



**2018 – 2019 Annual Report**

## BOARD OF DIRECTORS

The 2018-2019 Board of Directors for MZU was elected at the Annual General Meeting on November 14, 2018.

The results of the election were as follows:

- **President** | Allan Johnson
- **VP, League** | Jason Murphy
- **VP, Finance** | Adam Drover
- **VP, Communications** | Rachael Fitkowski
- **VP, Spirit** | Jordan Kavanagh
- **Members at Large** | Jill Henderson  
Jess Wade  
Michael Walsh  
Dana Howse  
Gina Reid  
Colin Martin

Committees were formed for the following purposes:

- League
- Communications
- Spirit
- Finance
- Membership
- Gender Equity
- Discipline

## LEAGUE COMMITTEE

This year the VP, League led a committee to complete all activities involved in our leagues.

League	Dates	Stats	Takeaways/ Lessons Learned
<b>Winter Toque League</b>	January 7th to February 18th  7 weeks Mondays	160 Players 16 Teams  Techniplex	<ul style="list-style-type: none"> <li>Capacity was 180 players, low registration numbers</li> <li>Based on past numbers, did not use 11pm slot</li> <li>Same length as Winter Toque League 2018</li> <li>Next board should consider options to entice more registrations (e.g., 4v4, Masters Division)</li> </ul>
<b>Winter Build It Yourself League</b>	February 25th to May 6th  11 weeks Mondays	329 Players 26 Teams  Techniplex	<ul style="list-style-type: none"> <li>Used a variation of WFDF Ration Rule A, half game was 3M-M/2F-M, other half was 3F-M/2M-M</li> <li>Continue to use bye weeks to expand registration</li> <li>Used 7pm slot on May 6th to have all teams compete in a one week playoff</li> <li>Consider options to improve balance of ratio (e.g., consider playing 6v6)</li> </ul>
<b>Summer League</b>	June 5th to August 25th  12 weeks Tuesdays & Thursdays	410 Players 26 Teams  Bowring, Mundy Pond, Kitty Gaul	<ul style="list-style-type: none"> <li>League ran similar to previous years in terms of scheduling and ranking</li> <li>Used WFDF Gender Ratio Rule A</li> <li>Captain's Meeting at Elk's Club</li> <li>No Title Sponsorship for 2019</li> <li>Kitty Gaul, Bowring Park, Mundy Pond, and Lower Ayre were used for Playoff Day</li> <li>Offered free pickup games every Wednesday evening from 7-8:30pm at Bowring Park from June 20th to August 22th, attendance was good overall, but down compared to 2018!</li> <li>New policies: Attendance tracking, jersey opt out, UC halftime rule, subbing policy for registered players</li> </ul>
<b>Fall Hat Outdoor League</b>	Sept 9th to Nov 11th  8 weeks Sundays	173 Players 18 Team - 12 18+ - 6 Masters  KGV	<ul style="list-style-type: none"> <li>Teams built 5F-M/5M-M to allow use of WFDF Gender Ratio Rule A</li> <li>A few teams only had 4 female-matching players, as registration in both divisions was short</li> <li>Played Thanksgiving Weekend and received negative feedback</li> </ul>
<b>Fall Indoor Build It Yourself League</b>	Sept 24th to December 17th  12 weeks Mondays	291 Players 24 Teams  Techniplex	<ul style="list-style-type: none"> <li>6v6 league, first time operating in this format</li> <li>No lottery required, only 24 teams registered</li> <li>Secured the elusive 7pm time slot for September and October games</li> </ul>

## FINANCE COMMITTEE

### Cash Summary | Mile Zero Ultimate For the 12 months ended 31 October 2018

Revenue		
Registration Fees - Winter	\$ 31,440.00	
Registration Fees - Fall	\$ 21,745.00	
Registration Fees - Summer	\$ 29,850.00	
Disc Sales	\$ 315.00	
Payment from MAUL/SWURL for Summer Fields	\$ 600.00	
<b>Total Revenue</b>	<b>\$ 83,950.00</b>	
Less Operating Expenses		
Field Costs - Winter	\$ 30,820.00	
Field Costs - Summer	\$ 12,300.00	
Field Costs - Fall	\$ 26,588.74	
Jersey/ Merchandise	\$ 3,608.70	
Team Supplies	\$ 293.89	
Spirit Events and Programs	\$ 4,747.85	
Donation	\$ 500.00	
Website	\$ 1,231.70	
Refunds	\$3,251.20	
Meetings	\$ 754.17	AGM, Captain's Meeting, BoD
Bank Fees	\$ 4.87	
PayPal Fees	\$2,195.95	
Advertising	\$106.12	
Storage Locker	\$ 1,725.00	
<b>Total Operating Expenses/ Remittances</b>	<b>\$ 81,128.17</b>	
<b>Income</b>	<b>-\$4,178.17</b>	
<b>Net Cash Movement</b>	<b>-\$ 4,178.17</b>	
Opening Balance	\$ 45,5414.40	
Plus Net Cash Movement	-\$ 4,178.17	
<b>Closing Balance</b>	<b>\$ 41,363.23</b>	

## COMMUNICATIONS COMMITTEE

The Communications Committee kept engaged with our members through the following strategies:

- Used a combination of sponsored Facebook posts and regular posts to advertise events and important info, as well as newsletters and the website
- Created an Instagram account
- Currently 1,423 likes on Facebook and 140 followers on Instagram
- Reached out to new players at the end of winter leagues and fall hat league via email to gather feedback and inform players of upcoming leagues
- Put up posters at community centres and gyms to advertise some leagues
- Very responsive to inquiries received via Facebook and email
- Created a Facebook subbing group that currently has 215 members
- Hired a photographer for 3 different leagues and received photos of many teams and levels of play, photos were posted on Facebook and will also be used for future advertisements
- Updated Sponsorship Package, and have started reaching out to potential sponsors to secure sponsorship for 2020 (future board will have to continue this)
- MailChimp “MZU Times” newsletters
  - 9 newsletters sent out this year
  - Grew from 996 to 1113 subscribers since December 2018
  - Average open rate of 37%

## **SPIRIT COMMITTEE**

### **Spirit and Rules Knowledge**

This year's Spirit Committee participated in the following initiatives:

- International Spirit of the Game Day
- Launched "Rule of the Week" posts on social media
- Created a Harassment Policy

### **Social Events**

This year's Spirit Committee offered the following social events to members:

- St. John's Edge Game
- Summer Season Kick Off Party (hosted with MAUL and SWURL, held at Bier Market)
- End of Season Summer Party (held at Swilers)

### **Spirit Scores**

Continued use of the World Flying Disc Federation (WFDF) Standard 2014 Spirit Score system for a full year. Most ultimate leagues and tournaments in St. John's and away are also using this system.

- Follow-up with the captains of games with exceptionally high or low scores.
- Examples of spirit scores and equity guidelines were attached to most scoreboards.

### **Awards**

Each BIY and Hat league recognizes most spirited players and most valuable players.

The Most Spirited and MVP players are calculated from the league's spirit scores submissions.

- Championship team
- Most spirited team
- Most spirited male-matching and female-matching players
- MVP male-matching and female-matching players

The Summer League included additional awards as voted by survey respondents. Prizes included discs, hats and gift cards.

This year the Mile Zero Ultimate Board launched two new sub committees:

## **GENDER EQUITY COMMITTEE**

The Gender Equity Committee was formed to create initiatives focused on improving gender equity within the league.

Initiatives included:

- Adoption of more inclusive language (female-matching and male-matching instead of male and female)
- Implementation of WFDF Gender Ratio Rule A in all leagues
- Stat tracking during 25 Winter Toque League and 25 Winter BIY League games to compare the stats between a league with Rule A and a league without it
  - Stats taken during the Winter BIY League saw an increase in all stat categories for female-matching players (touches, assists, pick-ups, and goals)
  - Stats were posted on our Facebook page and in our newsletter and received a lot of interaction from our members on Facebook
- Posted a survey after both leagues, and there was an overwhelming response from the membership to continue with Rule A, survey results were posted on our Facebook page
- Required male-matching and female-matching captains on each team to provide leadership opportunities and encourage equal representation on teams
- Organized 2 free (well-attended) clinics run by Tempest Ultimate (Newfoundland's traveling team for female-matching players)
- Went beyond gender equity and looked at league inclusion as a whole, completing other initiatives including:
  - Creation of an inclusion page on the website
  - Reviewed all rules and by-laws and updated any gender-specific language as necessary
  - Participated in St. John's Pride Parade

## **MEMBERSHIP COMMITTEE**

Formed to collect feedback from members to ensure that everyone has a positive experience on and off the field

Initiatives included:

- Creation of a contact form on the website where members can submit feedback anonymously
- Had board members at the field during the Winter BIY League for "Ask Us Anything"
- Creating a survey for summer and fall leagues to be posted in the next few weeks