

Edmonton Ultimate Players Association

2022 Annual General Meeting



For AGM documents



AGENDA

Friday, November 26, 2022 - 7:00-9:00pm

- Meeting Call to Order
- Housekeeping
- Welcome/Introductions
- Establish Quorum
- Approval of Minutes (2022 GM & By-Election)
- Annual Report
- Financial Report
- Legacy Report
- Questions / New business
- By-law Update
- Election of New Directors
- Meeting Adjournment

For AGM documents



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.*
- Sign-in Sheet / Membership Requirements
- Voting
- Questions



INTRODUCTIONS

Board of Directors

Position	Member
President*	Mika Uusnakki
Vice President	Curtis Barranoik
Treasurer	Cam Tomlinson
Secretary*	Amy Nichols
Member at Large	Kaine Dreilich
Member at Large**	Tim Bryant
Member at Large*	Josel Embuscado
Member at Large	Daniel Mitchell
Member at Large*	Rob Kaplen
Member at Large*	[vacant]

* 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	Clayton DeVries

Committee Chairs

Executive	Mika Uusnakki
Fields	Rob Kaplen
Growth & Marketing	[vacant]
Programming	Cam Tomlinson
Staff	Curtis Barranoik
Tournaments & Events	Amy Nichols
Youth	Chris Reid



ABOUT EUPA

Incorporated in 2001 to promote the Sport of Ultimate and its spirit of good sportsmanship in Edmonton and surrounding areas.

Board Priorities

Youth

New Player Experience

Diversity Equity and Inclusion



**ESTABLISH QUORUM
&
APPROVAL OF 2021 AGM MINUTES
APPROVAL OF 2022 BY-ELECTION MINUTES**

For AGM documents



ANNUAL REPORT

**Presented by
Curtis Barranoik (Vice-President)**

OVERVIEW

- 2022 has been the first year of full “normal” programming since before the pandemic.
- 2022 highlights included:
 - Launch of new website and registration system
 - Establishing consistent indoor field space with room to expand programming
 - Rethinking and retooling relationships with local club teams
 - Stability with staffing and finances
- Membership growth has been slow and steady - but we are continuing to push forward by investing in youth programming
- Challenges in 2022: smaller Ultimate community has meant less volunteers involved in EUPA events / leagues / board / committees
- Looking forward to 2023 - developing and implementing new strategic plan will be a key pillar of our continued growth



STAFF



Michael Steele

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



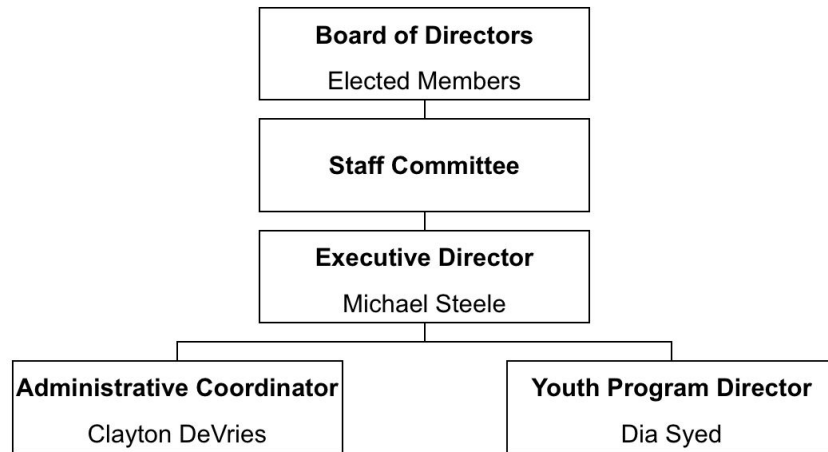
Clayton DeVries

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.

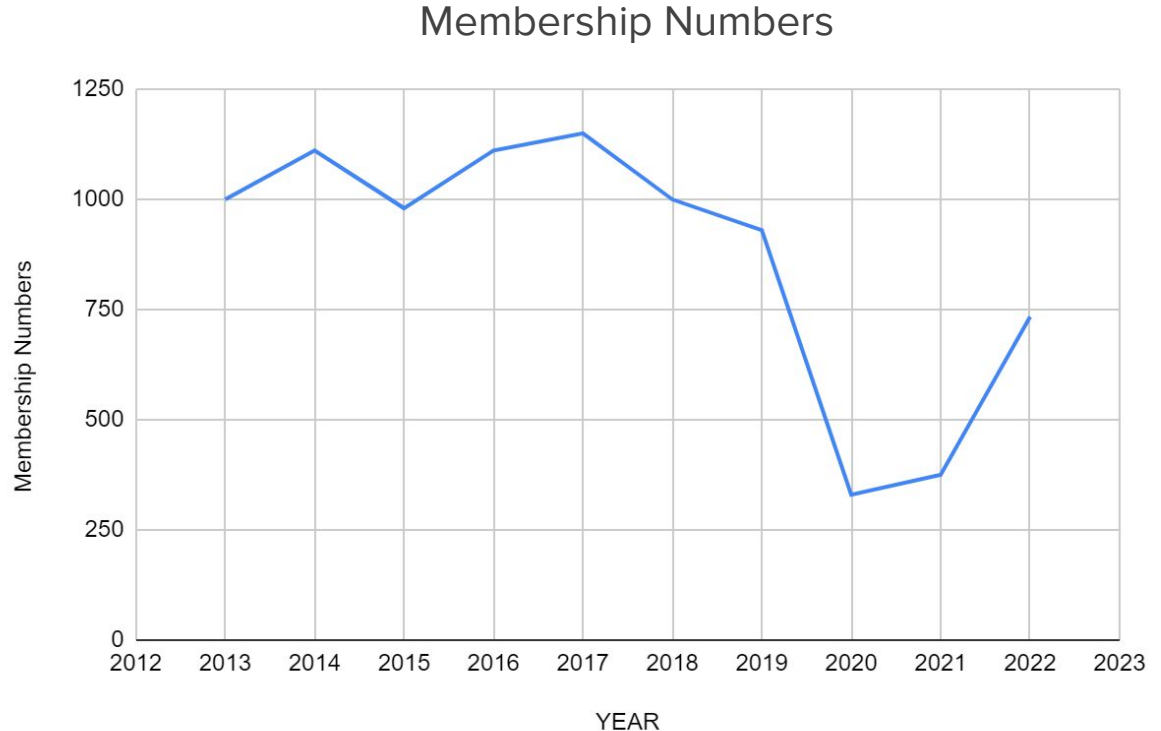


Executive Director's Report

- First full “normal” year since before the pandemic. We are still dealing with impacts of COVID - and we expect we will be for many years.
- Continued investment in youth programming
 - Grants continue to flow in to support youth programming.
- Staff changes - Thank you Vicky! Welcome Clayton!
- Changing ultimate landscape / work with club teams
- Looking forward to 2023
 - Strategic Plan
 - Rebuilding AUA

MEMBERSHIP

- 725 total members in 2022.
- Solid growth coming out of pandemic induced low-point in 2020.
- Hope to maintain upwards trajectory
- ~70 or so members actually only signed up for partner leagues (roundnet/disc golf)

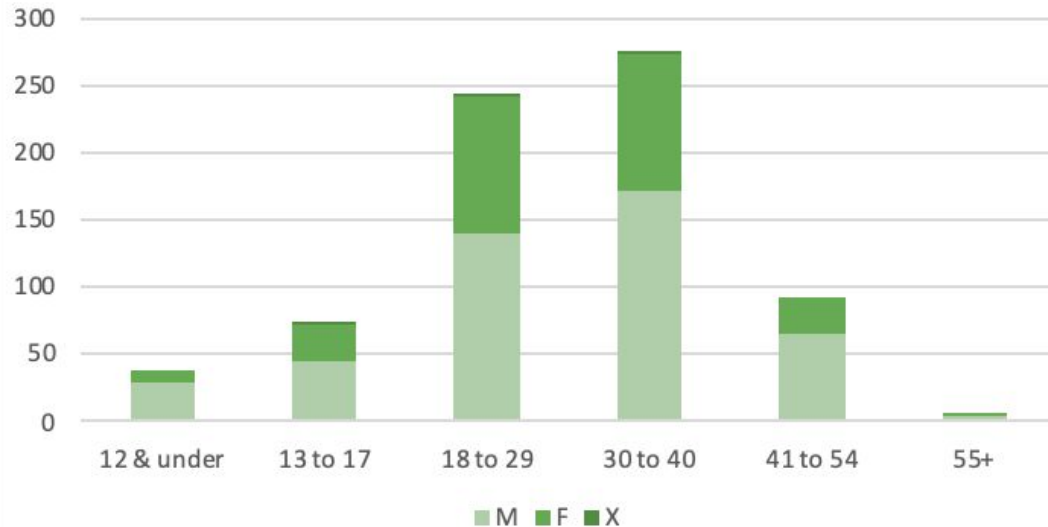


MEMBERSHIP

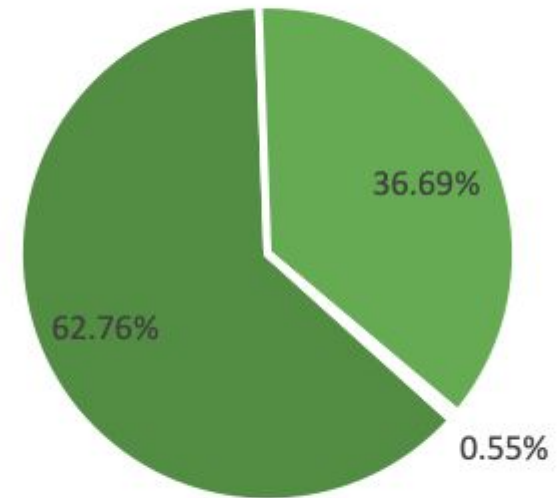
Year	Members	Growth rate	Female %	Total League Reg's	Leagues / player	Avg age
2013	1,002		42%	1,663	1.66	29.6
2014	1,091	9%	43%	1,809	1.66	29.6
2015	985	-10%	41%	1,657	1.68	30.3
2016	1,098	11%	44%	1,623	1.48	30.4
2017	1,134	3%	41%	1,685	1.49	30.4
2018	996	-12%	43%	1,664	1.67	30.5
2019	917	-8%	40%	1,589	1.73	30.8
2020	346	-62%	38%	845	2.44	31.6
2021	381	10%	37%	539	1.41	30.5
2022	725	90%	37%	1,027	1.42	29.5

MEMBERSHIP: DISTRIBUTIONS

Age Distribution



Gender Distribution



■ Male ■ Female ■ Other

PROGRAMMING

- Registration numbers are up across the board - but still down from pre-pandemic levels
- Average age is down - at a 10 year low! Attributable to growth at youth level and increased recruitment of young adults.
- No positive change in non-male numbers is a bit disappointing - needs continued push to increase non-male numbers.
- Ambassador program has been successful for hat leagues
- 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	
2021	2022	2021	2022	2021	2022	2021	2022
S1 Cohort (41) Premier (40) Capital (21) YEG (23) All leagues suspended after 1-2 weeks	Tues S1 (72) Fri S1 (41) Tues S2 (60) Fri S2 (36) Premier (50) CWL S1 (24) CWL S2 (18) Rec+ S1 (44) Rec+ S2 (30)	No Programs	Tues 5v5 (55)	Mon Hat (34) Tues 5v5 (117) Thurs 7v7 (90)	Mon Dev (18) Mon T&P (17) Tue M&G (44) Tue 5v5 (180) Wed T&P (35) Thurs 7v7 (151)	Mon 6v6 (57) Wed 5v5 (73)	Mon 4v4 (32) Mon 6v6 (41) Wed 5v5 (79)

PROGRAMMING PARTNERSHIPS: CLUB TEAMS & AFC

- For the 2021-2022 indoor season, these groups coordinated with EUPA to offer competitive train & play opportunities with profit sharing:
 - AFC Premier League (Tuesdays)
 - Flurry / Throwback - Capital Women's League (Tuesdays)
 - Rogue Hippo - competitive Mixed League (Thursdays)
- 2022 outdoor season Rogue Hippo hosted a profit sharing train & play (Wednesday)
- Changes to how we engage with club teams - lots of dialogue over the year
- 2022 saw a return of outdoor competitive ultimate including Canadian Ultimate Championships and World Master Ultimate Club Championships

PROGRAMMING PARTNERSHIPS: ALBERTA ROUNDNET



- 2022 EUPA continued 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 run local adult tournaments including:
 - **Holiday Hat Huckfest** attended by 39 spirited players. Total of **\$477.75** raised for charity!
 - **Frostbite** played by 6 teams - due to Covid concerns, quite a few players / teams dropped out in the last week prior to the tournament
 - **A4UC** played by 9 teams, unfortunately C4UC was cancelled so this became a competitive 'fun' tournament.
 - **Spirit of Summer & CUPS** returned after 3 year hiatus - 33 people played SoS & 14 teams played Cups. New location at Brookside Park worked great!
 - **Pre-Fall Brawl & CUPS** attended by 15 teams. Feedback on supper was heard - look for more food in 2023!



YOUTH

- **School Outreach for 2021-2022**

- September 2021 to June 2022 we had 106 school booking
 - This met over 19,000 kids got to try ultimate frisbee
- Currently we have 48 school bookings for this school year
- We did the virtual booth at Greater Edmonton Teachers' Convention in March 2022
 - We will be in person this year at the NCTCA
- We have three methods of booking school:
 - Our own contact list
 - EPSB's Career Pathway Program
 - PSD & EPSB's bulletin board



- **Community Outreach for 2021-2022**

- We have successfully run multiple sessions for the Africa Centre, Muslim Association of Canada, Free Play (Low income) and Action for Healthy Communities (newcomers)

- **Coach Updates**

- We have now 18 coaches with about 5 that are really involved
- Coaches are now given an honorarium instead of VIP points
- We have purchase a coaching curriculum, Elevate, for our coaches

YOUTH

- **Leagues**

- Fall League
 - Mill Woord - 26 Youth
 - Aspen Gardens - 18 Youth
- EUPA Spring/Summer League
 - 48 registered
- Spring League
 - Aspen Garden League - 42 Youth
- Indoor League
 - Session #1 - 19 Youth
 - Session #2 - 23 Youth

- **Tournaments**

- Both tournaments did not run this year.
- Schools claim lack of volunteers to coach
- Committee offered EUPA volunteers, but no response
- Idea: fold tournament into Fall League (increase price)



YOUTH

Total youth members

2022: 100

2021: 29

Total registrations

2022: 161

2021: 29

VOLUNTEER INCENTIVE PROGRAM (VIP) UPDATE

- Second full* year of a points based incentive program to capture volunteer efforts throughout the organization.
 - Club Teams were not asked to apply to receive VIP funding as there was great uncertainty in events being held. Look for Club team applications to be available in Spring 2023
- New Exclusive VIP merchandise is available this year
- Points were redeemable for: EUPA credit, EUPA merchandise, & EUPA Youth Programming.
- Resulted in 2,059 VIP points being earned.
- Provided \$975 towards Youth Programming.

*First year was 2019, 2020 and 2021 had reduced events due to the covid pandemic



MARKETING AND COMMUNICATIONS

- **Newsletter**

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

- **Social Media**

- Continued presence on Facebook, Instagram & Twitter
- EUPA youth accounts continues to grow

- **Website**

- We completed the first year with our new website provider: RAMP Interactive
- Continue to learn and to optimize the website to suit our leagues and events

- **Marketing**

- VC Ultimate hosted an online store for us with limited run EUPA branded merchandise
- We're #1! We're #1 on google results for 'Edmonton Ultimate'

- **Committee**

- Looking for a committee chair to spearhead EUPA's growth and social media



LOOKING FORWARD

- **Youth Programming**

- Continued push at the youth level will be key to sustaining growth numbers.
- Grant funding has enabled us to increase YPD position to full time

- **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

- **Strategic Planning**

- Need to undergo strat plan review and renewal in 2023. This will guide our organization's decision making into the future. Every decision the board makes must be grounded in “does this align with our strategic plan?”
- Alberta Ultimate Association Revival with CU. A strong PSO is necessary to access grants and develop coaches



Financial Report

Presented by Cam Tomlinson (Treasurer)

For AGM documents



2022 - Financials

Statement of Financial Position - September 30th, 2022			
	2022	2021	Amount Change \$
ASSETS			
CURRENT			
Cash	\$ 210,976	\$ 216,666	(\$ 5,690)
Accounts receivable	78	4,052	(3,974)
Prepaid Expenses	883	578	305
Deposits	\$ 200	0	\$ 200
	\$ 212,138	\$ 221,296	(\$ 9,158)
LIABILITIES			
CURRENT			
Accounts payable and accrued liabilities	\$ 25,311	\$ 27,130	(\$ 1,819)
Deferred income	1,006	0	1,006
Dut to related parties	3,210	3,498	(288)
	29,526	30,628	(1,102)
CEBA Loan	40,000	40,000	0
	69,526	70,628	(1,102)
NET ASSETS	142,611	150,668	(8,057)
	\$ 212,138	\$ 221,296	(\$ 9,158)

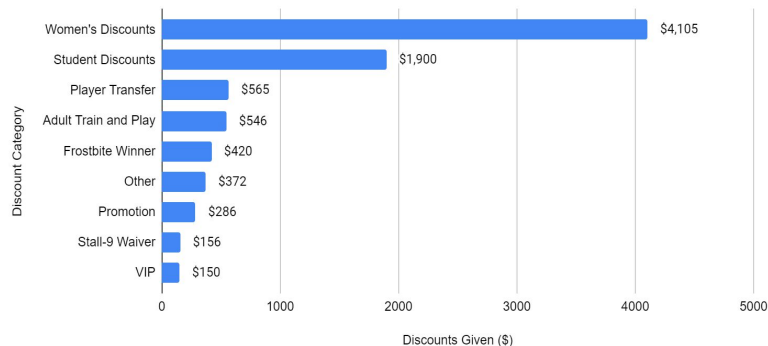
These financial statements are prepared by the Treasurer. Our external review is pending. Historically, AGM presentations had the previous fiscal year's financial statements.

Statement of Operations and Net Assets - September 30th, 2022			
	2022	2021	Amount Change \$
REVENUE			
Adult leagues	\$ 83,313	\$ 27,933	\$ 55,380
Adult tournaments	31,493	21,072	10,421
Fees	2,400	0	2,400
Grants	19,543	48,644	(29,101)
Interest	88	49	39
Memberships	5,968	3,040	2,928
Merchandise sales	2,021	493	1,528
Outreach and fundraising leagues	22,442	0	22,442
Youth leagues	14,199	1,265	12,934
Youth tournaments	544	0	544
	\$ 182,010	\$ 102,496	\$ 79,514
EXPENSES			
Adult leagues	\$ 25,747	\$ 41,925	(\$ 16,178)
Adult tournaments	14,290	8,618	5,672
Advertising and promotion	11,801	1,190	10,611
Bank charges	3,632	2,963	669
Credits	5,833	0	5,833
Donations	208	97	111
General and administrative expenses	9,384	10,537	(1,153)
Insurance	2,644	1,122	1,522
Memberships	2,074	1,143	931
Merchandise sales	599	504	95
Outreach and fundraising leagues	21,361	0	21,361
Professional fees	2,950	11,500	(8,550)
Salaries and wages	79,805	34,787	45,018
Touring team funding	0	914	(914)
Youth leagues	8,258	0	8,258
	\$ 188,586	\$ 115,300	\$ 73,286
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENSES FROM OPERATIONS	(6,576)	(12,804)	12,804
OTHER INCOME			
Government subsidies	0	41,784	(41,784)
Miscellaneous revenue	132.49	0	0
EXCESS OF REVENUES OVER EXPENSES	(\$ 6,443)	\$ 28,980	(\$ 35,423)

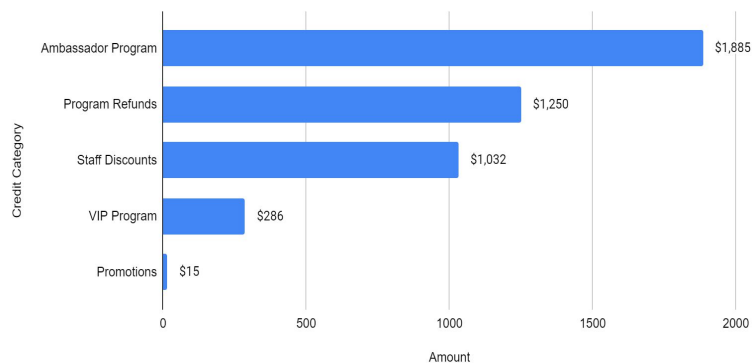
2022 - Treasure's Comments

- Leagues saw significant growth year over year due to less impact from the pandemic
 - From a profit/loss perspective, this growth was offset by a reduction in pandemic related government subsidies
- Promo codes: Primarily targeting female players and university students. Female discounts are mostly offset by grant funding.
- Redeemed account credits: Primarily Ambassador registrations, player refunds and staff discounts
- Outreach and Fundraising Leagues as a whole turned a small profit of roughly 800.00
- To help offset inflationary costs, EUPA will be increasing the membership fee from 8.00 to 10.00 in 2024
 - We will also be increasing our fees for the 2023 summer session
- Year over year financial comparison is missing the Foote Field deposit (-17,000), but also includes accrued September staff salaries (+7,500)
 - Using similar principles as last fiscal year, the organization's losses were ~16,500.00, rather than 6,443.00
- One of our primary Organizational goals is to grow our youth program to sustainability. This means that we expect to incur significant operational losses over the next few years. In the meantime, our cash position remains strong, and we are able to address unexpected costs effectively.

Redeemed Promotional Codes



Redeemed Account Credits



Legacy Report

Legacy Committee

- Started after we hosted our first CUC in 2001.
- Mission: Build for the Future
 - Goal is to own fields/assets
 - Protect the funds and save
 - Team took the long view
- History
 - started with \$30k
 - EUPA made annual contributions
- Legacy Committee is a separate entity, and works together with EUPA to identify opportunities and agree on any actions.
- Fund is independently and professionally managed
- Directors: Calvin Li, Kiersten Stead, Grant Marsden, Matt Girardo
- Current Balance: \$737k

QUESTIONS / NEW BUSINESS

BY-LAW AMENDMENT RESOLUTION

- July 31 as the end of the fiscal year (FY)
- Memberships will now expire on Oct 31 instead of FY to avoid membership expiring in the middle of a league
- Renaming “Financial Year” to “Fiscal Year”

For AGM documents



Existing EUPA By-Laws (2020-11-20)	Proposed EUPA By-Laws
<p style="text-align: center;"><u>ARTICLE X.</u> <u>FINANCIAL ARRANGEMENTS</u></p> <p>10.01 FINANCIAL YEAR. The financial year-end for the Association shall be the 30th day of September in each year.</p>	<p style="text-align: center;"><u>ARTICLE X.</u> <u>FINANCIAL ARRANGEMENTS</u></p> <p>10.01 FISCAL YEAR. The fiscal year-end for the Association shall be the 31st day of July in each year.</p>

Existing EUPA By-Laws (2020-11-20)	Proposed EUPA By-Laws
<p style="text-align: center;"><u>ARTICLE III.</u> <u>MEMBERSHIP</u></p> <p>3.01 VOTING MEMBERS. Any person residing in Alberta and being of full 16 years of age may become a voting member of the Association upon payment of the membership fee. The membership fee, if any, shall be determined from time to time, by the Board. Any voting member in good standing shall be eligible to hold any office in the Association. Membership will expire annually on the date of the Association's financial year-end in accordance with paragraph 10.01.</p>	<p style="text-align: center;"><u>ARTICLE III.</u> <u>MEMBERSHIP</u></p> <p>3.01 VOTING MEMBERS. Any person residing in Alberta and being of full 16 years of age may become a voting member of the Association upon payment of the membership fee. The membership fee, if any, shall be determined from time to time, by the Board. Any voting member in good standing shall be eligible to hold any office in the Association. Membership will expire annually on October 31.</p>

Existing EUPA By-Laws (2020-11-20)	Proposed EUPA By-Laws
<p style="text-align: center;"><u>ARTICLE III. MEMBERSHIP</u></p> <p>3.05 WITHDRAWAL OF MEMBERSHIP. Any Member wishing to withdraw from membership may do so upon giving notice in writing to the Board of Directors through its Secretary of their intention to withdraw from membership and shall cease to be a member upon that date therein specified or its earlier acceptance by the Board. Membership expires each year on September 30th. Members who have not paid their membership dues for the year shall not be entitled to membership privileges in the Association until paying all fees required for membership</p>	<p style="text-align: center;"><u>ARTICLE III. MEMBERSHIP</u></p> <p>3.05 WITHDRAWAL OF MEMBERSHIP. Any Member wishing to withdraw from membership may do so upon giving notice in writing to the Board of Directors through its Secretary of their intention to withdraw from membership and shall cease to be a member upon that date therein specified or its earlier acceptance by the Board. Membership expires each year on Oct 31st. Members who have not paid their membership dues for the year shall not be entitled to membership privileges in the Association until paying all fees required for membership.</p>

VOTE

- July 31 as the end of the fiscal year
- Memberships will now expire on Oct 31 instead of FY to avoid membership expiring in the middle of a league
- Renaming “Financial Year” to “Fiscal Year”
- 75% Required to Pass

BOARD OF DIRECTOR ELECTIONS

Newly elected please stay following
meeting adjournment

- President (2-year term)
- Secretary (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

- President (2 year term) - nominees:
 - TBD

ELECTIONS

- Secretary (2 year term) - nominees:
 - TBD

ELECTIONS

- 3x Member-At-Large (2 year term) - nominees:
 - Andy Dirgo
 - Pete Verseveldt
 - TBD

ELECTIONS

- 1x Member-At-Large (1 year term) - nominees:
 - TBD

LEARN MORE ABOUT OUR COMMITTEES!

Contact admin@eupa.ca if you are interested in being part of a EUPA Committee. **Committee members do not have to be board members.**

- Diversity, Equity, Inclusion
- Fields
- Programming
- Staff
- Tournaments & Events
- Youth
- Growth and Marketing
 - Committee chair needed



VOTE TO ADJOURN MEETING

Thank you for attending the
Edmonton Ultimate Players Association

2022 Annual General Meeting



****Current and newly elected
Board Members please stay
to schedule the next Board
Meeting**

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