

# Valley Youth Hockey Association

Board Meeting 06/07/2011

Place: Norfolk Southern Conference Room

Members Present: Rodney Ferguson; Sharon Mouglin; Dick Sher; Ken Jensen; Rick Kelley; Steve Esworthy; Woody Cobbs; Kim Gilkeson; Missy Roberts; Becky Caldwell

President Rodney called the meeting to order at 6:35 pm.

## **Minutes:**

Motion made by Missy to accept minutes of May meeting per Rodney, 2<sup>nd</sup> by Dick. Unanimously approved.

## **Treasurer's report:**

Robyn not present so no report given.

## **General Business:**

## **Committee Reports:**

### *Finance:*

Robyn not present so no report given.

### *Long Range:*

Rodney presented that he received a phone call from Mr. Cole from Potomac Valley Youth Hockey Association (PVYHA) to acknowledge our "existence" and to commend our development of the younger age groups. There is a \$3,000.00 grant supported by USA Hockey to help with this development. Rodney, Steve and Dick will get together to complete the application

### *Marketing Outreach:*

Steve presented information the group has been working on particularly branding. Steve spoke with previous Express owners to get permission to use the Express logo instead of the VYHA logo on our billboards/yard signs/etc.

See attached sheet for marketing priorities.

Steve presented information on Harrow Sports who is willing to stock/sell Express merchandise. (see attached sheet)

A motion was made by Becky to provide a maximum of \$1,300.00 (if fund are in account) for Rick to use towards signs and billboards advertising. 2<sup>nd</sup> by Missy. Unanimously approved.

### *Hockey Operations:*

Missy reported they haven't been able to meet but the concern of getting in/out of locker rooms and Civic Center employees being located when needed is a concern.

*Hockey Development:*

Dick reported the group did not have a meeting so nothing to report at this time.

**Old Business:**

Civic Center – Rodney and Steve will be meeting with Brenda and possible Robyn to discuss various items. Terri has a divider sample so Civic Center can see exactly what we are looking at.

CHL Business – Rodney reported on the meeting. New officers were elected and Rodney is on the CHL Disciplinary Committee. CHL tournaments will be played in North/South Carolina. VYHA is in with a three team minimum. ADM model is being pushed for Mites which is cross-ice games.

RVIA – Rick reported there would be stick and puck on Friday afternoons.

LTP – Steve and Dick reported they will be meeting with potential coaches week of June 13<sup>th</sup>. Dick will be talking to coaches committee on possibility of using some older players as student coaches.

Roller Hockey – Rick reported another registration is June 8<sup>th</sup>. The first one was slow but they are getting inquiries about it.

Coaches Meeting – Rodney reported they met with coaches.

**New Business:**

Committee Workflow:

Committee Chairperson is to send highlights of meetings to Rodney/Steve to insure there is no overlapping of concerns/ideas/etc.

Bingo:

Sharon gave update of the first bingo night May 31<sup>st</sup>. All went well and the people were very nice especially since we provided sweets to the players. We were commended for a job well done and how nice/organized our group is. Sharon will do a follow-up for a schedule for the rest of the year and to see how much our group will be getting.

Parent Email:

Rodney read an email from a manager relating concerns from some parents regarding 2011-2012 season fees increase. After discussion Rodney will get back to manager with answers.

Motion to adjourn the meeting at 8:41 pm was made by Missy, 2<sup>nd</sup> by Steve, unanimous approval.

***Next Meeting: July 5, 2011 at 6:30 pm at Norfolk Southern Conference Room, Shenandoah Avenue, Roanoke, VA***