



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

## Minutes August 2014 Board of Directors Meeting

*Tuesday, August 5, 2014 @ 6:00 P.M.*

*Sprint Store by Inphase; Conference Room; Roanoke, VA*

**Members Present:** S. Boylan; S. Brandtner; B. Caldwell; T. Ellexson; S. Esworthy; K. Gilkeson; R. Grant;  
K. Jensen; J. Pollard; TJ Smithson

**Members Not Present:** J. Fuller; P. Haskins; R. Howard; C. Kenney; R. Travis

### Meeting Called to Order at 6:05pm

**I. Approval of Board Minutes (July)– S. Esworthy**

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

**II. Treasurer’s Report (July) – S. Boylan**

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

**III. Committee Reports**

**Hockey Development**

- VYHA closet has been inventoried and cleaned out.
- Rick Kelley has committed to working with goalies this season. He has agreed to lead 5 goalie training sessions (an average of one per month). All VYHA coaches must attend 2 of these goalie sessions.

**Hockey Operations**

- Coaches have been selected, notified and confirmed for all projected VYHA travel teams and age group programs.
- All USA Hockey coaches are required to participate in SafeSport online training in addition to the previously existing requirements for CEP and age-group specific online training.
- All VYHA volunteers (Coaches, Managers, Board Members) will be required to complete the USA Hockey background check and complete SafeSport training. Both of these items are free of charge.
- Coaches Meeting Monday, September 8 @ 7:00pm at the Roanoke Civic Center.
- Registration packets for the 2014-2015 season are complete and have been posted to the VYHA website.
- CHL Meeting was conducted in late July. Important information from the meeting includes:
  - No longer will be separate B and House Select classifications in the CHL.
  - VYHA teams are registered at Squirt B, Peewee A, Bantam B, Midget (U18) A,
  - Hope to have B schedules completed by mid-August.
  - Hockey Operations will undertake study to determine how VYHA is impacted by CAHA’s requirement to create a disciplinary committee within each member organization.

**Marketing/Outreach**

- Billboards are up. Yard signs have been fixed (telephone numbers replaced with [www.vyhroanoke.com](http://www.vyhroanoke.com)).
- YMCA/Learn to Skate Pilot Program – Awaiting confirmation from Skip Williams (USAH Southeastern District Risk Manager) to determine if the program is covered by our USAH insurance.
- Rich Grant has applied for a PVAHA John Crerar Grant to cover expenses for the Learn to Skate Pilot program (ice time, helmets, possibly gloves).
- Terri Skelton has completed the RCC display case.



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**Long Range Planning** – No report offered.

**Finance/Fundraising**

- Finance/Fundraising Committee presented a draft of a new dasher board ad policy. The policy was approved by a voice vote. The Finance/Fundraising Committee will make changes to the policy presented at the Board Meeting and will submit that document at the next (August) VYHA Board of Directors Meeting.
- Finance/Fundraising Committee presented a framework for a proposed pair of fundraisers to help offset potential losses stemming from the changes in the Kroger Rewards Program. The new fundraiser will include a raffle for a \$1000 Kroger Gift Card. All VYHA players are invited to participate. All players who sell their allotment of raffle tickets for the Kroger Card drawing are then invited to participate in a Skate-a-thon. Monies raised in the raffle benefit VYHA. 50% of funds raised by participants in the Skate-a-thon will be credited directly to the player accounts / 50% of the proceeds go to VYHA. The Finance/Fundraising Committee will finalize their ideas on the fundraiser presented at the Board Meeting and will submit that plan at the next (August) VYHA Board of Directors Meeting.
- Potential changes to the Kroger Rewards Program were discussed. VYHA continues to attempt to formulate a plan to minimize impact of the changes on both the organization and our families. Finance/Fundraising Committee (with input from VYHA Treasurer) will bear responsibility for addressing this situation.

**IV. Old Business - None**

**V. New Business**

**Dasher Board/Travel Jersey Sponsorship Policy**

- Motion to approve the new Dasher Board/Jersey Sponsorship Policy as presented by the Finance/Fundraising Committee.
- Motion – B. Caldwell; Second – K. Jensen. Motion approved unanimously.
- The Finance/Fundraising Committee will put the new policy in VYHA format and will present the completed policy to the Board at the August meeting.

**2014-2015 Fee Structure**

- Motion to approve the 2014-2015 fee structure with no changes from the preceding year.
- Motion – Esworthy; Second – S. Brandtner. Motion approved unanimously.

**VYHA/LYHA Partnership**

- Ken Jensen will reach out to Jeff Prowse from LYHA to discuss the continuation of the VYHA/LYHA partnership for the 2014-2015 season at the Bantam/Midget levels.

Motion to adjourn by K. Jensen; Second - S. Brandtner. Motion passed unanimously in the affirmative.

Meeting adjourned at 8:32pm by J. Pollard

The September **Board of Directors Planning Meeting** will be held at the  
**Sprint Store by Inphase; Conference Room**  
Next Meeting Date: **September 2, 2014 @ 6:00pm**