



Valley Youth Hockey Association
P.O. Box 20362
Roanoke, VA 24018
Tel: 540.890.4659
Email: Hockey@vyhroanoke.com

Minutes July 2014 Board of Directors Meeting

Tuesday, July 1, 2014 @ 6:00 P.M.

Sprint Store by CellCom Conference Room; Roanoke, VA

Members Present: S. Boylan; S. Brandtner; T. Ellexson; S. Esworthy; J. Fuller; K. Gilkeson; R. Grant;
R. Howard; C. Kenney; J. Pollard;

Members Not Present: B. Caldwell; P. Haskins; K. Jensen; TJ Smithson; R. Travis

Meeting Called to Order at 6:12pm

I. Approval of Board Minutes (June)– S. Esworthy

Approved with no changes. Motion - K. Gilkeson. 2nd – S. Brandtner.
Motion passed unanimously in the affirmative.

II. Treasurer’s Report (June) – S. Boylan

Treasurer’s report was offered by Treasurer and reviewed by Board of Directors.

III. Committee Reports

Hockey Development - No report offered.

Hockey Operations

- C. Kenney has agreed to serve VYHA in the capacity of CHL Representative / Travel Scheduler. She will fulfill this responsibility with the assistance of J. Pollard and S. Esworthy.
- Software has still not been delivered by USA Hockey to Association Registrars. Expected delivery date is July 10th which should still allow ample time to prepare for registration.
- Coach appointments and confirmation of 2014-2015 fee structure are essentially the last items needed to allow Hockey Ops to complete the 2014-2015 Registration Packet and 2014-2015 Player-Parent Handbook.
- As very few Midget players will be participating in the 2014-2015 VYHA Upper House League, Dave van Osten will be the Coordinator of the Upper House League this season.
- VYHA’s initial email request for a waiver to allow a current mite to play up at the squirt level was denied by the PVAVHA President John Coleman. The Board asked that J. Pollard call Mr. Coleman to make an appeal citing the fact that LYHA had multiple mite players take part at the squirt travel level last season. This situation could put VYHA at a competitive disadvantage against our neighboring program.

Marketing/Outreach

- Arrangements for advertising with Lamar Advertising on their outdoor billboards has been arranged. IT is expected that billboards will appear within the next week to 10 days.
- Yard signs are slated to be placed around the Roanoke Valley by mid-July.
- C. Kenney is undertaking a free media plan that attempts to get VYHA in the local supplements to the Roanoke Times in the weeks leading up to registration.
- T. Skelton has completed the VYHA display case in the lobby of the Roanoke Civic Center.
- R. Grant is continuing to work toward a pilot Learn to Skate program for the 2014-2015 season. Potential grants are available through the Crerar Grant Program of PVAHA and the USA Hockey Foundation. Grerar grant funds will be pursued to fund the pilot while USA Hockey Foundation money will be targeted for a source of funds to establish the full program at an appropriate time.



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Long Range Planning – No report offered.

Finance/Fundraising

- The Finance/Fundraising Committee recommends that VYHA forgo participation in the Virginia Diner program for the 2014-2015 season. Dwindling revenue and very limited participation have limited the effectiveness of this program for both VYHA and our participating families.
- Finance/Fundraising is considering a number of new fundraisers for the upcoming season. Potential fundraisers include ABC Products, a Skate-a-thon, and a Kroger Card Raffle.
- Finance/Fundraising will undertake a review of the dasher board price structure for the upcoming season with an on making purchase of the boards more appealing to potential sponsors.
- Finance/Fundraising plans to consider establishing a fund from the proceeds of fundraisers that will be used to make available financial aid to families in need.

IV. Old Business

2014-2015 VYHA Registration Dates

- The following dates were selected for VYHA 2014-2015 Registration and have been confirmed by Roanoke Civic Center staff:

Saturday, August 9, 2014	10am-12Nn
Tuesday, August 19, 2014	6pm-8pm
Saturday, August 23, 2014	10am-12Nn

V. New Business

Virginia Diner Fundraiser

- At the recommendation of the Finance/Fundraising Committee, a motion was made to halt the Virginia Diner Fundraiser for the 2014-2015 season.
- Motion – J. Fuller; Second – S. Brandtner. Motion passed unanimously.

Learn to Skate Program

- At the recommendation of the Hockey Development Committee, a motion was made to move forward with planning for a pilot Learn to Skate program done in conjunction with the YMCA of the Roanoke Valley. \$1,500 will be allocated from Valley Youth Hockey funds to pay the start-up expenses associated with this program pending application for various grant monies to support the pilot.
- Motion – R. Grant; Second – S. Brandtner. Motion passed unanimously.

Hockey Sock Purchase

- S. Esworthy motioned that up to \$1250 be allocated for the purchase of an adequate supply of Roanoke Express hockey socks for the 2014-2015 season.
- Motion – S. Esworthy; Second – S. Brandtner. Motion passed unanimously.

LTP Jersey Purchase

- S. Brandtner motioned that up to \$1500 be allocated for the purchase of an adequate supply of Learn to Play program jerseys for the 2014-2015 season.
- Motion – S. Brandtner; Second – S. R. Grant. Motion passed unanimously.

Motion to adjourn by C. Kenney; Second - S. Brandtner. Motion passed unanimously in the affirmative.
Meeting adjourned at 7:58pm by J. Pollard

*The August **Board of Directors Planning Meeting** will be held at the
Sprint Store by Cellcom; Conference Room
Next Meeting Date: **August 5, 2014 @ 6:00pm***