

Date: June 5th, 2023  
Location: De Vargas Community Room  
Attendees: Bearclaw Shipe, Dawn Kaufman, Denise Ip, Dylan Moore, Japa Khalsa,  
John Utsey, Katy Fitzgerald, Kristy Janda, Lisa Schub, Liz Alfaro.  
Excused: Sarah Miller.



## **I. CALL TO ORDER: 6:59pm**

## **II. WELCOME AND OPENING REMARKS BY NEW PRESIDENT: BEARCLAW SHIPE**

- Welcome new Board Members.
- Our Board Members have a lot of various experience/ backgrounds so we should all feel free to leverage that. Every Board Member has something to contribute and everyone's opinions are important and matter. Each member should be treated with professional courtesy and respect. As a Board, we make our best decisions by drawing on the talents and experiences of everyone. All Board members need to feel that they can express their opinions without being marginalized or criticized.
- Expectations for Board Meetings: If somebody has something to contribute, it is important that other members are not cut off or interrupted. Discussion should be centered on the agenda topic at hand and all members should have an opportunity to speak. Visitors and Guests must be recognized first by the presiding Board Officer before contributing. This will help keep us on target and on time.
- Committees will be established for major areas of Board focus. Each Committee will be chaired by a Board Member and may include additional volunteer members from the Association membership. Committee Chairs will be responsible for developing a detailed plan for their area of focus, present their plan to the full board for approval, execute the plan after approval and provide periodic updates to the board on Committee progress.

## **III. OLD BUSINESS**

- The Summer Program was a huge success. The younger kids are very engaged. The only area where we suffered was lack of ice time.
- This week we have Coach Kyle (18 kids registered). This program will break even.
- This Saturday is Coach Sage. We still have a few openings.
- In July we have ice time every Saturday from 9:00 - 10:00. After discussion, the Board determined that the ice time will be used for the younger players.
- Lobo Captain will do a condensed clinic in July for the older kids. Katy is coordinating.
- Apparel selection and ordering tabled for next meeting. Sarah Miller will be contacted to determine her interest in leading this effort.

## **IV. NEW BUSINESS**

- Japa Khalsa has agreed to chair the Fundraising Committee. She asked for Board input on a fundraising goal for this year.
- Anne thinks \$20k would help with scholarships and to maintain costs. Bearclaw would like to raise \$30k.
- The importance of a fundraising plan was emphasized. The plan should include a fundraising goal, key strategies, specific approaches to be employed (donations, corporate contributions, grants, Association sponsored events, etc.) and actionable steps for each of the approaches.

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- Japa will get a Corporate Donation letter to us in July.
- Target different groups: Kiwanis of Santa Fe (disadvantaged youth programs). Grandparents. Small Businesses. Corporations.
- Dawn Kaufman agreed to chair the Communications/Public Relations Committee. We need a PR strategy to get the word out about our program (it's not a "wealthy sport", it's inclusive, etc.).
- Lisa Schub will serve as the Registrar and SafeSport Coordinator.
- Coach in Chief: we need to name one in August.
- High School Representative: Katy Fitzgerald.
- Head Manager and Equipment Manager: TBD.
- Kristy distributed a draft Action Plan for upcoming season preparations. The Plan lists key activities that must be completed, proposed individual assignments for each activity, and proposed completion dates to support our goal to open registration in early July. Board Members should provide feedback/comments to Kristy as soon as possible. There is a tremendous amount of work that must be completed to meet our goal and every Board Member's active participation is needed to be successful.

#### **V. BOARD MEMBER COMMENTS**

- We need to choose a consistent method/ platform of internal communication between Board Members and between the Board and the Association at large. John Utsey is evaluating "Slack" and will bring a recommendation to the full board.
- Team Managers can be utilized for team specific and routine communications. Association wide communications where consistency in messaging is important should be handled using a different communications channel.
- Bringing in high level players (Lobos, Ice Wolves) for practice or games will set the expectation level.
- Anne suggested returning to 3 days/ week practice for all levels. This suggestion is dependent on ice availability and availability of funds.
- Before COVID we would march in the "Pet Parade" (2nd week in September) and do outreach. We should try more outreach programs. Any ideas should go to Dawn. Try Hockey for Free is a 2 hour window in November (3:00 - 5:00).
- John Utsey is exploring SportsEngine changes that will provide a cleaner interface to our bank account and Quickbooks. The current interface is cumbersome and time consuming. Limitations with SportsEngine may require the future evaluation of an alternative platform for subsequent seasons (24-25 and beyond). Katy and Bearclaw will begin a dialogue with other ice associations and Tom Miller to create a proposed schedule for the upcoming season. Sharing practice ice with the Mustangs will be explored. The proposed schedule will be presented to the full board for ratification once completed.

#### **VI. NEXT MEETING**

- Monday July 10th, 2023 from 6:00 - 7:30pm

#### **VII. ADJOURNMENT: 8:50pm**