
- Nominees were entered to win a prize. There were a total of 11 nominations;
- The winner was Megan Duggan.



Women's Skill Development Series

- 8 week program (March to May) offered tailored coaching for beginner and intermediate players;
- Included skill development, rules knowledge, and game play;
- Facilitated by Tempest Ultimate players and Storm Ultimate coaches;
- Partially funded by the Wellness Coalition of Avalon East.



Masters Skill Development Series

- Concluded last week on October 19th, six-week series;
- Offered beginner and intermediate masters-aged players opportunity for skill development and controlled game play;
- Led by community volunteers.



Free Skill Development Clinics

- Offered two weeks of free clinics in both December 2021 and May 2022;
- Focused on community selected skills: throwing, vertical/horizontal offence, breaking a zone;
- Reached maximum capacity in participant numbers!



Summer Outreach Clinics Program

- Facilitated clinic requests from outside groups;
- Organized volunteers;
- Instructed clinics using the LTAD guide for ultimate.

No. of Clinics	No. of Participants
35	1053



Ava and Ryan, Summer Clinics Coordinators

Competition Results Tempest Ultimate

- Attended No Borders in Ottawa, ON (July 2022);
- Finished 5th place in the women's division.



National Results Regiment Ultimate

- Attended Canadian Ultimate Championships (August 2022)
- Finished 10th overall in the open division, tying their best ever finish!





Youth Ultimate



Role of Schools Director:

Schools director responsibilities:

- Maintain an open line of communication with coaches and teachers across the province.
- Organize tournaments and ultimate opportunities for school groups, including the Ultimate NL Senior High, Junior High, and Elementary tournaments.
- Facilitate the Discs for Schools program.
- Work with schools, athletic directors, and SSNL to achieve varsity sport status and expand ultimate across the province.

Discs for Schools

- The Discs for Schools program sponsored by the Veterinary Specialty Centre, in its 4th year, continues to aid teachers and coaches across the province.
- To date we have provided 41 schools with discs to start or assist their ultimate programs.



Foundation Sport - Outdoor Ultimate!

- St. John's Regional took place on November 6th at KGV, hosted by Holy Heart.
- 10 teams participated, including 3 from Holy Heart, 2 from Holy Spirit, Queen E, St. Bon's, Gonzaga, Waterford Valley, and Holy Trinity.
- Winner: Holy Spirit 2
- 2022 Event: October 29th!



AGM 2022

Ultimate

Newfoundland & Labrador



Senior High Provincial Tournament

- May 7-8th at the Techniplex
- 10 teams participated, including 2 from Holy Heart, 2 from Holy Spirit, Queen E, St. Bon's, MPSH, Waterford Valley/Gonzaga, Dunne, and Crescent Collegiate.
- Winner: Holy Heart A
- Most Spirited: Waterford Valley/Gonzaga



Junior High Provincial Tournament

- May 28-29th at the Techniplex.
- 9 teams participated, including 3 from MPI, 2 from Paradise Intermediate, Frank Roberts, Beaconsfield, Brother Rice, and Villanova.
- Winner: Frank Roberts
- Most Spirited: Villanova



Youth Coach Training Program

- This program is designed for youth athletes (ages 15-24) who have experience playing ultimate at an elite level (i.e., Storm, MUTT/MUN Seahawks, Tempest, Regiment, etc.) and are interested in improving their coaching skills.
- First training session was held on October 22nd.
- Topics discussed included: how to start and manage school teams, how to keep children safe, and practice planning tips.
- Participants will be paired with schools looking to start or reinvigorate their ultimate programs!



Role of Youth Competition and Development Director:

- Direct the Storm Provincial Team program:
 - Coaching selection
 - Travel and training logistics
 - Communications to athletes, parents, and tournament organizers
 - Waivers, contracts, and registration for the PSO and NSO events
- Oversee Development Camp and other youth leagues.
- Community outreach
 - Communicate developmental league offerings
 - Inform athletes of adult club teams and leagues for when they graduate

2021 - 2022 Youth Programming

Program Name	Age Range	Participants
2021 Fall Youth Ultimate Leagues	14-18	33
2022 winter league canceled due to COVID rise	—	—
2022 Summer Youth Programs	8-10, 11-13, 14-16	102
Storm Provincial Jr. Teams	14-18	48



2022 Storm Women

- 28 participants - 24 traveling players
- Attended CUC jr. Brampton 2022
- Finished 11th place, earning the first 3 wins in program history!
- Finished 2nd in Spirit Scoring



2022 Storm Open

- Took 20 players
- Competed at CUC Jr. Brampton
- Finished 15th place with 2 wins!
- Ranked 3rd in spirit!



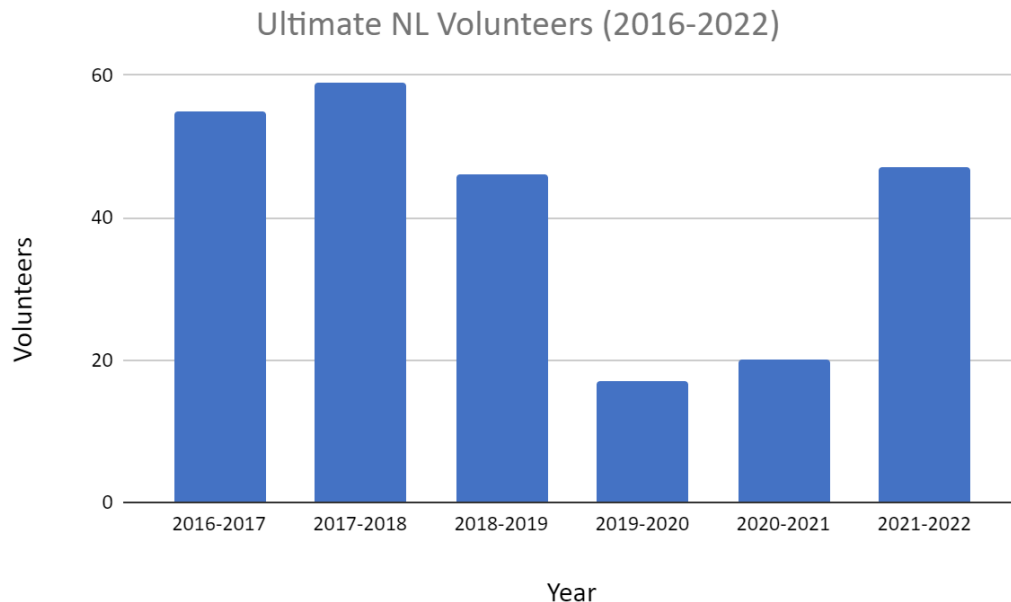
Community Outreach

Role of the Community Outreach Director

- Manage existing team of Ultimate NL volunteers at events
- Recruit and assign new volunteers to their area of interest
- Maintain an up-to-date volunteer database
- Work with volunteers looking to participate in specific projects
- Maintain records of volunteer hours
- Facilitate annual Ultimate NL Awards & Volunteer Appreciation Ceremony

Comparing to Previous Years

- 2021-2022: 47 volunteers
- 2020-2021: 20 volunteers
- 2019-2020: 17 volunteers
- 2018-2019: 46 volunteers
- 2017-2018: 59 volunteers
- 2016-2017: 55 volunteers



Awards and Volunteer Ceremony

- Video announcement - April 22, 2022
- Individual nomination form templates adjusted for more concise answers.
 - Emphasizes important points for nominations
 - Easier for revision committee to review and compare



AGM 2021

Ultimate

Newfoundland & Labrador

2021 Winners



Moir Costigan
Jr Female Athlete



Coady Murphy
Jr Male Athlete



Erin Daly
Female Athlete



Cameron Penney
Male Athlete



Craig Stoyles
Coach



Sophie Blais
Kristine Cadigan



Dave Finn
Lifetime Achievement



Kathleen Sullivan
Joe Coady



Michael Walsh
Justin Frampton SOTG

Volunteer Efforts 2021-2022

- Work with community members to take on unique projects of interest
- Help obtain resources necessary for such projects to be successful
- Create new opportunities for volunteers to engage in (e.g., lots of inquiries but not enough positions)



Tournaments & Events

2021-2022 Tournament and Events

- Gale4s 2022 Tournament
 - April 16, 2022
- Covid-19/Weather Cancellations
 - Huckfest 2021 - cancelled due to Omicron variant
- Moving Forward
 - Hopefully a return to form for Ultimate NL's tournaments running Gale 4s, Huckfest and more tournaments in the future
 - Events to follow all current Covid - 19 Guidelines



Winning team at the 2022 Gale 4s

Communications

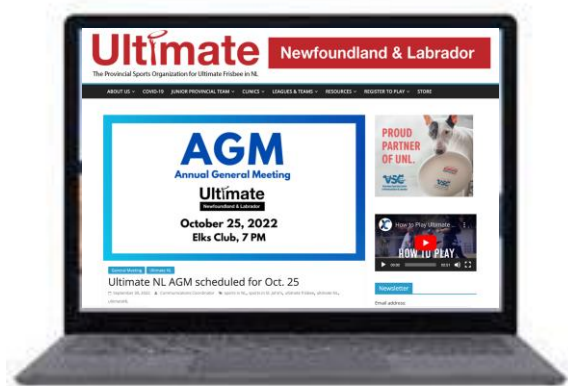


AGM 2021

Ultimate

Newfoundland & Labrador

How does Ultimate NL reach its stakeholders?



Website

www.ultimatenl.ca



e-Newsletter



Email

unl.ultimatecentral.com



Social Media

Website



- Page views (total): 1,363
- Device:
 - Mobile: 60%
 - Desktop: 40%
 - Tablet: 2%

Newsletter



- 7 total (2 targeted newsletter)
- Current total subscribers - 2,061

Social Media - Facebook

- Followers (total): 1,419 (↑ 15.6%)
- Likes (total): 1,287 (↑ 12.7%)
- Top post (past 6 months) - Jr. High Provincial Championship post June 4, 2022
 - 6,133 impressions & 162 engagements



🏆 Frank Roberts Junior High School are the 2022 Junior High Provincials Tournament Champions!!



Thank you to all the players, coaches, and volunteers involved with this year's tournament at the Techniplex this past weekend. It was a fun filled, action packed weekend for all teams who participated.

We will be posting more photos from the tournament in the coming week. Keep and eye out!



Photo credit [Trevor Wragg Photography](#)



Tournament sponsor: [Veterinary Specialty Centre of Newfoundland & Labrador](#)



Social Media - Twitter

- Followers (total): 321 (↑ 13%)
- Top tweet (past 6 months) - Sr. High Provincial Tournament promo post May 6, 2022:
 - 3,504 impressions & 60 engagements



Ultimate NL
@NL_ULTIMATE

We're hosting our Sr. High Youth Provincial Tournament this wknd, Techniplex, May 7-8, 9am-4pm.

To view schedule: ow.ly/vuRI5OJOHtY

Due to facility regulations, outside spectators are not permitted.

Policies can be found here: ow.ly/7rTX5OJOHtZ

[@NLESDC](https://twitter.com/NLESDC)



Social Media - Instagram

- 708 followers (↑ 15%)
- Top post (past 6 months) - Summer Youth League Wrap-up post August 21, 2022:
 - 610 impressions, 51 likes



[View insights](#)

[Boost post](#)



Liked by [briickhouse](#) and 50 others

[ultimate.nl](#)



Our Summer Youth League wrapped up today!



We can't believe that 10 weeks of [#ultimatefrisbee](#) fun is over. The league ran from June 19th to August 21st.

Thanks to all participants who joined us at Kitty Gaul each week this summer. We hope to see you at our next youth league!

AGM 2021

Ultimate

Newfoundland & Labrador

Share your social posts with us!

#UltimateNL

By-Law Amendments

By-Law Amendment #1: Section 8 - Board Members

- **Addition of a Youth Programming Director to the Board of Directors**
- **Proposed addition to the by-laws:**
 - 8.7. Youth Programming Director
 - 8.7.1. Shall oversee the organization and running of youth-specific events and programming
 - 8.7.2. Shall facilitate and promote youth-specific events and programming across the Province.

By-Law Amendment #1: Section 8 - Board Members

- Subsequent shifting of by-law numbers required
- Proposed modification to the by-laws:
 - ⊖—8.7. 8.8. Member at Large
 - ⊖—8.7.1. 8.8.1. Assist the executive in the running of any programming within Ultimate NL
 - ⊖—8.7.2. 8.8.2 Assist the other directors in the execution of their roles
 - ⊖—8.7.3. 8.8.3 Perform other duties as the bylaws or the board of directors may prescribe

By-Law Amendment #2: Section 4 - Membership

- **A modification to the role of League Representatives on the Ultimate NL Board of Directors**
 - **Creation of a Ultimate NL League Subcommittee**
- **Proposed modification to the by-laws:**
 - ⊖ ~~4.7. Each member league sanctioned by the Association may have a representative on the Board of Directors to act as a liaison between the league and Ultimate NL.~~
 - 4.7. Each member league sanctioned by the Association may have a representative on the Ultimate NL League Subcommittee to act as a liaison between the league and Ultimate NL.

By-Law Amendment #2: Section 4 - Membership

- **A modification to the role of League Representatives on the Ultimate NL Board of Directors**
- **Proposed addition to the by-laws:**
 - 4.8. A representative from a member league is appointed to the League Subcommittee by the member league and must be a member in good standing of Ultimate NL.

By-Law Amendment #2: Section 4 - Membership

- Subsequent shifting of by-law numbers required
- Proposed modification to the by-laws:

⊖ — 4.8. 4.9. The Board of Directors may, by three quarters majority vote, suspend the membership of any member league for behaviour likely to bring discredit to the Association or for failure to comply with the standards outlined in section 4.6.

By-Law Amendment #3: Section 6 - Board of Directors

- **Addition of Regional Representatives to the Board of Directors, removal of League Representatives from the Board of Directors**
- **Proposed modification to the by-laws:**
 - 6.2. The Board shall consist of not less than four (4) and no more than 12 members in good standing, ~~and one (1) representative from each member league and one (1) representative from each region of the Province (Avalon, Eastern, Central, Western and Labrador).~~ A Director must be 18 years of age or older.
 - ⊖ ~~6.2.1. A representative from a member league is appointed by the member league and must be a member in good standing of Ultimate NL. The representative shall be entitled to one vote on each matter submitted to a vote by the Board.~~

Executive

President

Vice President

Financial Director

Board Members

Communications Director

Youth Grade School
Director

Youth Performance and
Development Director

Events Director

Sport Development
Director

Community Outreach
Director

Youth Programming
Director

Member at Large



Thank you for making this another successful AGM!

A solid red horizontal bar with rounded ends, spanning the width of the slide below the thank you message.