SMYHA Board Meeting Agenda

July 25, 2017

Board Members

	Name	Position		Name	Position
x	John Reidy	President	x	Brian Casserly	Breakers Coaching Director
			x	Brian McCauley	Girls' Program Director
x	Brad LaForest	Treasurer	x	Suzy Castles	Huskies Director
x	Carlye Homan	Secretary	x	Dave Sjostedt	Huskies Coaching Director
x	Jennie Franceschi	Registrar	x	Jenn Dorsey	Beginning Hockey Director
x	Jackie Elliopulos	Co-Registrar	x	Nate Spooner	Equipment Director
x	Marcie Pecora	Communication Director	---	Jeremy Gardiner	Tournament Director
x	Ace Malette	Breakers Director	x	Jennifer Baillargeon	Sponsorship Director

1. **Welcome** (5 Minutes)
   A. Presidents message
   B. Approval of meeting minutes 06/28/17- Suzy Castles motions to approve. Brian McCauley seconds the motion. All in favor.
      - Discussion around timing of posting minutes –Bylaws need to looked at around timeframe for posting minutes. John to look into this.
2. **New Business**
   A. **Bruins Academy**- Oct 1, 7, 14, 21 at USM. Site to go live in September. Details available. $100 for 4 hours of ice. All equipment included. Ages 4-9
      1. Little Bruins update- Now called Bruins Academy
   B. **Code of Conduct**- MEHA is no longer requiring. Review of code of conduct.
      1. Players- Still have players sign and coaches have it kept at home (collected by admin). Need to know what disciplinary action will be> Based on level of infraction. Is this a repeat offense? In past- we've had coaches and directors on a committee. A hearing is held and punishment is handed down (to parents, players, or coaches).
      2. Parents
   C. Summer Clinic updates
      1. Beginning hockey/Learn to skate
      2. Defensive skills- 10 players signed up. – Ace- willing to coordinate and welcome families.
      3. Girls total skills clinic- 1 registered – Brian Mc- no feedback has come in. August 15 and 17- will be cancelled
      4. Summer girls learn to play clinic- 5 are registered. Deadline is coming up for final registration. If by July 30th, we don't have enough girls- consider offering ice to other levels for $50 per player (mites/squirts) (Suzy's suggestion). August 15th (6 sessions) at 6:10pm. Girls clinic will go on half ice and clinic will run as planned. Dave S. and Suzy will look into this. Potential Wording: 'small area game clinic for Birth years '08/'09/'10 (mites and first year squirts)'. Marci e to boost on FB
   D. **Organization of electronic communication**- Marcie- Trying to respect people on mailing list and not over send emails. People will not read if we inundate them. Going forward: Communication to go out on Saturday or Sunday (once a week)- She needs descriptions (dates/times/locations) and she'll share a form to be filled out (electronically submit it to her) for promotions to go out. Let her know 3-4 days in advance. Once season is under way, communication will drop to monthly.
   E. Website and mass email procedures- see above
   F. T2 midget season
      1. Waivers- Need 7 waivers - (before players get on ice). Only MEHA players need waivers. If played out of state- not needed. We can ask president of other leagues for waivers.
      2. Final payments- 2 players not paid
   G. **Checking clinic**- Ideally to have before house hockey starts (late Sept) Birth years: '05/'04/'03 – Jeffy Libby can be asked to run. Tier IV, III, II- free clinic- one hour of ice time in late September. Maybe Sunday night? Or early morning? Need to think about Jeff's availability. Ace will reach out to Jeff and April will coordinate a time.
   H. **Coaching director's role**- Brian Casserly- He would like registration numbers sent to him prior to Jennie F sending any of the coaches 'reminders'. Coaches need to be registered on SMYHA site and then we can

'claim' them on USA hockey and see what paperwork etc that they have completed. Brian is willing to call coaches and prompt them to register, however he does not want to do this if they've already been contacted (via email). Coaches need to be registered. Brian will reach out to coaches and get them to register. Jackie is willing to help gets players entered on site (if coaches don't have an admin yet). Assistants need to be registered as well.

I. **Scholarship for a player-** Brad and John met with John Sawyer to discuss process (there isn't an official process). We need a process in place and we need dedicated funds for a scholarship. Can we form a smaller committee to discuss? We need to do due diligence in making sure that we are using a process that is fair and equitable. Smaller committee to discuss process going forward. Brian Mc- approach banks? In Biddeford, they set up relationship with local bank and had funds available as needed ($2k). In return, we give them 'free' advertising. Gorham Savings Bank? Brian Mc- willing to talk to local banks. John to send out an email asking for volunteers for smaller committee.

3. **Review Action Items**

1) **Sponsorship letter**- Tiers system. In past- no sponsorship last year. Jennifer B has already mailed out our old letter- but going forward she will use new letter that John will generate. Proposed format:

a. **Center Ice Team Sponsor (Platinum) $5,000**

Sponsors name patch on all team game jerseys for season
Logo spot on SMYHA website with link to your website
(2) Sponsor logo on our new Cross ice boards (one on each side).
Sponsor logo and bonus advertising in the SMYHA facebook pageLogo on League letterhead for the year on all correspondence that will be blasted to entire membership (2000 members – at least monthly)

b. **Blue Line Team Sponsor (Gold) $1000**

Logo spot on the SMYHA website with link to your website
(2) Sponsor logo on our new Cross Ice boards
Sponsor logo and bonus advertising on the SMYHA facebook page
Logo on League letterhead for the year on all correspondence that will be blasted to entire membership (2000 members – at least monthly)

c. **Goal Line Team Sponsor (Silver Level) $750**

Logo spot on the SMYHA website with link to your website
Sponsor logo on our new Cross Ice boards
Sponsor logo and bonus advertising on the SMYHA facebook page
Logo on League letterhead for the year on all correspondence that will be blasted to entire membership (2000 members – at least monthly)

d. **FaceOff Team Sponsor (Bronze Level) $500**

Logo spot on the SMYHA website with link to your website
Sponsor logo and bonus advertising on the SMYHA facebook page
Logo on League letterhead for the year on all correspondence that will be blasted to entire membership (2000 members – at least monthly)

e. **Breakaway Team Sponsor (Copper Level) $200**

Logo on League letterhead for the year on all correspondence that will be blasted to entire membership (2000 members – at least monthly)

2) Any money that has come in- we can reach out to those sponsors already. Dunkin donuts grant application (due October) – We need grant writer to help with application. Jennifer B will get support from the board. Jackie has $500 from Dicks'- they want people to come in to Dicks this weekend and use 20% off coupon.

4. **Board Member Round table (5 Minutes Total)**

- Suzy- Talking to other organization- Casco Bay: Every year, every player gets new socks and jersey (with registration). Tier IV Midgets: Tom Clifford- needs 90 minutes every other Sunday 10 weeks starting Sept and ending in November. Need Goalie
- Brad- We need to pay April (half now and half later?). Need to have a contract drawn up.
- Brad- Jim Walsh- Is he getting paid? Getting tuition reimbursement value ($850-same as other coaches). We send a 1099. He should be paid at the end of his season (November) Going forward we should have coaches pay to register their child for hockey, and then at the end of the season we pay out the stipend.
- Huskies refund check- Middlesex county $790 – refund check deposited into Girls account.
- Breakers- Equipment (socks and jerseys at Ace's house)
- Uniform night (Nate to talk to Suzy) Dave S to help too
- Coaching clinics discussed- Dave S (has posted dates to coaching corner)
- Jenn Dorsey- One player came off ice first night at beginning hockey (he was too inexperienced). Should we return the money? We can take $50 off if her son signs up for Atoms.
- April- Met with Vinny at USM, same times as last year- practice schedule forthcoming. Can get full hour of ice if we forgo Zamboni (vs 50 min) . Ace- Ice utilization will become an issue b/c of referees. Organization might need to think about games during the week (vs weekend).
- Online store- Bob is behind on timing. John has been in contact and will continue to work with him on getting the site live.
- Jennifer B- Ordered Clynk bags- she has 100 of them to disperse- also more bags in lockers at USM.
- Jennifer B- Spirit cups- logos – We will wait on that until DD opportunity
- Tournaments will discuss when Jeremy returns. Brian Casserly is thinking of a Tier II tournament in January.

5. **Adjournment**- Meeting adjourned by John Reidy at 20:03 John motioned to adjourn, and Brad seconds. All in favor.