



## Call to Order

Date: May 18, 2016

Time: 6:35 p.m.

## Attendees

Present: Kim Atencio, Andy Atencio, Karen Rickard, Bryan Smith, Gary Weber, Tyler Chavez, Mike McIver, Ron Kennedy, Andy Lutz, Mitch Watson, Tonya Harris, Victoria Haynes, Derek Troy

Absent: Kendall Hanley, Phil Harbison

Scribe: Victoria Haynes

## Agenda

- **Welcome Bryan Smith**
- Annual Meeting
- Open BOD positions
- MSGHL Spring Meeting (May 22<sup>nd</sup>, Vail)
- Post mortem review of Tier 1 tryouts
- Tier II Tryouts June 18-19
- Do we want to continue Rubber Hockey marketing.
- Team Colorado finances
- Consistent messaging to players

### Welcome Bryan Smith

Gary introduced Bryan Smith, new Director of Hockey, Recreational Programs

Bryan is excited about the opportunity and challenge. Meeting with Kendall tomorrow.



## **Open BOD Positions**

Gary talked to a member about taking on the open Tier I board position. Currently there is only one member interested in the position.

Gary will talk to the member interested in the secretary/registrar position.

Please continue to ask for volunteers.

We need someone to take over apparel. Co-coaching director is open as well.

## **MSGHL Spring Meeting**

MSGHL meeting on May 22nd, Andy L will attend. Bryan Smith will also try to attend.

MSGHL is looking to add Park City and Boulder YMCA. Pushing cluster weekends to reduce travel.

## **Review of Tier I Tryouts**

Gary- Tier I tryouts had a good turnout, only one player turned down offer.

There are things we need to do better next year. Tier II will go much smoother. We will do team announcements differently for the Tier II teams.

We will discuss Tier II tryouts being open/closed.

Victoria announced that she will be out of town during Tier II tryouts. Kim A and Tonya H will be out of town as well. Stephanie will be here over the weekend, but will be gone the week prior. It was suggested that Gary get in touch with the two members interested in BOD positions to volunteer. Andy L will take minutes at next Board Meeting.

## **Team Colorado**

Team Colorado had a great turnout. They took 10 players initially. Andy A. suggested for future reference we need to separate Team Colorado from the Co Select Tier I tryouts.

We will look into setting up an account for Colo Select dba Team Colo.

## **Rubber Hockey/Marketing**

Rubber Hockey advertising. Renewal is coming up. 60% of our marketing budget goes to Rubber Hockey. Talking to a marketing professional, it was suggested that we do not put our money there. We do not see a return for what we put into it.

Points stated: It is a voice for girls hockey. If we don't participate the LRR will be the only face/voice for Girls Hockey in CO.

We can put Your Hub articles in the Post, but getting us in the main paper is not going to happen.

Bryan suggests a monthly post in Rubber as an option as opposed to yearly contract.



We need a bigger marketing plan. We are working on that. We had a marketing committee, will get that back in motion and retool what we are doing.

Bryan said he gets most of his return from social media.

Rubber hockey was more of a communication tool than a marketing tool. Derek suggests we do not renew contract and look at monthly options. Bryan suggests feel good feature stories as opposed to an ad.

Mike suggests that we use free mediums for communication and pay for marketing.

It was proposed and seconded that we do not continue with Rubber Hockey, all were in favor.

## **Annual Meeting**

July 20th. We need to give membership sufficient notice. Date and location TBD

It was suggested that we implement a refer a friend program...\$50 gift card to Total Hockey or Hockey Monkey. We will use this to grow the association. There will be requirements, they will have to join a team. We will work on conditions and tracking it.

Compensation for Board Members. Legally we can pay volunteers? Yes, Can we afford this? No. Where would this come out of budget? We need to stop the bleeding, save it for next year. It was suggested that we not put this on the table.

Amendment/Bylaw changes:

Change the title "President Elect" to "Vice President".

Change the the positions of Tier I and Tier II Directors to Director of Tier Hockey and incorporate Tier I and Tier II into one position.

Andy L will work on the bylaw change for the annual meeting.

## **Recreational Programs Update**

Andy L presented to CCYHL and they are allowing us to play at the U12 division. C470 is going to be absorbed by the DNHL which will be a house league. We will look at what teams we will place in that league. If they eliminate checking we can look into placing older girls in the league. Right now we are looking at 10U and 12U.

DNHL meeting after Father's Day to discuss geographic structure for games

## **Fundraising/Sponsorship**

Mike would like to put out to the coaches of each and every team to have one member of the team be a fundraising coordinator.



He talked to runners roost about coordinating a 5k fun run at Clement Park. We will need to provide a certificate of insurance 10 days prior to the event. Pavilion rental is the only fixed expense. Donations of breakfast. Available dates in July are the 17th, 24th, 31st. It was suggested that we wait until September. Target the weekend after Labor day.

Fire and Ice BBQ/3v3 season kick off event. Will work with Tonya.

Golf tournament dependent on support.

Summerset festival in September at Clement Park. We need to have a presence.

Alumni Game...autograph session. We need to do more. Chuck a puck, silent auction, hardest shot, etc.

### **Billet Families**

Billet Families are needed! We need to reach out to other associations as well as members of the Select to help with billeting. Suggestions are appreciated. Contact Karen.

## Adjournment

Date: May 18, 2016

Time: 8:28 p.m.

## Next Meeting

Date: June 15, 2016

Time: 6:30 p.m.

