

Edmonton Ultimate Players Association

# 2021 Annual General Meeting



# AGENDA

**Friday, November 19, 2021 - 7:00-9:30pm**

Zoom

- Meeting Call to Order
- Housekeeping
- Welcome/Introductions
- Establish Quorum
- Approval of Minutes (2020 AGM & By-Election)
- Annual Report
- Financial Report
- Questions / New business
- Election of New Directors
- Meeting Adjournment

# HOUSE KEEPING

- Treaty 6 Territory Acknowledgement

- *The Edmonton Ultimate Players Association would like to acknowledge that we participate in sport on the traditional meeting ground of Amiskwacîwâskahikan, home to diverse First Nation groups of Treaty 6, and Métis Region 4. We honour and respect these diverse groups with commitments to diversity and inclusivity within sport. We wish to acknowledge Turtle Island of being our home and providing us with a place to play and enjoy sports. We also commit to respecting the Indigenous Peoples of this land and their stories.*

- Virtual Meeting Acknowledgement

- *Is there any opposition to this meeting proceeding virtually?*

- Sign-in Sheet / Membership Requirements

- AGM Quiz for Prizes

- *Must be present at end of the meeting to claim prize*

- Voting

- Questions



# ABOUT EUPA

- Incorporated in 2001 to promote the Sport of Ultimate and its spirit of good sportsmanship in Edmonton and surrounding areas.
- Coordinates and organizes leagues, tournaments & special events for all members and hosts virtual clinics when we cannot play.
- Supports touring club teams including the youth team, Fallout.
- Always looking for new ways to engage and grow our players.



# INTRODUCTIONS

## Board of Directors

Position	Member
President**	Vicky Yeung
Vice President*	Peter Verseveldt
Treasurer*	Cam Tomlinson
Secretary	Amy Nichols
Member at Large*	Nathaniel Drew
Member at Large*	Marissa Gutsch
Member at Large*	Brad Halsey
Member at Large	Janet Hughes
Member at Large	Rob Kaplen
Member at Large**	Cameron Martin

\* Position up for election (2 year term)

\*\* Position up for election (1 year term)

## Staff

Executive Director	Michael Steele
Youth Program Director	Dia Syed
Administrative Assistant	<currently vacant>

## Committee Chairs

Executive	Vicky Yeung
Fields	Rob Kaplen
Growth & Marketing	Vicky Yeung
Programming	Peter Verseveldt
Staff	Brad Halsey
Tournaments & Events	Amy Nichols
Youth	Chris Reid



**ESTABLISH QUORUM**

**&**

**APPROVAL OF 2020 AGM MINUTES**

**APPROVAL OF 2021 BY-ELECTION MINUTES**

# **ANNUAL REPORT**

**Presented by  
Vicky Yeung (President)**

# OVERVIEW

- As the pandemic progressed into 2021, EUPA continued to address & adapt to changing restrictions
- Programming was suspended from November to June (8 months)
- Since July, we have been able to run a shortened Summer League season and a regular Fall League for both adults and youth. We also ran free pick-up in June before the league season and every Sunday.
- Pre-Fall Brawl (tournament) was also able to take place September long weekend
- New this year, EUPA's annual charity as voted on by the the board, was Boyle Street Community Services



# STAFF



## Michael Steele

Responsible for the short and long term execution planning of the organization's strategic vision and growth, and provide leadership to EUPA staff.



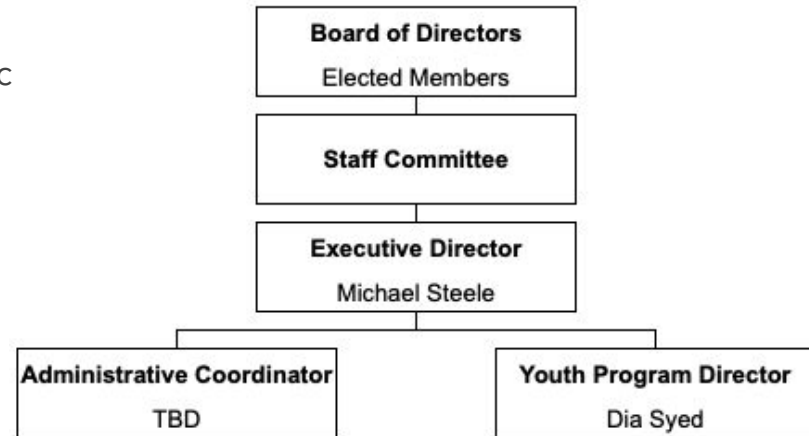
## Admin (TBD)

Responsible for day-to-day operations of EUPA programming. This includes league management, field bookings, member support, and marketing initiatives.



## Dia Syed

Responsible for growth and implementation of EUPA Youth Programming.



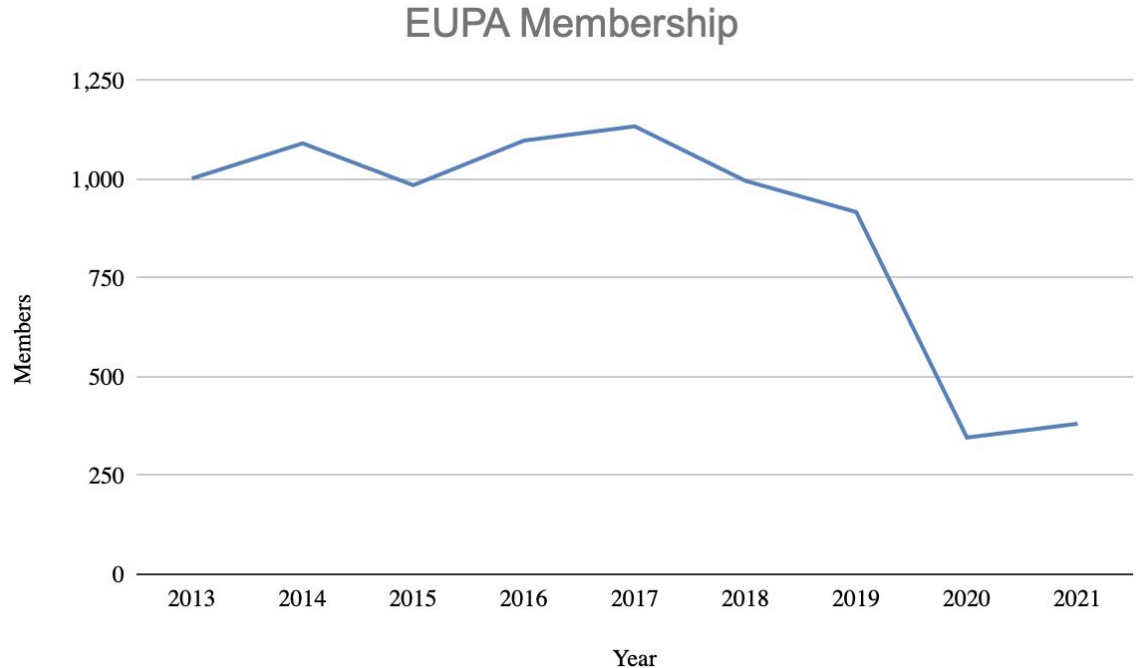
# Executive Director's Report

- 2021 has been a year marked by uncertainty and change
  - Board turnover
  - Staff turnover
  - New website
  - New partnerships
- Big investment in youth programming (YPD)
  - Partially funded through JumpStart Grant
- Renewed focus on growing Female participation
  - InMotion Network Grants
- Financial stability must be preserved
- Legacy Committee
- Move to Foote Field



# MEMBERSHIP

- EUPA has had steady membership numbers from 2013-2018
- However, the pandemic brought about a significant decrease in membership which was typical of all Ultimate organizations across the country

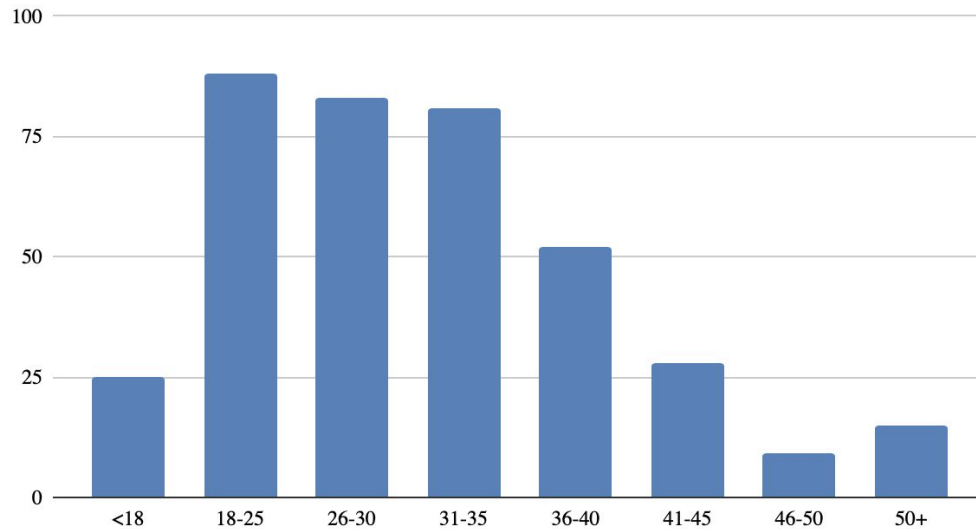


# MEMBERSHIP

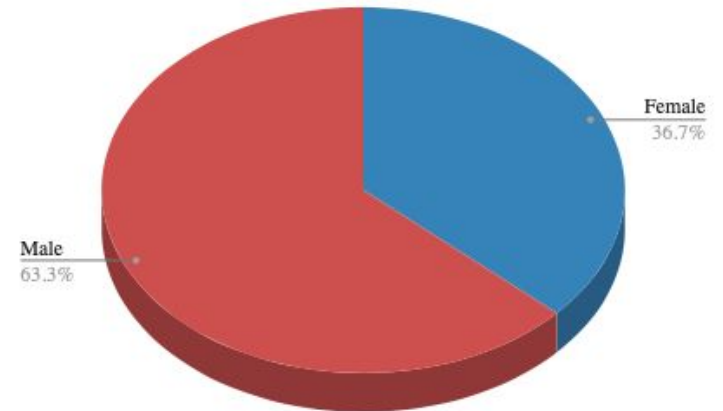
Year	Members	Growth rate	New members to system	Retention from prev year	Female %	Total League Reg's	Leagues / player	Total hours played	Avg age	Youth players
<b>2013</b>	1,002		#N/A	?	42%	1,663	1.66	34,390	29.6	?
<b>2014</b>	1,091	9%	465	59%	43%	1,809	1.66	36,320	29.6	?
<b>2015</b>	985	-10%	307	60%	41%	1,657	1.68	34,110	30.3	?
<b>2016</b>	1,098	11%	474	57%	44%	1,623	1.48	34,342	30.4	?
<b>2017</b>	1,134	3%	452	56%	41%	1,685	1.49	34,344	30.4	?
<b>2018</b>	996	-12%	331	51%	43%	1,664	1.67	32,895	30.5	?
<b>2019</b>	917	-8%	276	55%	40%	1,589	1.73	30,892	30.8	?
<b>2020</b>	346	-62%	73	27%	38%	845	2.44	11,476	31.6	?
<b>2021</b>	381	10%	29	52%	37%	539	1.41	7,767	30.5	?
<b>2017 Target</b>	<b>1,200</b>	<b>9%</b>	<b>476</b>	<b>55%</b>	-	<b>1,774</b>	-	<b>37,532</b>	-	-
<b>2018 Target</b>	<b>1,400</b>	<b>17%</b>	<b>540</b>	<b>60%</b>	-	<b>2,069</b>	-	<b>43,788</b>	-	-
<b>2019 Target</b>	<b>1,600</b>	<b>14%</b>	<b>530</b>	<b>65%</b>	-	<b>2,365</b>	-	<b>50,043</b>	-	-
<b>2020 Target</b>	<b>1,800</b>	<b>13%</b>	<b>580</b>	<b>65%</b>	-	<b>2,661</b>	-	<b>56,298</b>	-	-
<b>2021 Target</b>	<b>2,000</b>	<b>11%</b>	<b>630</b>	<b>65%</b>	-	<b>2,956</b>	-	<b>62,554</b>	-	-

# MEMBERSHIP: DISTRIBUTIONS

EUPA Member Age Distribution 2021



Gender Breakdown



# PROGRAMMING

- As expected, participation in EUPA programming has significantly decreased due to the pandemic
- On a positive note, compared to 2020, we have been able to offer more programs with increased participation in 2021
- Focus has been on creating an inviting atmosphere to beginners with a focus on spirit of the game and an enjoyable game experience
- An Ambassador program was implemented during the Fall session to better handle team spirit and conflict resolution within hat teams
- Offering regular pick up was also been made a priority with pre-season and weekly Summer pick up plus Fall pick up offered this year



# PROGRAMMING: LEAGUE BREAKDOWNS

Winter		Spring		Summer		Fall	
2020	2021	2020	2021	2020	2021	2020	2021
S1 Tues (88) S1 Thurs (101) S2 Tues (83) S2 Thurs (80) Capital (60) Premier (60)	S1 Cohort (41) Premier (40) Capital (21) YEG (23)  <b>All leagues suspended after 1-2 weeks</b>	<b>No Programs</b>	<b>No Programs</b>	Cohort (50)	Mon Hat (34) Tues 5v5 (117) Thurs 7v7 (90)	Cohort (48)	Mon 6v6 (57) Wed 5v5 (73)

# PROGRAMMING PARTNERSHIPS: CLUB TEAMS

- This has been an unfortunate year for competitive Ultimate. The majority of all tournaments have been cancelled nationally including the Canadian Ultimate Championships, this year replaced with Ultimate Canada Invitational. 5 teams from Alberta were able to attend - WhiskeyJacks, AFC, Wildish, Carbon, 'Berta
- During the summer and fall, the AFC and YEG training cohorts offered training opportunities for club players. These programs were run independently of EUPA programming.
- For the 2021-2022 indoor season, these groups are coordinating with EUPA to offer competitive train & play opportunities: AFC Premier League (Tuesdays), Flurry / Throwback - Capital Women's League (Tuesdays) & Rogue Hippo - a competitive Mixed League (Thursdays).





# PROGRAMMING PARTNERSHIPS: ALBERTA ROUNDNET



- In 2021 EUPA embarked on a collaboration with Alberta Roundnet to offer spike ball programming adjacent to our indoor programming
- This proved to be mutually beneficial to both organizations as it allowed EUPA to recoup the cost of partial vacant field space and for Alberta Roundnet to obtain bookings at facilities that they would have a hard time otherwise securing

# TOURNAMENTS

- EUPA was able to provide support in the running of local adult tournaments including:
  - **Pre-Fall Brawl & CUPS** attended by 14 teams. Outdoor bar was a success and will continue (weather permitting)
  - **League End - Kickoff to Playoffs** attended by 30+ summer league players to play fun 5v5 & 7v7 games.
- Due to the pandemic the following tournaments were cancelled:
  - **Prairie Summit Series, Defrost (New Indoor Tournament), Spirit of Summer, & Corporate Challenge**
- The tournaments committee also organized the following event in July:
  - **Disc Golf Adventure** physically distanced event in collaboration with the **Edmonton Disc Golf Association (EDGA)**. Over 30 people attended raising **\$422.96** for Boyle Street Community Services



# YOUTH

- School Outreach Plan for 2021-2022

- September 2021 to June 2022 we have 83 school bookings
  - Many schools are waiting for spring/summer to book or have us back
- Weekly Free Play for Kids sessions
- School Intramural League
  - This will hopefully expand into teams for each school
  - Roll into our spring tournament
- Working with schools to have a trial league for Metro Athletics in the fall
- Confirmed a spot at the Greater Edmonton Teachers' Convention in March 2022
- Have distributed our information through EPSB and Parkland School Division

- Community Outreach Plan for 2021-2022

- Four community leagues would like to offer spring/summer programming with EUPA
- MAC Islamic Centre is interested in integrating sessions into their summer camp
- Have done a session with Girl Guides in South Edmonton
- Working with the Fédération du sport de l'Alberta to run sessions at French schools in French



# YOUTH

- Leagues
  - **Summer League**
    - 19 Registered
  - **Fall League**
    - 29 Registered
    - Season end tournament in place of the Fall School tournament
  - **Indoor League**
    - No programming between Nov. 2020 & April 2021 due to restrictions
    - **For 2021-2022:** Change ages to offer sessions from 10-17 year old
      - Two sessions
        - January 11th to February 8th 2022
        - February 15th to March 8th 2022
      - Pick Up session on November 27th (19 Pre-Registered so far)
- Coach Development Focus for 2022
  - Important to the growth of our youth league
  - Plan to run a session this winter, given we have enough interest
  - Honorarium

# VOLUNTEER INCENTIVE PROGRAM UPDATE

- Third\* year of a points based incentive program to capture volunteer efforts throughout the organization.
- The VIP serves to attract new volunteers, retain existing volunteers, broaden focus beyond touring teams.
- Points were redeemable for: league fee discounts, EUPA merchandise, & EUPA Youth Programming.
- Resulted in 1,682 VIP points being earned.
- Provided \$905 towards Youth Programming.

\*Points this year were earned for Pre-Fall Brawl & Cups; and Board & Committee participation.



# MARKETING AND COMMUNICATIONS

- **Newsletter**

- Continues to be sent out monthly to our nearly 1,400 subscribers

- **Social Media**

- Continued presence on Facebook, Instagram & Twitter
- Youth accounts have been created by the Youth Program Director to engage youth followers with targeted content

- **Website**

- We secured and engaged a new website provider: RAMP Interactive
- Usability tests were conducted to help with the content and organization of the new website
- The new website was rolled out in time for Session 1 Indoor Registration

- **Marketing**

- VC Ultimate hosted an online store for us with limited run EUPA branded merchandise
- We have an ad in MacEwan University student daytimers
- We had a table at the MacEwan/Norquest Block Party event in September



# LOOKING FORWARD

- **Programming**

- Continue to offer programming to the best of our ability despite restrictions and guidelines
- Continue to work with partners such as club teams and Edmonton Roundnet
- Continue to focus on providing the best player experience we can
- Offer regular and increased amount of youth programming

- **Partnerships & Growth**

- Continue to dialogue with potential partner organizations
- Continue to look for new ways to reach new audiences
- Focus on growing Ultimate as a school and community sport

- **Process Improvements**

- Improve documentation
- Create a Standard Operating Procedures (SOP) document to facilitate board and staff transitions
- Improve and define marketing strategies



# Financial Report

**Presented by Cam Tomlinson (Treasurer)**



# 2021 Financial Data

Balance Sheet			
	2021	2020	Amount Change \$
<b>ASSETS</b>			
<b>CURRENT</b>			
Cash	\$ 216,313	\$ 176,681	\$ 39,632
Accounts receivable	3,200	4,614	(1,414)
Due from related parties	(3,409)	5,180	(8,589)
	<b>\$ 216,105</b>	<b>\$ 186,475</b>	<b>\$ 29,630</b>
<b>LIABILITIES</b>			
<b>CURRENT</b>			
Accounts payable and accrued liabilities	\$ 28,269	\$ 23,589	\$ 4,680
Deferred revenue	0	1,198	(1,198)
	<b>28,269</b>	<b>24,787</b>	<b>3,482</b>
CEBA Loan	60,000	40,000	20,000
	<b>88,269</b>	<b>64,787</b>	<b>23,482</b>
<b>NET ASSETS</b>	<b>127,836</b>	<b>121,688</b>	<b>6,148</b>
	<b>\$ 216,105</b>	<b>\$ 186,475</b>	<b>\$ 29,630</b>

The 2021 data has not yet been reviewed by the external accountant.

Statement of Operations and Net Assets	2021	2020	Amount Change \$
<b>REVENUE</b>			
Adult leagues	\$ 32,700	\$ 38,609	(\$ 5,909)
Grants	48,250	37,004	11,246
Youth club team	0	7,523	(7,523)
Adult tournaments	21,072	5,015	16,057
Memberships	3,040	2,934	106
Youth tournaments	0	2,748	(2,748)
Merchandise sales	493	1,044	(552)
Youth leagues	1,265	0	1,265
Donations	375	0	375
League Discounts	(4,767)	0	(4,767)
	<b>\$ 102,427</b>	<b>\$ 94,877</b>	<b>\$ 7,550</b>
<b>EXPENSES</b>			
Salaries and wages	\$ 13,003	\$ 44,881	(\$ 31,878)
Adult leagues	39,679	14,468	25,211
General and administrative expenses	10,039	6,641	3,398
Youth club team	0	4,438	(4,438)
Adult tournaments	11,425	4,250	7,175
Player development program	0	2,905	(2,905)
Insurance	1,619	2,381	(762)
Professional fees	11,500	2,250	9,250
Merchandise	504	2,165	(1,661)
Bank charges	2,963	2,087	876
Youth tournaments	0	1,780	(1,780)
Touring team funding	914	992	(78)
Memberships	1,143	989	154
Advertising and promotion	216	625	(409)
Donations	97	590	(493)
Youth leagues	489	0	489
	<b>\$ 93,589</b>	<b>\$ 91,442</b>	<b>\$ 2,147</b>
	<b>8,839</b>	<b>3,435</b>	<b>5,404</b>
	<b>121,688</b>	<b>118,253</b>	<b>3,435</b>
	<b>\$ 130,527</b>	<b>\$ 121,688</b>	<b>\$ 8,839</b>

# 2021 Observations

- The never ending pandemic naturally had a very significant financial impact on EUPA's overall financial position
- Several mitigating factors offset substantial revenue drop:
  - Salary costs were much lower due to the offsets created by the Canadian Emergency Wage Subsidy (CEWS)
  - We qualified for a 15,000.00 Canadian Tire Jumpstart Grant to help support the cost of the Youth Program Director
  - We were able to negotiate a very reasonable upfront cost for migrating to the new website (roughly 2,000.00 in startup costs)
- Due to hiring a permanent Youth Program Director, EUPA's salary costs are going to be much higher than in previous years.

For all meeting documents go to  
<https://tinyurl.com/EUPAAGM>

# QUESTIONS / NEW BUSINESS

# BOARD OF DIRECTOR ELECTIONS

Newly elected please meet  
following meeting adjournment

- President (1-year term)
- Vice-President (2-year term)
- Treasurer (2-year term)
- 3 x Member at Large (2-year term)
- 1 x Member at Large (1-year term)



**4.05 ACCLAMATION.** If a candidate for an executive position runs unopposed, or there is an equal number of candidates for the position Member at Large as there are available positions, election must be preceded by a motion to accept the candidate or slate by acclamation. The motion must be seconded and a vote must be taken. If the vote is in the affirmative, the officer(s) are elected. If the vote is in the negative, the position will remain vacant until appointed by the newly elected Board of Directors. The Board of Directors may not appoint a member to a Board of Directors position for which that member has been rejected in a vote of acclamation in the immediately preceding election of officers.

# ELECTIONS

- Vice-President (2 year term) - nominees:
  - Mika Uusnakki

For all meeting documents go to  
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# ELECTIONS

- Treasurer (2 year term) - nominees:
  - Cam Tomlinson

For all meeting documents go to  
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# ELECTIONS

- 3x Member-At-Large (2 year term) - nominees:
  - Curtis Barranoik
  - Daniel Mitchell
  - Tim Bryant

For all meeting documents go to  
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# ELECTIONS

- 1x Member-At-Large (1 year term) - nominees:
  - Kelly Skinner
  - Nathaniel Drew

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# LEARN MORE ABOUT OUR COMMITTEES!

Contact [admin@eupa.ca](mailto:admin@eupa.ca) if you are interested in being part of a EUPA Committee. Committee members do not have to be board members.

- Fields
- Growth & Marketing
- Programming
- Staff
- Tournaments & Events
- Youth



**VOTE TO ADJOURN MEETING**

**Tote bag & free music lesson  
by Amadeus Music  
(Melanie Poruchny)**

**Family Photo Session  
by Hearten Photography  
(Ashlee Aparvary)**

**Spikeball T-shirt  
by Roundnet Alberta  
(David van den Bijgaart)**

**Sports Ornaments  
by Ashley Crane**

## **THANK YOU PRIZE DONORS!**

**Spiritual Subscription  
Box by Vicky Kooyman**

**Legging Gift Basket  
by Mimi Marchewka**

**Zyia Active Wear Gift Card  
by Nicole Lynn Belley**

**Photo Mini Session  
by Deanna Marr Photography  
(Deanna Marr)**

**Kids Yoga Class from Glow Yoga  
by Robin**

Thank you for attending the  
Edmonton Ultimate Players Association

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