

Ultimate NL Board Meeting - April 13, 2022

Members present:

Nick House
Eric Ouellette
Melissa Wheeler
Hilary Walsh
Sarah Hoddinott
Brandon Kilfoy
Cam Penney
Lana Roestenberg
Rebecca Mesburis
Lauren Law
Kelly Knight
David Whitney-Brown

Organizational Updates:

- Budget update: Eric walks us through revenues/ expenses to date. There is a \$10,000 variance in revenue due to receiving the Small Business Assistance Program grant so some discussion about what would be best to purchase for Ultimate NL with that funding.
- Nick suggested some free programming for youth (i.e. 'pay what you want' summer program). Hilary says she likes the idea but we need to get program details sorted out immediately to get the attention of parents (parents start planning for summer seasons this time of year). Sarah reminds us that in the past with free programming we haven't had good attendance so maybe we could give back with a small fee and then free discs/ merch/ other items. In the past we have offered leagues for \$30 in the summer (which is not too expensive when compared to other sport league registrations) so Sarah suggests looking at subsidizing our indoor programming. (David will likely run this program so we will see what his thoughts are as we move forward with plans).
- Summer students: we have submitted applications to Canada Summer Jobs and Newfoundland and Labrador Summer Jobs. No word on approvals yet but will be looking to create job ads in the future.
- Rebecca suggests getting job ads out sooner than later to attract high caliber candidates. Sarah says last year she put up job ads on Indeed last year as well.
- Demographics: as we near the end of the fiscal year, we have 678 members: 330 male-matching adult players, 347 female-matching adult players, and 1 other-identifying adult member. We didn't have any youth player memberships this year due to a lack of youth-programming, however, this will be reinstated once we bring back our tournaments in May.
- Nick asks Hilary to create a registration form to capture # of youth and age of each participant in the upcoming tournaments to be able to report on that data.

Upcoming Events:

- Gale 4s taking place this weekend. Registration has been slow going but picked up in the last couple of days. We have enough to run 4 teams for now but we might have enough to run 5 by the end of the registration period.
- Brandon is reviewing his checklist for equipment. (We may look to create a tournament bag for future events.) Storm currently has 3 scoreboards in its possession (that are not needed) so Brandon will connect with Nat to get those. The Sport Dev bag in the Techniplex equipment room has enough cones to use for the tournament. Brandon will connect with Eric to discuss the budget with regards to purchasing field food.
- The Senior High School Tournament is set to take place starting at the beginning of May.
- We have 10 teams for the high school tournament. This is a reasonable number of teams for coming out of a pandemic period.
- Sully is confirmed as the Tournament Director. Brandon will be acting on the discipline committee.
- Brandon has done up the schedule for the event. Nick does not want to cancel excess time at the Techniplex so hopefully we can come up with something like a Skills Competition.
- Sarah reminds us that we need to include a buffer time at the end of the schedule to clean up/ get team pics before the next booking group takes the field. Brandon confirms we have 20 minutes and Sarah believes this is enough time.
- Trevor Wragg is hired as a photographer for this event.
- Sarah is going to volunteer her time at the merch table. Cam is picking up the items from the storage locker for her.
- Nick reminds Lana in our socials we have to make mention of VSC as tournament sponsors.
- We will get the schedule finalized so that Cam can find the correct number of volunteers/ game facilitators. Hilary wants to ensure there are game facilitators for each team's first game. Cam has created a document for sign-up already and will complete this task in the near future.
- Hilary will not be in town for the tournament so will require someone to purchase food for the events.
- Hilary is ordering the tournament banners. We may need to switch the wording to align with SSNL language but Nick says we don't need to since we refer to it as a "Ultimate NL" tournament (vs. a "SSNL" tournament).
- As of now the Techniplex has not updated their stance on spectators (i.e. not allowed) but maybe we can ask Jim for some leeway for the tournament.
- Hilary is also getting to work on the Junior High/ Elementary (combined) tournament. She is working with Brandon on a new schedule to account for longer breaks in between games.
- Hilary would like Eric/ Nick to review the registration price for this tournament so she can let coaches/ teams know.
- Nick would like Brandon to create two separate events for each tournament.
- In the future, Nick would like to see a per-athlete model for tournament/ registration fees. (This would require individual payments and more administrative work.)

Storm Update:

- Storm strength & conditioning started tonight (Monday - open and Wednesdays - women's at Swilers) and will start practices on Sundays (10-12 at the PowerPlex).
- Flight bookings are underway. David is working with Michelle at CWT Harvey's Travel. Nick reminds David to also book a shuttle bus to get to and from the hotel at the tournament in Brampton.
- Nick asks Lana to get some photographers at the strength and conditioning sessions or practices in the future.

Sport Development Update:

- Women's Skills Series is currently ongoing, we just finished up week 5. Tempest volunteers have been running the sessions and we have had 30 registrants overall. Rebecca has been in Toronto but Melissa has been coordinating on the ground. Rebecca created a practice plan that gets sent out to volunteers each week to have an idea of the topic/ drills per session.
- We are running free clinics May 10 and 17. So far Rebecca, Nick and Stoyles have volunteered to coach the sessions but Rebecca will be looking for more coaches to assist since the last free clinics were very well attended.
- Art Hawkins game will be on June 11.
- Nick would like to run a clinic/ panel discussion on strategy vs. playing/ drills. Suggests booking out the community room at a City building. Nick, Melissa, Hilary and Rebecca can look to connect on this idea.

Volunteer Update:

- Cam will be working on updating the tournament schedules with appropriate volunteers/ game facilitators.
- Game facilitators can complete a course through Ultimate Canada. It costs \$20 but we will reimburse that cost upon completion.
- Cam is working on creating a video to announce award winners. Once Lana receives pictures of the award winners the video announcement will be ready to post.

Communications Update:

- We are approaching a very busy time of year for information to broadcast on our socials (membership renewals, tournaments, award winners, etc.).
- Lana will feature the Wellness Coalition of Avalon East in posts about Women's Skills Series since they gave us \$1,000 in funding for the event.
- Nick would like to send out a pre-summer newsletter. Topics: youth programming, adult leagues, award winners, skills series recap, Storm rosters/ coaches, UNL free clinics and volunteer sign-up for tournaments.

Other Business:

- Nick is wondering if Lauren and David would like to work more on MUTT involvement/ scrimmages. There is time at KGV for a May scrimmage. Lauren is out of town but Rebecca may look to fill in. Just a one-off day.

- MAUL update: Nick will be stepping down as MAUL President at the upcoming MAUL AGM (TBD in May 2022). MAUL's focus will get back to targeting recreational players.
- SWURL update: SWURL will be running a Summer League at Kitty Gaul for 8-weeks June-August 2022.
- SOUL update: ending a few weeks of pick-up games at the Techniplex (the late slots are tough for the membership). SOUL is interested in running/ availing of clinics in May to prepare for outdoor play. SOUL has submitted outdoor field requests to the City to start their league as of June 7.