

Publicity & Promotions
April 25, 2009
Crown Plaza

The meeting was called to order at 1:26 by Dave Meisner

The following members were in attendance:

Dave Meisner	Jim Bullard	Dave Margenau	Mike Snee	Dennis Green
Lynn Olson	Tom Mickus	Shari Olson	Tim Morris	Pete Hill

3. Snee - Apparel & New Process Update

May 4th, Jerry DeMeo and Mike will meet with Custom Lettering. Option 2 – MNH takes the financial risk on purchasing the clothing. Based on the numbers from this season, it looks like MNH should run the program in this manner and not have the Districts taking the risks.

There are still questions about the best process to follow. It was stated that the A tournaments typically have embroidered apparel and the B tournaments have screen printed apparel.

4. MH 2009 Golf Fundraiser Update - Brad Hewitt

Everything is going great and it should be a great success. The high school coaches, WHAM, Adults, and the Metro League will be contacted to give their support. Need to get prizes set. Location is Victory Links in Blaine. All the information is on the web site.

5. Sub-Committee Reports

* Communications – Mike Snee LPH Expo went well and Kemp's will probably be on board next year. Probably have a booth at the Wild Festival in June.

* Recruitment & Retention – Shari Olson have a mission statement and structure. Putting together a manual on how to recruit, retention, testimonials, and other helping ideas. Brady Brady books may be used as a recruitment tool if the committee can get the books at a good cost.

* Promotions – Meisner Moved by Dave Margenau and second by Shari Olson to give \$5,000 to Mike MacMillan for the coaching clinic.

* Corporate Sponsors – Mike Snee It was \$6,000 to have the state tournaments broadcast on radio. We need to decide if we want to continue and was it worth the money spent.

6. Web-Site – Mike Snee & Justin Kaufenberger

The new web site will be available on June 1st at the latest and possibly earlier. It is now about 80% complete. Mike had samples of how the web site will look. Mike and Justin will meet next week to go over the suggestions made today and then the board will have access to the working model to give more input.

7. Presentation from MH Districts 1&6 on Minnesota Hockey Recreation League Tom Mickus & Brad Hewitt (Proposal) \$5,000

8. Request for promotional funds for USA Hockey Level 5 National Coaches Symposium, August 12-15 St. Paul. Mike MacMillan. (Proposal for \$5,000)

Let's Play Hockey Review

LPH has contained a nice variety of articles. Mike Snee asked for suggestion on articles to include on the MNH page.

The meeting was adjourned at 2:43.