



Valley Youth Hockey Association
P.O. Box 20362
Roanoke, VA 24018
Email: hockey@vyhroanoke.com
www.vyhroanoke.com

Minutes

March 2016 Board of Directors Meeting

Tuesday, March 22, 2016 @ 6:30 p.m.

Conference Room; Spring Store by InPhase

Members Present: S. Boylan; N. Devlin; S. Devlin; T. Ellexson; S. Esworthy; K. Gilkeson; R. Grant; P. Haskins; C. Kenney; J. Pollard; D. Tidrow

Members Not Present: S. Brandtner; J. Fuller; Ken Jensen; TJ Smithson

Meeting Called to Order at 6:38pm by J. Pollard.

- I. **Approval of Board Minutes (February 2016) – S. Esworthy**
Approved with no changes. Motion – P. Haskins; 2nd – T. Ellexson. Unanimous vote.
- II. **Treasurer’s Report (February 2016) – S. Boylan**
Treasurer’s report was offered by Treasurer and reviewed by Board of Directors.
- III. **Committee Reports**
 - **Hockey Operations Committee**
 - **Player – Parent Handbook**
 - Sections of the *Player-Parent Handbook* have been updated to reflect changes made to VYHA policies over the past year.
 - Copies of the updated *Player-Parent Handbook* will be made available to members at the upcoming General Membership Meeting for review.
 - **Equipment Manager**
 - D. Tidrow and J. Sesler have moved all VYHA equipment to the VYHA storage facility.
 - D. Tidrow is in the midst of completing an inventory to determine equipment purchase needs for the 2016-2017 season.
 - **CHL Spring 2016 Meeting**
 - Carolinas Hockey League Meeting is scheduled for Sunday, May 1 in a TBD location in Raleigh.
 - S. Esworthy has agreed to attend on behalf of Valley Youth Hockey Association.
 - CHL Summer Meeting scheduled for Sunday, July 24th in Raleigh.
 - **Potomac Valley Amateur Hockey Association**
 - PVAHA has corresponded with member associations regarding upcoming elections for the PVAHA Board of Directors.
 - No member of the VYHA Board of Directors indicated interest in running for office in PVAHA.
 - **Fundraising Committee**
 - **Berglund Center Dasher Boards – VYHA & Roanoke Rail Yard Dawgs**
 - With the signing of the lease agreement between the Berglund Center and the Roanoke Rail Yard Dawgs (SPHL), VYHA will lose access to dasher board sponsorships as a primary source of fundraising dollars.
 - The Roanoke Rail Yard Dawgs have offered to make a specific number of dasher board advertisements from their allotment available to Valley Youth Hockey to sell to sponsors. The price of the ads will be higher given the anticipated increase in attendance at the Berglund Center.
 - VYHA can net \$750 per dasher with the balance of the sponsorship dollars going to the RYD.
 - **Roanoke Valley Off-Ice Officials Association**
 - In anticipation of the start of play by the RYD, VYHA has been approached by the organization representing off-ice officials in the Roanoke Valley. The group hopes to be able to share responsibility for working these games with VYHA volunteers. In exchange any proceeds from their work would be donated to VYHA.
 - J. Pollard will have additional discussions with this group.



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- **Hockey Development Committee**
 - **Rail Yard Dawgs Summer Hockey School**
 - VYHA and the Roanoke Rail Yard Dawgs will partner to offer a Summer Hockey School designed only for participants and volunteers of VYHA and Lynchburg Youth Hockey Association.
 - The camp will be offered from Monday, August 8 through Friday, August 12th with a variety of groups designed to serve players of different ages, LYHA players and adult volunteers.
 - Rail Yard Dawgs majority owners Jamie, Tye and Brock McGinn will lead the camp with assistance from registered VYHA and LYHA adult volunteers.
 - All sessions of the camp will be available for a registration fee of \$50.
 - Brochures for each camp were presented to Board of Directors members review.
- **Finance Committee**
 - **Ice Rental Audit Group Report**
 - Committee consisting of N. Devlin, S. Boylan and J. Pollard appointed to review ice time invoice from Berglund Center to determine why our ice time expenses are so much higher than last year.
 - Line-by-line review of invoice resulted in a refund to Valley Youth Hockey. The accounting was fairly close to what we provided to the Berglund Center. Both parties were in substantial agreement and a refund was processed.
 - **Schwan's Cares Program**
 - A motion was made to utilize the Schwan's Cares program through SportNGIN as a fundraiser during the upcoming season. This would be a pilot program to determine the level of interest within the VYHA community.
 - a. Motion – S. Devlin; 2nd – N. Devlin. Approved by unanimous vote.
 - **SportNGIN**
 - K. Gilkeson and J. Pollard will begin to work in the SportNGIN environment to develop the registration framework for the 2016—2017 season.
 - Desire of the Board is to have the SportNGIN Registration “go live” on June 30.
 - SportNGIN registration will include a module allowing participants to register for the 2016 Rail Yard Dawgs Summer Hockey School.
- **Marketing Committee**
 - S. Esworthy will work with VYHA webmaster Ross Kirtley to re-brand the VYHA website to match the new Junior Dawgs motif.
 - VYHA will be sent out on an on-going basis to drive attendance at VYHA General Membership Meeting.
 - **Learn to Skate**
 - R. Grant to provide marketing materials for Learn to Skate program for the VYHA website
 - Final Crerar Grant Report can be used as template along with photos from the program.
 - **Strawberry Festival**
 - Scheduled for May 7th
 - Terri Skelton will coordinate volunteers as she was done in the past.
- **Long Range Planning**
 - **Berglund Center**
 - Begin to explore ramifications of longer ice season and the impact it will have on VYHA fee structures. Season is likely to run from October 1 through April 15 or later.
 - **Learn to Play**
 - N. Devlin has prepared a report of items to consider for future of LTP program. Specific items that need to be addressed include:
 - a. Earlier registration for LTP – Move to June timeframe to match VYHA registration.
 - b. Open registration for just one session of LTP at a time.
 - c. Consider asking all VYHA coaches at all levels to participate in LTP in a limited way.
 - d. Consider expansion of LTP 1 and 2 from 8 to 10 weeks. Expand LTP3 based on ice avail.
 - e. Consider allowing only 1 year of LTP for players age 7 and older.



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IV. Old Business

- None

V. New Business

- Motion to move forward with establishing a relationship with the Roanoke Rail Yard Dawgs (SPHL) to brand Valley Youth Hockey Association teams to the Roanoke Junior Dawgs starting in the 2016-21017 season. The first stage in the process to include re-branding all VYHA travel hockey teams as the Junior Rail Yard Dawgs will commence immediately as per the plan laid out in the documents provide to the Board by J. Pollard.
 - Motion – K. Gilkeson; 2nd – T. Ellekson. Motion passed unanimously with one abstention (S. Esworthy)
- Motion to update VYHA's Kroger Policy as amended. Amended Policy to be posted to VYHA website and update in the Player-Parent Handbook.
 - Motion – N. Devlin; 2nd – S. Boylan. Motion passed unanimously.
- Motion to update VYHA's Payment & Refund Policy as amended. Amended Policy to be posted to VYHA website and update in the Player-Parent Handbook.
 - Motion – P. Haskins; 2nd – K. Gilkeson. Motion passed unanimously.
- Motion to update VYHA's Financial Aid & Scholarship Policy as amended. Amended Policy to be posted to VYHA website and update in the Player-Parent Handbook.
 - Motion – P. Haskins; 2nd – S. Devlin. Motion passed unanimously.
- 2015-2016 Sheeran Award Recipients
 - Luke Kelley (\$500); Keith Jensen (\$500); Casey Calilung (\$250)
- 2015-2016 Dick Sher Volunteer of the Year Award Recipient
 - Cara Kenney

Motion to adjourn by N. Devlin; 2nd – P. Haskins. Motion passed unanimously in the affirmative.

Meeting adjourned at 10:20pm by J. Pollard.

*Valley Youth Hockey Association General Membership Meeting at the
Berglund Center; Special Events Center Parlor A
Next Meeting Date: Tuesday, February 2, 2016 @ 6:30pm*

*The May Board of Directors Meeting will be held at the
Conference Room; Sprint Store by InPhase
Next Meeting Date: Monday, April 5, 2016 @ 6:30pm*

SPHL Partnership
Junior Dawgs
Stage One: Travel Program

- The RailYard Dawgs will make a one-time Donation of \$4000.00 to VYH to help offset the cost of sweaters. RYD's will revisit a sponsorship on an annual basis.
- Through the SPHL supplier OT Sports, based on 245 sweaters, the cost is \$50 per sweater which includes logo, number and name. The matching socks are \$13. The socks can be used with both home and away sweaters
- The RailYard Dawgs will offer VYH several opportunities throughout each season to fundraise to help offset sweater costs. Examples: Dasher Ad Sales, Ticket Sales, and a Partnership with the Off-Ice Officials. The RYD's are open to any other ideas and wish to support VYH any way they can.
- VYH will request VYH Logo Patch is added to shoulder and STOP Patch is added to the back.
- Mite Sweaters – purchased and owned by VYH. 45 Jersey's, 3 sets of 15, 3 color schemes – 3rd color to be requested. No names on sweaters.
- Squirt, Bantam, u16, and u18 Teams would purchase up to 40 sweaters each. 20 Home and 20 away. Players would own, keep, clean, maintain, and store their own sweaters. The life expectancy of each sweater based on wear and tear and player growth is 2 years. Players may use their sweater as long as it fits, is in decent repair, and there is no number conflict. Players will choose their own number. Senior players choose first and senior players have number priority as players move up.
- Squirt, Bantam, u16, and u18 Players will be responsible for purchasing their own Sweaters. The cost assigned to players will be \$_____.
- All players, LTP through u18 will be responsible for purchasing sox. The cost assigned to players for sox will be \$_____.
- It would seem prudent for VYH to have 2 extra sets of sweaters per age bracket; squirt through u18.
- Wind suits, Breezers, Hats, Hoodies and general Junior Dawg Apparel will be managed through Harrow or like company until such a time as the RYD organization can offer an alternative. All additional apparel is not required and will be at the sole cost of the player.
 - Stage Two: develop an ongoing system where the RYD's subsidize sweater cost on an annual basis.
 - Stage Three: develop a Junior Dawg LTP Jersey and sponsorship.
 - Stage Four: develop a Junior Dawg House League Jersey and replacement program with sponsorship.

Rail Yard Dawgs Summer Hockey School at Liberty University
LaHaye Ice Center; Liberty University
 Monday, August 8 through Friday, August 12

Tentative Hockey School Schedule:

	Monday	Tuesday	Wednesday	Thursday	Friday
4:00pm – 5:00pm	Group 1 Little Dawgs 2008 & 2009	Group 1 Little Dawgs 2008 & 2009	Group 1 Little Dawgs 2008 & 2009	10:00am – 11:00am Little Dawgs Game	9:00am – 10:00am LYHA Practice
5:15pm – 6:15pm	Group 2 Hurricanes 2006 & 2007	Group 2 Hurricanes 2006 & 2007	Group 2 Hurricanes 2006 & 2007	11:15am – 12:15pm Hurricanes Game	10:15am – 11:15am LYHA Game
6:30pm – 7:30pm	Group 3 Lightning 2003, 2004 & 2005	Group 3 Lightning 2003, 2004 & 2005	Group 3 Lightning 2003, 2004 & 2005	1:30pm – 2:30pm Lightning Game	12:45pm – 1:45pm Adults Practice
7:45pm – 9:00pm	Group 4 Ducks 2002 and Older	Group 4 Ducks 2002 and Older	Group 4 Ducks 2002 and Older	2:45pm – 3:45pm Ducks Game	2:00pm – 3:00pm Adults Game

Tentative Fee Structure

Valley Youth Hockey Association (Participants registered for the 2016-2017 VYHA season) \$50
 Lynchburg Youth Hockey Association (Participants from the 2015-2016 LYHA season) \$50
 Adult participants (First priority given to volunteers from the VYHA and LYHA) \$50

Tentative Camp Age Groups for VYHA Hockey School – (Max of 45 kids per group; Max of 36 adults)

- Little Dawgs – Mites (2008 and 2009)
- Hurricanes – Squirts (2006 and 2007)
- Lightning – Peewee & Bantam (2002, 2003, 2004 and 2005)
- Ducks – U16 and U18 (2001 and older)

LTP Proposal

Size – This year it was agreed upon that we will have a hard cap of 50 students. This is important for multiple reasons.

- Capacity of coaches with new children.
- Ice size for new kids.
- Capacity of the league and ice time if we grow exponentially.

This may increase due to changes (pro team and focus on hockey) if we have more ice time and an increased interest of coaches from the area. We have been successful with this number but a few things have changed this year which will make it more challenging going forward.

- We have started increasing the number of new children in LTP. In prior years upper side had multiple children who were already in house leagues using LTP for extra ice time. This inflated the numbers of LTP participants and also created a group of coaches available for LTP because they came with their kids who were playing Mites and Squirts.
- By moving people up to house leagues as fast as we can and not letting older kids participate we now have more new kids on the ice and we have less tenured coaches.

Recommendations:

- LTP is only for new learners. If you are 7 or older the maximum number of times you can attend are three sessions. So if you begin at 5 and the next year you are still learning perhaps you can go over 3 sessions but that is the only exception. For children above 7 they will not learn more about the game or significantly improve their skills by staying in LTP.
- We keep the number at 50 participants until approved by the Board. (discussion)
- We switch the three sessions. Currently the first two sessions are 8 classes and the clinics are 12. If we are truly creating LTP for new people I propose the following:
 - o The first two sessions are extended to 10 weeks. I believe if they are truly new that in order to give them a good base, motivate them and prepare them for league play we should take at least 10 weeks. Currently if we try to review brand new kids in 8 sessions it creates difficulty and does not give the new participants the time to gain the confidence they need to go into a house league. If we want long term players they need a solid base and confidence.
 - o We shorten clinics to 8 classes which make it special and can be geared towards more learning of the game basics rather than skating basics which should be covered by that time.
 - o Pricing should be \$125 for the first two sessions and \$100 for clinics using current pricing model.
- We allow people to register for the 1st session two to three months prior to start of LTP. Parents meeting and sizing is completed prior to start as it is now. The added time of

- registration, which also pushes back our marketing for sign up, should be used to get coaches that are needed and to begin communicating to our new parents.
- Need to discuss the multiple sign ups with sports engine and how to make the process smoother than this year.
 - o We only allow sign up for a session at a time. This way once it is full we stop until we offer second session to current participants a couple of weeks in and open it up to the public for session 2 based off of the interest and progression of the kids. So session 2 may have 20 slots because we kept 30 kids and 18 moved up and 2 didn't want to keep playing.
 - Issue with LTP that does not impact some of the other leagues is the 3 sign ups, movement of kids and number of new coaches.
 - o Responsibility needs to be split into two.
 - LTP director who deals with coaching and ongoing parent communication.
 - Registrar who keeps up with sign ups, payments, etc...
 - We continue to run two sides of the ice as new kids will slow down development of more advanced kids. The basic outline we have followed is this:
 - o Near side – We help them get the basics of skating and hockey. Forward skating, getting up, head up, stick down, some backwards skating. We teach passing and some shooting.
 - o Far side – We help them advance on the above, backwards skating, hockey stops, and more game basics.
 - Coaches all volunteer for (x) sessions in LTP in order to keep the ratio of coaches and kids correct.



Kroger Community Rewards Program Policy

Directions: Sign-up for the Kroger Community Rewards Program

1. VYHA members must sign up for a Kroger Plus shopping card
2. Register your Kroger Plus shopping card on the Kroger Community Rewards website
3. Associate your account with the “Valley Youth Hockey Association” organization number
4. Shop at Kroger!
5. Show us what your quarterly contributions are each quarter (details below)

Restrictions

- Earnings can only be applied to VYHA fees.
- Earnings cannot be disbursed directly back to a family.
- If a family does not have any VYHA fees in a 12 month period, any credit balances due to Kroger earnings will be considered a donation to Valley Youth Hockey Association.
- Earnings cannot be transferred to another family.

Kroger Funding & Statement Periods

Kroger will pay earnings on a quarterly basis to participating organizations based on their percentage of spending as it relates to the total spending of all participating Kroger Community Rewards organizations. The amount of the rebate to be paid to an Eligible Organization at the end of each pay period shall be determined in accordance with the following scale:

- Kroger limits its maximum annual contribution to \$3.5 MILLION and its quarterly contribution to \$875,000 to be distributed among all participating eligible organizations.
- Kroger limits a participating organization’s earned rewards to a maximum of \$50,000 quarterly
- Kroger limits a participating household’s earned contribution to a maximum of \$300 quarterly.

Each time you shop at Kroger and use your Kroger Plus Card, your purchases are tracked (by Kroger) and most of what you purchase counts towards the Kroger Community Rewards program. Tobacco, Alcohol & Brand name prescriptions (& a few other things) do not count. Most gift cards count as well.

Each quarter, Kroger mails a proceeds check to Valley Youth Hockey. The current payout schedule is as follows:

Quarter 1: September 1 – November 30: Statements and Reward Checks sent by December 31.

Quarter 2: December 1 – February 28: Statements and Reward Checks sent by March 31

Quarter 3: March 1-May 31: Statements and Reward Checks sent by June 30

Quarter 4: June 1-August 31: Statements and Reward Checks sent by September 30

Claiming Kroger Community Reward

Log into your Kroger account and print a screen shot of your “account summary screen”. This will serve as your “official” statement showing what your individual contribution to VYHA's Rewards check was for the most recent quarterly payout. This is CRITICAL for us to know how much you earned (Kroger will not supply any information to identify families).

VYHA members will have TWO WEEKS from VYHA’s member notification (via email) to claim your individual contribution(s) to the overall VYHA payout from Kroger.

Kroger Community Rewards Statements should be sent to VYHA at vyhakroger@gmail.com. Your contribution will be transferred into your VYHA account as soon as administratively possible. VYHA will credit you 100% of your earnings.

Kroger credits accumulate from May 1 through April 30 of each hockey season. At the start of the registration period for the upcoming season, VYHA will issue a discount code that you may apply toward registration. The amount of your discount is based on the credits you have accumulated, and will be issued in increments of \$25, up to the total registration fee. Your unused credits will carry over, and may be applied to future registration events (including travel registration) in a similar manner. For example, if you have accumulated \$181 of credits, you will receive a \$175 discount code, and the remaining \$6 will carry over. Per VYHA policy, when you age-out of youth hockey, or leave VYHA for other reasons, the organization retains any unused credits. There are no cash refunds for unused credits, and credits are not transferable between families.

IMPORTANT NOTE: Once the two week cutoff date has passed, you will NO LONGER be able to claim your contribution & it will be placed into the VYHA general fund. There will be NO EXCEPTIONS to this rule.

PAYMENT AND REFUND POLICY

1. **LEAGUE FEES:** Members may pre-pay any amount through the off-season and summer months. ALL FEES ARE DUE IN FULL BY December 1st unless other suitable arrangements have been made with the VYHA Treasurer. The VYHA Board of Directors will annually post a specific schedule of payments covering both house league and travel hockey payments. Learn-to-play participants are expected to pay their fees in full at the time of registration.
2. **OUTSTANDING BALANCES:** Families with outstanding balances from a prior season, who do not pay their outstanding balances in full by October 1 are subject to the “failure to pay” provision described below.
3. **CREDIT BALANCES:** Any member that has a credit balance may use the credit towards fees that have been reported to VYHA before June 1st of the upcoming season. Credits accrued after that time will be available to families for payment of fees associated with the following hockey season. In the event that a family ceases to participate in the VYHA, credit balances transfer to the VYHA, and are not refundable.
4. **FAILURE TO PAY:** Failure to pay fees outstanding from previous seasons in full by October 1st renders ALL family members ineligible for Board or office membership and causes suspension of voting privileges. A written warning that the player(s) will be removed from the roster will be mailed to everyone that does not make an initial monthly payment by October 1st. If the total balance is not paid in full by December 1st, the player/coach will not be allowed to participate in any functions until their account is paid in full.
5. **WITHDRAWALS/REFUNDS:** After registration, if a player must withdraw from the league, a notification must be made in writing to the Treasurer and mailed to:
VYHA Treasurer
PO Box 20362
Roanoke, VA 24018

Withdrawal/Refund requests are based on the postmarked date of the requests:
August postmark 100% refund
September postmark 75% refund
October postmark 50% refund
November postmark 25% refund
Withdrawal notices are not to be given to your coach or team manager!
6. **PAYMENTS:** Payments for all other VYHA programs should be made online via the registration software. In extreme circumstances, special arrangements can be made with the VYHA Registrar to make in-person payments or have them sent to VYHA via the USPS. Payments for Learn to Play equipment purchases must be made at Learn to Play registration via cash, check or credit card.
7. **EXCEPTIONS:** Any exceptions to the payment and refund policy must be approved by the VYHA Board of Directors prior to December 1st.
8. **POLICY IS SET BY THE BOARD OF DIRECTORS.** Neither coaches nor team managers have the authority to alter the policy or make changes to the fee structure without prior Board approval.
9. **NSF CHECKS:** Any member that has a check returned by the bank for any reason will be assessed a \$25.00 returned check charge.



VALLEY YOUTH HOCKEY ASSOCIATION Financial Aid & Scholarships

In keeping with the VYHA's mission of teaching and promoting youth ice hockey in the Roanoke Valley, VYHA has limited funds available for need-based financial aid to reduce a player's hockey dues.

Amounts will range from \$100-\$500 depending on demonstrated need, the number of applications received, completeness of applications, and other considerations. All financial aid awards reduce a player's dues for the season, and are not redeemable in-cash.

It is the fair and reasonable expectation that Financial Aid recipients volunteer within the Organization as well as participate in available VYHA fundraising programs.

The Financial Aid and Scholarship Budget shall be determined based on a calculation of 3% of the previous season's gross receipts. Budgeted Financial Aid and Scholarship money shall revert to the General Operating Budget at the end of each Season.

Reviews of applications will begin at a date selected by and communicated by the VYHA Board of Directors and will continue throughout the season until all available funds have been awarded. The Executive Committee of the VYHA Board of Directors makes the decision on all awards through this program.

While the Executive Committee realizes that financial hardship does not always directly correlate with your previous year's tax return, it is expected that those applying for Aid have an income no more than 3 times the current years Federal Poverty Guidelines. If this is not the case, please include a detailed explanation in the "Optional Personal Statement" section. Meeting these guidelines is not a guarantee that you will receive Financial Aid.

To apply for financial aid please fill-out the Financial Aid Application available on the VYHA website, and return it, along with verification of income to the following address:

**VYHA President
P.O. Box 20362
Roanoke, VA 24018**



VALLEY YOUTH HOCKEY ASSOCIATION Financial Aid Application Form

Name: _____ Telephone: _____

Address: _____ City: _____ Zip: _____

Email Address: _____

Please send this completed application along with the required supporting documents to:

**VYHA President
P.O. Box 20362
Roanoke, VA 24018**

The initial deadline for submitting this application is **September 1**. Applications received after this date will be reviewed if and only if funds are still available.

Confidentiality Statement: All information disclosed on this application will be held in the strictest confidence. This information is intended solely for the V.Y.H.A. Executive Committee.

Additional Information:

Total number of children in VYHA: _____
Total number of children in household: _____

Parent's Name (Mother): _____
Address: _____
Occupation: _____
Phone Number: work _____ home _____ cell _____

Parent's Name (Father): _____
Address: _____
Occupation: _____
Phone Number: work _____ home _____ cell _____

Annual Income: _____ (please attach verification -- federal income tax return)

Optional Personal Statement (attach separate sheet if desired)

Signatures: _____
Mother Father

2016 POVERTY GUIDELINES FOR THE 48 CONTIGUOUS STATES AND THE DISTRICT OF COLUMBIA

Persons in family/household

Poverty guideline

For families/households with more than 8 persons, add \$4,160 for each additional person.

1	\$11,880
2	16,020
3	20,160
4	24,300
5	28,440
6	32,580
7	36,730
8	40,890