



Meeting Agenda

Date: 6/15/2015
Board of Directors Meeting

Meeting Date/Time

Date: July 20, 2015

Time: 6:30pm

Meeting Deadlines

Agenda Item Submission: July 17, 2015

Member Request to Speak: July 19, 2015

Meeting Minutes Approval: July 31, 2015

Meeting Minutes Published: August 1, 2015

Agenda

Membership Requesting to speak: **Andy Gerrie**

Ideas about how to get more young skaters into Colorado Select. How about we stop keeping them out?

- Get more 8U, 10U, 12U kids to come see Colorado Select by hosting an **open** evaluation skate prior to the season.

- Make the 12U tryout this fall open to any kids, even if they are not registered with Select.

- Set up an official evaluation session for any and all 8U and 10U players. Even if it is not a "tryout" at 8U, 10U it provides a great benchmark of skill for comparison at season's end.

- "Come meet our coaches, come skate with some of the best youth girls players in CO, see where you match up, <insert clever marketing ideas here>, ..."

- The cost should be inviting, not prohibitive (eg. \$40 for 2 days - or maybe even, dare I say, ... FREE). Free will more than pay for itself if we get 1-2 new skaters to sign up. Participation would not require registration with CO Select, allowing it to be open to any girls that may even be registered with other clubs.

- Allow for an open/rolling registration instead of a summer deadline, have a season registration table set up in the lobby. This may help recruit kids to come to Select after the open evaluation.



Lots of the people associated with Select talk about how to grow our club. At the younger ages we will get players from 2 main sources:

1) Girls new to hockey. For them this is a complement/extension to the test-drive with an option to register right on site.

2) Girls from other clubs - taking a larger piece of the existing market. Inviting them in the door and on the ice with our existing players will increase this. (already evidenced by the 14'ers program).

The idea of marketing and hosting an open tryout simply removes one of the fundamental barriers that keeps kids out of our program.

Board of Director Updates

President - Gary Weber

Treasurer - Derek Troy

Registrar - Victoria Haynes

Directors of Coaching - Mitch Watson & Phil Harbison

Director of Tier I Programs - Tonya Harris

Director of Tier II Programs - Mitch Cohen

Director of Recreational Programs - Andy Lutz

Director of Sponsorships & Fundraising - Mike McIver

Director of Communications/WebAdmin - Andy Atencio

16U/19U Age Division Director - TBD

14U/12U Age Division Director - TBD

8U/10U Age Division Director - TBD

Old Business

- Rewriting Girls Tier I Rules
- Tier II Town Hall Meeting
- Billet Families
- 14U Tier II All Star Team
- Follow up on hosting Rocky Mountain Districts
- Follow up on 8U jerseys
- Growth Programs
- Registrations



New Business

- 12U Goalie(s)
- 14AA Team/Tier I Showcase Team
- Coaches and Board Members need to register with CAHA + any other coaching registration requirements
- 8/29 Barbeque and Pond Hockey Challenge
 - *Sanctioning required?
- Documents on Website Need Updating
 1. Coaching reimbursement guidelines 2012-2013 under Managers and Coaches
 2. Bylaws need to be signed and posted
 - CAHA requirement for Minimum Annual Meeting Notification is 15 days, we show 10.
- Marketing Budget
 1. Rubber Hockey Contract
- Strategic Planning Session
 - a. Marketing/Grow The Game
 - Align 3 touch points of marketing
 1. Print
 2. Electronic
 3. Direct Contact
 - b. Setting goals and objectives for the year
 - c. Assigning tasks

Next Meeting

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Time: 6:30p

