

# **FLAGSTAFF YOUTH HOCKEY ASSOCIATION**

## **BOARD OF DIRECTORS MEETING MINUTES**

**June 17, 2015 @ 5:30pm**

**Call to Order:** Dave Bereson at 5:30pm

**Board Members Present:** Dave Bereson, Ken Brendel, Kristi Smith, Jennie Palmer, Garrick Brooks, Billy Brenden, Joth Jacobson, Bill Kuche (by phone for updates)

**Guests:** none

**APPROVAL OF MINUTES:** Board approved prior minutes

### **REPORTS:**

#### **1) Equipment Manager (Lindsey)**

- Cage/training room clean-up party scheduled for June 30<sup>th</sup>

#### **2) Fundraising Coordinator (Kristi)**

- Coyotes grant ready for submission. Asking for \$15,000 to fund scholarships, coaches registration and travel costs
- Agreed to pursue split-the-pot night at a Coyotes game

#### **3) Treasurer (Ken)**

CW Payne and Tony Sansone will be invited to July 1 meeting

#### **4) Registrar (Jennie)**

Registration numbers for 3x3 presented. Decision made to combine older group to balance numbers.

#### **5) Ice Scheduler (Dave)**

Need to finalize ice schedule with Mike Abeyta. High school team will field 3 teams (D1, D2, and JV). Dave to coordinate ice scheduling with high school representative.

#### **6) Webmaster (Garrick)**

- See report below

#### **7) AZYHL Representative/AAHA Representative (Bill)**

- FYHA will be allowed to host one of the pre-season tournaments. Decision made to host Pee Wee tournament.
- League tournament (end of season) will be played on neutral ice (Phoenix).
- FYHA will coordinate to have a representative in attendance for league meetings in Phoenix.

#### **8) Coaching Coordinator (Billy)**

Initial round of try-outs complete. Travel coaches have provided initial rosters and plan for finalizing rosters later in summer.

### **OLD BUSINESS:**

#### **1) Stick Time**

No high school aged skaters allowed at FYHA Stick Time, unless they are registered with FYHA as U16 player.

#### **2) Private Lessons/Group Clinics**

Zach Fader and Nick Karastamatis have set power skate clinical times and registration is active on FYHA website.

**3) Kids First**

Dave to reach out to Coyotes to determine potential dates for Kids First events this fall

**NEW BUSINESS:**

**1) Tournament Director**

FYHA needs to appoint a Tournament Director to start coordinating next season's tournaments. Director will work with team hosting tournament on details. Will finalize at July 1 meeting.

**2) Equipment and Apparel**

Equipment needs for next season will be finalized after cage clean out party in a couple of weeks.

**SCHEDULE NEXT MEETING:** Wednesday, July 1<sup>st</sup> (Ken's office) and identified August 3<sup>rd</sup> as potential date for meeting.

**ADJOURNMENT:** 7:30pm



# FYHA Webmaster Report

## 06/17/2015 Board Meeting

### By Garrick Brooks, FYHA Webmaster

#### Website Changes:

- Updated list of Board Members and positions.
- Updated front page with "Flagstaff Summer of Hockey" programs.
- Updated "Camps & Training" section with all summer programs.
- Updated "Registration" section with all registration links.
- Updated calendar with all summer programs.

#### Website Changes Todo:

- Create a site map of all pages & content for list of content to update/change. (OLD)
- Confirm/update sponsor list on sponsor page (*need to discuss with Kristi*). (OLD)
- Add Apr 2015 minutes once approved. (OLD)
- Continue to research online store (*need to discuss with Kristi*). (OLD)
- Add June 2015 agenda once approved. (NEW)
- Add May 2015 minutes once approved. (NEW)
- Add sponsors to left sidebar (*need to discuss with Kristi*). (NEW)

#### Other Items to Report:

- Google Analytics has been setup on site. We now have stats for website usage.
- Transferred email over to Google Apps for Non-Profits.

#### Webmaster Items to Discuss with Board:

- New Email System - Any questions on new email system?
- Need login access for Thriva to research how to use and transfer all of equipment rentals records from ACCESS database to Thriva.
- Receiving email "ads" from SportsNgin on moving registration system. Interested in moving?

#### Website Stats:

June 4th - June 16th (*Analytics install on June 4th*)

- 459 visitors
- 1,737 pages viewed
- 1:36 minutes average time on site

#### Most Popular Pages

- Home page - 761 page views (44%)
- Power Skating - 261 page views (15%)
- Calendar - 74 page views (4.25%)
- Travel Teams - 65 page views (3.74%)
- Summer Cross Ice - 47 page views (2.71%)
- Semi Private Lessons - 27 page views (1.55%)

## Email Addresses for FYHA.org:

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