



California Ultimate Association February 2022 Board Meeting & Update

Treasurer Report

- Current accounts not reflecting \$10k from Ontario CVB and a \$5k deposit due back from SilverLakes

Executive Director Report

February Updates

- Have 3 local orgs starting to use our volunteer software now!
- WBUC in Huntington Beach officially canceled in the face of Omicron Variant
 - Teams were refunded the majority of bid fees, some money was kept to cover non-reimbursable expenses and personnel costs
- College Nationals:
 - DI & DIII divisions held concurrently in Silverlakes in December
 - Event went smoothly, but we lacked volunteers
 - \$7k "management fee" essentially offset by lodging and stipends for key staff
 - \$15,630 revenue for CUA (25% of admissions)
- 2 Water Monsters lost in transit
 - Contractor was arrested mid-transit and custody of the items was lost
 - Less pressure to have all 5 at once without beach worlds
 - However, each unit costs over \$2,000
- Magic Mountain Melee college development team tournament held
 - Original field space was intended for Junior Worlds tryouts, but USAU changed the schedule
 - Props to Grant for adjusting quickly and running a successful event
- Running HS States in Sac on May 14-15
 - Interest email going out tomorrow morning
 - New SYCC - Jacob Barr
- Applied for a USAU grant for community development for a program focused on running ultimate camps in the summer to teach the sport to kids and track Social Emotional Learning
 - Grant has secured support from Up2Us to provide 3 AmeriCorps staff to support these camps in this summer, partnering with LA Parks
 - \$300 per person for their 9 weeks, Up2Us provides a living wage of ~\$950/2wk
- Need to lock down our club event roster for 2022
 - SFI in Bakersfield?
 - Norcal Club Sectionals
 - Unlikely to get Social sectionals or Southwest regionals after field issues last year
- Also preparing bids to host:
 - Beach Nationals (HB) in 23, 25, and 27
 - Inaugural PanAmerican Beach Ultimate Championships in 2023
 - College Nationals (Bakersfield or Pleasanton) in 2023 or 2024
- We are approaching USAU to request additional funding for CUA

Presidents Report

- What do we want to do next? Some projects we could split up to tackle:
 - Rec league state championships
 - Adaptive Ultimate programs
 - Rehabilitation Center Ultimate programs
 - Fiscal sponsorship program for club teams
 - SEL development and tracking - researching and implementing any forms/software in future youth programs
 - General CA membership survey - what do ultimate players in CA do for a living? Are they from here? What would they like us to do or do more of?
 - Build social media presence with templates and scheduled posts
 - Develop a fun fundraiser that can be held locally across the state
 - Develop a plan to monetize Ultimate media coverage (maybe explore DGPT or Jomez models?)
 - Create and recruit a committee to figure out how to grow college ultimate - can we devise some programs to get more Women's teams? Can we create programs to get junior colleges playing?
 - Create awesome new swag the org can sell
 - Supporting pickup games and local league creation in under-organized areas
 - Other ideas???