

Valley Youth Hockey Association

Board Meeting 05/03/2011

Place: Norfolk Southern Conference Room

Members Present: Rodney Ferguson; Sharon Mouglin; Dick Sher; Terri Skelton; Robyn Goodman; Ken Jensen; Rick Kelley; Steve Esworthy; Woody Cobbs; Kim Gilkeson; Kelli Rice; Missy Roberts

President Rodney F. called the meeting to order at 6:41 pm.

**Minutes:**

Motion made by Missy R. to accept minutes of March and April meeting per Rodney, 2<sup>nd</sup> by Robyn G. Unanimously approved.

**Treasurer's report:**

Robyn G reported she updated report per Board Members request; Squirts are paid off; Scholarship account to be taken out of Richard's name and into Sharon's. Motion to approve Sharon, 2<sup>nd</sup> by Steve E. Unanimously approved.

**General Business:**

**Committee Reports:**

*Finance:*

Kroger cards: Robyn G. received an email from a parent concerned on the \$25 fee.

Committee met and decided tangible items were needed for monetary donations along with tiers for corporate donations. Goalie discount will need to be discussed with the Hockey Operations Committee and coaches committee.

Robyn G. will put together a letter to the parents discussing the new fee structures so all players/parents are informed before the start of the 2011-2012 season.

Sharon M. stated the Finance Review Committee completed the requested review. All is good and the organization is ready for a new season.

*Long Range:*

Steve E. discussed the Valley Ice Rink Business plan Roanoke College Business Program put together. There were five (5) people on the committee that put this plan together and presented all areas to various business people and VYHA members present. Presentation overall was great and VYHA has a copy of the book.

*Marketing Outreach:*

Terri S. reported she has everything ready for VYHA's table at the Strawberry Festival. There will be pamphlets, banners, pictures, jerseys and registration information available. She will also have a sheet to obtain emails to send information out to those interested regarding registration dates.

Priorities need to be in place and will be concentrating on branding, website (mission statement, how many hits received, updated regularly), billboard redesign (?) and marketing guide (this will be updated and passed along as committee members change)

July 1<sup>st</sup> is date for signs to be up/out around the valley.

*Hockey Operations:*

Missy R. reported she will be at all registration dates and would like financial breakdowns available. Also would like to have the team managers at registration (if available and known who they are) so people can put names/faces together and schedules.

Discussion of coaches/manager/parents in locker rooms and who is responsible especially for older teams. May have to meet with Hockey Development as this overlaps.

*Hockey Development:*

Dick S. reported working on having coaching clinics in Lynchburg. Also all USA Hockey is changing some of the certification requirements so all will need to be up to date on those.

It was also discussed an application for coaches should be done as we have more/new coaches especially with LTP.

**Old Business:**

Due to time constraints only the following were covered:

Roller Hockey:

Rick K. due to timing they will only hold one (1) session of in-line hockey. Will need coaches from our group. Missy R has agreed to help with registration through USA Hockey. Will need goalie equipment which Rick will donate his and maybe VYHA could donate the other.

**New Business:**

Coaches Meeting:

Rodney F. has set the date for Thursday, May 12 at 6:30pm at the Roanoke Regional Training Center. Sharon M will send a blanket email to all for those that may be interested in coaching the 2011-2012 season.

Bingo:

Sharon M. has been working with Roanoke Catholic to obtain a Tuesday evening every five (5) weeks to provide volunteers for bingo. All paperwork and accounting issues are handled by Roanoke Catholic. In turn for the volunteers a donation will be made to VYHA. Sharon will work up a letter to the parents and set a schedule so each team will have a set night to work. It will be up to team managers to fill space.

Motion made by Robyn G. to do bingo with 2<sup>nd</sup> by Woody Cobbs.

Motion to adjourn the meeting at 8:50 pm was made by Missy R., 2<sup>nd</sup> by Robyn G., unanimous approval.

***Next Meeting: June 7, 2011 at 6:30 pm at Norfolk Southern Conference Room, Shenandoah Avenue, Roanoke, VA***