

## Valley Youth Hockey Association

Work Session 06/01/10

Place: Roanoke County Rescue Training Center

### Members Present:

Rodney Ferguson; Missy Roberts; Rick Kelley; Dick Sher; Stephen Esworthy, Robyn Goodman; Tom Gallagher; Richard Cornett; George Fechko; Ronda Pecaric; Becky Caldwell; Ken Jensen; Sharon Mouglin; Steve and Lindsey Kitts

### Minutes:

Motion made by Missy R., 2<sup>nd</sup> by Richard C. to approve May minutes. Minutes approved.

### Treasurer's Report:

Statements are being sent to Melissa Cassity. Richard C is working on getting it fixed again.

### **Organizational Committees:**

Taking nine (9) committees and combining into five (5):

Finance/Fundraising/Scholarships/Sponsorships

Long Range Planning: Nominating

Player Development: Player/Coach, Equipment, LTP

Hockey Operations: Scheduling, Registration, jersey/socks

Marketing & Outreach: Website, Publicity, Ads

Have the information before and at sign-ups to get parents more involved.

Commitment from the Board to proceed with above committees – Steve E will be heading the group (along with Rodney F, Ronda P, Dick S).

### **Registration:**

Registration for VYHA will be 08/26/10 (Thursday) from 6pm-8pm at the Roanoke Civic Center. Another session will also be held 08/28/10 (Saturday) form 11am-1pm. Learn to Play dates would be 09/09/10 and 09/11/10 (same times as above) with start date of 09/18/10.

Publicity before to have “Hockey Day in the Valley” on 08/28/10. Tie in with VT having their team picks – Rick K will talk to VT's new head coach. Try to have previous semi-pro players present to talk about hockey.

### Resources/Help with Registration:

Participants for these sessions include-Richard C., Missy R., Ken J., George F for the 26<sup>th</sup>. EVERYONE for the 28<sup>th</sup>.

LTP participants are Dick S. (both), Steve E. (both), Missy R. (both), Richard C. (both), Becky C., (both), Tom G. (9<sup>th</sup>), Sharon M. (11<sup>th</sup> ?).

Equipment swap – hockey day.

Missy R. is good for the registration.

Deb B. has VA Diner dates set – 08/01/10 – 10/22/10

Brenda N. has the Kroger cards

### **Practice Schedules/Team Budgets:**

Scheduling ½ ice for teams to get the most out of our schedule.

To help offset more costs Ken J. made a Motion: \$25 per player per season for Kroger card at beginning of season. Dick S. 2<sup>nd</sup> – all approved.

Rick K made a Motion for any active Kroger card NOT supporting a VYHA player will go towards the scholarship fund. Missy R. 2<sup>nd</sup> – all approved.

For convenience of paying fees for VYHA, Paypal will be on the website. Ronda P. made a motion that if this option is chosen a \$15 fee will be incurred per player. If paid in full with cash by 10/16/10 \$450 or \$465 on Paypal. After this date the fee will be \$500 for cash or \$515 for Paypal. This is to encourage all participants to pay fees in a timelier manner, as there are numerous outstanding balances this year. Ken J. 2<sup>nd</sup> – all approved.

### **Camps or Clinic's:**

Rick K. will check with Tech's coach about a clinic. Having a goalie clinic is a priority and there are four (4) semi-pro goalies in the valley.

### **Fundraising:**

VA Diner is being handled by Deb Butterworth and sale dates are set for 8/1/10 – 10/22/10.

With shirts, bracelets and caps in our inventory we will look at selling at VT games & Sam's club.

Golf tournament will be looked at again this year as a possible fundraiser.

Pampered Chef was brought up as a fundraiser for VYHA as a whole. Mite team did this last year in time for the holidays and received a great percentage of sales.

VT Football tickets have been donated to the VYHA again this year. Would like to have donation tickets ready for registration and Hockey Day in the Valley.

### **Budgets:**

Ice cost for this past year was \$51,000. Administrative costs are increasing in CHL league to \$250 per player per game.

### **Communications:**

#### **Website:**

Steve Kitts has agreed to help with the website and will have one contact person – Rodney F. Host site on GoDaddy.com – not sure when contract is up.

Discussion of layout/design of website was done with Steve and Lindsey Kitts. To get the most of our website for VYHA it was decided an unlimited plan would be best. Motion made by Sharon M. to go with Unlimited plan at \$15 month. Richard C. 2<sup>nd</sup> – all approved.

Possible information on the website would be Registration, Sponsors, Board of Directors, Minutes, Scholarship info, Host hotels for visiting teams and Pictures of players (with permission/consent from parents).

**Parent Meeting:**

Rodney will lead meetings on 9/20, 9/21, 9/23 from 6pm – 7pm.

**Email:**

Being worked on to be more user friendly.

**Advertising:**

Rick K. will be taking care of the signs (contain new VYHA phone #) and billboards.

Tom G. made a motion to give Rick a budget of \$1500 for the signs and billboards. Missy R. 2<sup>nd</sup> – all approved.

Marque at the Civic Center will also be utilized. Since Facebook is a big communication tool, Steve and Lindsey will work to get a page set-up.

**Radio:**

Doing a PSA with Clear Channel is another great way to Advertise. Rick K. will look into doing this.

**Coaches and Division of Teams:****Player Coach Committee:**

The members are George Fetchko, Dick Sher, Terry Cassity and Ken Jensen and appointed as chair is Tom Gallagher. Tom will schedule a meeting with all coaches.

**Playing Up:**

Written request from the parent of the player requesting to play on another team must be submitted to the player coach committee. Discussion from that committee will then be presented and reviewed by the board.

**Learn to Play:**

Directors are Stephen E. and Dick S.

Coaches: A League players, Rusty Blades players and parents.

Stephen and Dick have a flyer and will distribute.

Curriculum is set. Received positive feedback last year on this.

Cost is \$125.00 if players have their own equipment. \$200.00 if players need equipment. Motion made by Dick S. to accept this cost structure. Richard C. 2<sup>nd</sup> – all approved.

Equipment: Stephen and Dick ordered brand new equipment.

Schedule: two sessions. Second session will be for those not ready to transition up.

Registration will be 09/09 from 6pm-8pm and 09/11 from 10am-12 pm at the RCC.

Ronda P. made motion to close meeting at 10:03pm. Richard C. 2<sup>nd</sup> – all approved.

**Next Meeting 07/06/10 at Roanoke Civic Center – 6:30pm.**