



## Call to Order

Date: 6/12/2017

Time: 6:41 pm

## Attendees

Present: Bryan Smith, Bryan Lukasezck, Bern Levesque, Tyler Chavez, Phil Harbison, Derek Troy, Gary Weber, Victoria Haynes, Robert Veldman

Absent: Dan Barrett, Lee Olson

Scribe: Victoria Haynes

Membership Requesting to Speak: none

## Agenda

Gary wanted to introduce three volunteers for open director positions, Tyler Chavez for 16-19 age division director, Brigette Swartz for 8-10 age division and Robert Veldman for 12-14, 8-10 or Rec Programs Director. Brigette was unable to attend the meeting. Gary gave a little background. Several members know Brigette. Tyler and Robert spoke briefly about their background and interest in the positions. After they spoke we had them leave the room so we could vote.

Derek motioned that we approve Robert for Rec Director and Tyler for 16-19 age division director and Brigette for 8-10 age division director, Phil 2nd all were in favor. We invited the new BoD members back into the room and gave them the good news!

We are still in need of volunteers to fill the 12-14 age division director and fundraising/sponsorship director positions.

**Marketing Budget** The budget is set firm at \$5,000.

**Marketing Plan** - We need to develop a marketing plan. We need to do much better than last year with communication and getting our brand out/visible. How do we do that? Ideas that were presented are:

- Radio commercial (as Kendall did a couple of years ago with some of the players)
- Colorado and Company (again something Kendall had done with a player)
- Summerset Festival



- Halloween event at the Ridge

Are there any Donation/Sponsorship/Grants? Phil said there may be an option there. It is being looked into.

Bryan talked to Cristy Gonzalez at Smash Marketing, will try to talk to her again.

It was decided we need to look into hiring someone or find a parent in the industry that would volunteer to help us. Our budget is limited.

**Tier II Plan** - Bryan Smith is going to coach the Tier II teams. Bryan is going to be talking to girls about playing for our Tier II teams. He had waited until Tier I tryouts were complete and he will now begin contacting players in the association and referrals from outside the association.

Supporting coaches will be Roger Bradley, Evan Minnick, Dylan Bozeman, Taylor Mahoney. More information on coaches is available by contacting Bryan. Practices for 19U and 14U Tier II will consist of 4 ice touches per week. There will be at least one full ice touch every week for each team. The 19U and 14U Tier II teams will attend the same tournaments.

Tryout camp for Tier II is the end of July, Tryouts 1st weekend of August.

**BBQ** - Bryan discussed the Fire and Ice 3v3 tournament vs Avs street Hockey. Avs provide the boards/setup and Bernie. Bryan likes the idea of teaching the girls street hockey. Derek asked if we have the ice already set aside for the 3v3. We currently don't have ice for the 3v3 tournament. Looking at the cost associated with the ice vs free street hockey set up and Avs support. Michelle had suggested to Bryan S that we do food trucks instead of the BBQ. Less volunteers required plus it could possibly be more of a fundraiser. We would need to make sure the Edge is ok with the food trucks. We need to determine what trucks and how many.

Date for the event - August 19th

**Apparel** - Meeting with Rick this morning Everything is going well.

**CRHL** - Bryan L went to a meeting a few weeks ago. 15 weekends for games, 14 games + 3/4 seeding games. They don't want any double rostering of teams. They are looking at adding Rampage. Pueblo is out. CCYHL is going to handle all of the finances/bylaws etc for CRHL.

**MSGHL** - No 10U teams

**CCYHL** - Bryan S is going to be in touch with them about the upcoming season.

**Rebrand Plan** - Bryan S will need to talk to Dan about this and update the BoD after that conversation. Bryan L doesn't think we need to really change the logo. Derek stated we need to fix more than just the logo. Plan on how we roll that out. Maybe just a color change or jersey change. We need to be positive with how we move forward on this.

**Alumni Game Committee** - Alumni vs Team Colorado or Alumni vs Alumni? Table for now.

**Team Colorado update** - No coach yet for the 16U AAA tournament team. No scholarship money. They are still working on getting things together. At this point they have a 19U and 16U Tier I teams. 16U and 14U AAA Tournament teams.

**Coaching staff update** - Bryan S wants coaching directors to work on assistant coaches for teams.

**Budget** - We will need to be really tight on all of our spending. We are right inline with other associations as far as season fees go for teams.

**Website** - We are currently using a discontinued theme. Dan would like a vote on spending \$500 (one time fee) to update/add



mobile app. We will be using money out of the marketing budget to pay for it. Victoria moved that we pay the \$500, Derek 2nd, all were in favor.

We need to update the website and delete any/all out of date information. It was suggested by Gary that anyone that comes across information that is out of date or inaccurate to send the page link to Dan so he can delete.

We also need to update the BoD information listed on the website.

**Manual updates** - Need to revise coaching information/reimbursement. Delete Tier I from handbooks.

**Volunteers** - Do we charge for volunteers and then reimburse if they volunteer? How do we get volunteers? Require 10 volunteer hours or pay \$200? Looking for suggestions as to how to help the association get volunteers. It was suggested that we require a member from every team to attend BoD meetings. We should look into how other associations handle volunteers.

## Adjournment

Date: 6/12/17

Time: 9:15 p.m.

## Next Meeting

Date: July 17, 2017

Time: 6:30 p.m.

