



CCHA Board of Directors Meeting

November 18, 2019

Victoria Recreation Center – Blue Line Room – 7:00 pm

Call to Order

- a. Roll Call
- b. Review & Approve October Meeting Minutes
 - a. Update the C tournament Bantam

Consent Agenda

Standard Agenda

Key Volunteer Reports

- Key Discussion Topics
 - Secretary Board Position Still Open – Communications Needs to be Sent Out (Dana)
 - Brick City Tournament Update – Beth Johnson
 - General Update
 - Everything on schedule and on track, program went to print today
 - Communications Opportunities (hit facebook, twitter as appropriate):
 - Center Ice Shootout; Chic-filet and must be present to shoot on Saturday at 2:00 PM; all Brick City Players and awarded Saturday
 - Heart Breakers is Tournament Headquarters – Friday pizza buffet for lunch, taco bar for dinner, and s'more pit available on Friday night starting at 4:00. Saturday/Sunday daily specials that are quick order.
 - Onsite apparel printing will also be available.
 - No money up front and will make profit off of anything that sells.
 - Action: Pictures to be taken to support the posting on Twitter and Facebook.
 - Leftover apparel could be sold at "Mom's on Ice" and will be determined in the future.
 - Top Point Earner and Save Percentage: Trophies awarded
 - Income: Chic-Filet will give a portion back of what we sell at concession; vendor money that will come back; apparel
 - Currently below our expenses but the goal is to make \$2K - \$4K in what we sell for apparel.
 - Need to start in May to have a full approach of how we get restaurants to contribute a cash back option for donations. Heart Breakers may be donating some funds back.
 - Printing had to be paid for this year.
 - Future Consideration: Have a conversation in Feb/March about potentially having another AA/A PeeWee Tournament for additional revenue.
 - Let's play hockey add and potentially ice before Thanksgiving where ice is more available.



- Co-Op Potential for a Tournament: Jay Tobin discussion to determine if there is a partnership with other districts but need to consider the revenue sharing.
 - Tournament Volunteer: Beth Johnson
 - Volunteer: Still need some additional spotsf
 - Raffle Update
 - Will be selling CCHA raffle tickets at the registration desk
 - Will be training the staff and volunteers of how to log the tickets
 - Beth/Rachel will be available to help volunteers know how to log the ticket
 - All the state licensing complete, no sponsors for tickets as it was cheaper to produce in bulk.
 - Will be included in the printer announcing notes for the raffle
 - Raffle Tickets will be handed out to the teams after Brick City and before Christmas (first week in December)
 - Remembering the Eagan Hockey Player (Patrick Vitek – PeeWee A Player)
 - Everything has been coordinated with the Eagan Association and the Family to ensure everyone is aligned.
 - Baker has printed off 1300 helmet stickers for CCHA and Brick City with full sale proceeds going to the family.
 - Sell at \$50 per team and Beth is going to communicate to the Team Managers.
 - CCHA will match \$/\$ up to \$500 in a check that is presented – Brian Vitek to make the check out too and give to Beth
 - In the program there is a little blurb about Patrick with reference to the GoFundMe page
 - Jersey – Goal is to have every PeeWee A and every Squirt player sign and give to Patrick’s family after the last pool play game (Saturday 3:15 PM Vic East).
 - Board Contribution: \$500
 - Action: Snap a picture to promote the GoFundMe of the association
 - Jersey/Apparel Update – Chris Brandt
 - Chris Brandt: Jersey
 - Only had a couple number conflicts (which NAC will fund)
 - Bantam level there were size issues with 3 to 4 issues which will have funds collected. Will need collection of funds prior to jersey distribution (\$80.00 for jerseys)
 - No number conflicts in Squirts but had to order 10 jersey’s for those who registered late (funds were collected at registration)
 - Lower Level Jersey’s
 - Jersey’s have arrived and currently being printed and should be ready for picture day.
 - One Mite South team who’s jersey’s will not be available and need to determine a contingency plan
 - Lower Level Girls is also ordered
 - Action: Coordination with Josh Reding on Jr. Gold Jersey’s – Chris
 - Chris Parrington: Apparel Update



- NAC found out the Adidas merchandise is backordered until March. Decision to replay Addis with Under Armor. Issue is that jackets match up in sizing but pants to not without the availability of sizing.
- Currently trying to work through the various issues and just trying to get resolved from a case to case.
- Currently we have a multi-year (3 year) deal which we will reassess in the New Year.
- Action: Any complaints send to Chris Parrington and not Shannon so she can focus on resolving the apparel issues.
- Action: Send an email to the owner of any business who is trying to sell CCHA merchandise to ensure that they know this not allowed – Chris
- Action: Determining if we should close the future state windows - Shannon
- Registration Update
 - High School Tryout/J. Gold Updates (2 Teams for 2019/2020 Season)
 - Girls Hockey: Lost quite a few to high school (15A is 12 skaters and a goalie; 15B is 13 skaters and a goalie)
 - Finally secured a goalie for 15UB Team - D6 is picking up the cost of the rental gear and training sessions and we are waiving her association fees.
 - Boys High School: Didn't appear to have impacts on our teams
- Upper Level Tryout Update & Season Kick-Off
 - Volunteer Update
 - Bart Swanson has offered to do scoreboard and clock training (hopefully before Brick City) – Chris Parrington/Bart Swanson/Jenny Spaulding Coordinating
 - Team Manager Squirt Training: Going to send an email to Squirt Team Managers for a special training session – Dana/Jenny Spaulding
 - Action: Determine key aspects that would benefit from a video recording and let's plan
 - Time Clock Video, Edit Web Page Video, Roster Creation, Scoresheet Tutorial
 - Tryout Debrief
 - Action: Survey of the General Membership for Tryout Process – Dana To talk to Matt
 - How can we shorten the process
 - Action: Small Group Tryout DeBrief: Ryan H, Brad S, Colleran, Dimminee, Parrington, Heinart, Savoie, Tchida HDC – January Board Meeting Debrief
 - Process Map Needs to be Updated for PeeWee and Squirt
 - Consider evaluator feedback for goalies
 - Closed try-out was effective
 - Ensure coach packets are ready to go as soon as teams are posted
 - Coach Registration process needs to be earlier and more effectively communicated
- Lower Level Tryout Update
 - Tryout Debrief – Part of the small group discussion noted above
 - Mite Dryland
 - Significant ice crunch for the weekday ice and have explored every option possible in the area. Only available is to send two teams to Velocity per week but leaves two team out.



- Discussions about Breakaway Shooting Room in Chaska – 6/8 kids 30 minutes weekly is what is available. Each team would get one session in the shooting room.
 - Decision: Move forward to secure time at the Breakaway Shooting Room
 - Action: Send a reminder to the coaches/managers that when there is ice available to follow the process to remind people the program is in place – Brad Smeed
 - November 30th ice availability between 5:00 – 10:00
- Long Term Ice Consideration: Need to determine with the large group of first year Squirts how we continue to ensure ice is available.
- Mite Changes – D6 Meeting – Jon will attend
 - Meeting to discuss if Mite should be carved out of the association – CCHA is not interested in participating
- Stipend for Mite Camp
 - Board took a vote at the end of the year that there were no stipends for any role therefore it was public knowledge
 - Noted that we had the discussion to determine how we wanted to address the situation and will reimburse the family for the player fees for the Mite Camp.
- BHDC/GHDC Updates
 - ADD/ADHD Session – How did it go?
 - Next Session December 1st at 7:00 PM
 - Discuss Additional Goalie Support – Optimal Goalie (Larry Grace Jr.)
 - Upper Level Teams (Goalie Coach)
 - Full Time Goalie Coach to attend one practice a week: \$50 per practice (\$25 a goalie = \$100 a month per goalie)
 - Lower Level Teams (Goalie Consultant)
 - Attend practice based on a discussed arrangement
 - Provide detailed in-season development plan for coaches and parents
 - Work with Parents to create a summer development plan
 - Currently today Squirts receive 4 (75 min) Sunday skills with 3 Stauber coaches running the session. They also can get five 1-1 private 60 min sessions at Staubers for \$225 total (ccha pays for the other \$275 its suppose to cost)
 - May be an opportunity for teams that do not have any coaches with Goalie experience (i.e. PeeWee A)
 - Action: Research our internal goalie coaching/support options before entertaining an outside vendor - HDC
- District 6 Update
- Communications/Social Media Update – Kevin Kurtt/Katie Vann
 - Newsletter Format for CCHA General Communication
 - Email sent to managers encouraging them to send not only to Comms team anything notable to the association can post pictures and results on Twitter, Facebook, and also gave the managers instructions on how to post to the papers.
 - Fan Base is growing for Facebook to over 300
 - Got the adds in for both the girls and boys high school teams
 - Design resource could be a great asset – Dana to introduce to Katie/Kevin



- Action: Building email templates and determine the tutorial for how to set some standards – Dana to introduce with Katie/Kevin
- Sponsorship Opportunity: How do we give a lot more light to the groups signing up to make it more enticing for the local companies?
- Recruitment Update – Holly Tchidia
 - Try Hockey for Free Results
 - 50 skaters show up for 7 dates
 - 18 of 50 registered for CHHA Season (15 boys Rookie through Mite; 3 girls 2 6U and 1 8U)
 - Little Stormhawks Camp - 225 registrants compared to last year's ~180 Registrants
 - Combining the two events made the events very worthwhile. But consider spitting the ice with THFF and the Mite Camp to ensure it's not overwhelming.
 - Action: Post Mortem: Organize volunteers or on-site storage for all of the volunteer gear and sticks etc.
 - Opportunity for Hockey Stop to keep some gear, fit them and send them to THFF
- Photo Update – Michele TeBrake
 - Upper Levels were complete 11/16
 - Photos will be released with upper levels by 11/18 and team managers will send a note about the ordering.
 - Decision to leave pictures in concessions
 - Lower level 12/7
- Budget Update – Josh Schmeig
 - Thus far looking decent on the budget. May run short on the expected revenue from Brick City
 - May want to give the 15's and the J Gold a little extra time to pay the registration fees
 - Payments due in full by 12/10
- Miscellaneous Items:
 - Squirt Pins – Question about Logo
- Active Projects and/or areas of Focus/Interest:
 - Gopher CCHA Community Night (recognizing our CCHA Alum Joey Marooney) – January 24th (Ohio State) - Mom's on Ice is owning from a Planning perspective
 - Concussion Documents & Coach/Manager Communication
 - Increasing Social Media around our Association – Recognizing all level teams (i.e. tournaments)
 - Fundraising Events
 - Team Manager Playbook
 - House League Hockey
 - Sponsorship Discussion: How we communicate, timeliness of emails, improvements to the website to make more enticing
- Registration Post Mortem:
 - Build into registration process if you are interested in being mentored or being a mentor
- Key volunteer reports/Board Member Updates
 - Matt McCoy (Webmaster)
 - **Michelle TeBrake (Photo & Meeting Room Coordinator)**
 - Email photomtg.coordinator@cchockey.org for room reservations
 - **Beth Johnson (Brick City)**



- **Kevin Kurtt, Katie Vann (Communications/Social Media)**
- Rachel Thunberg, Michelle TeBrake, Jenn Rasmussen (Hoopla)
- Rachel Thunberg, Michelle TeBrake, Jenn Rasmussen (Golf Tournament)
- Jessica Kutz (Registrar)
- **Holly Tchida (Recruiting)**
- **Communications/Marketing/Branding - Kevin Kurtt/Katie Vann**
- Julie Eklund (ice coordinator) – See above
- Ty Uhlenkamp (SafeSport)
- **Chris Brandt (Equipment)**
- Kelly Olson (Volunteer coordinator)
- Rachel Scofield (Raffle)
- Lindsay Yates (Concessions)
- **VP Hockey – Brad Smeed**
- **VP Administration – Chris Parrington**
- **Treasurer – Josh Schmieg**
- Secretary – TBD
- **Lower Mite Commissioner – Jon Johnson**
- **Upper Mite Commissioner – Mark Heinart**
- **Lower U Commissioner – Holly Tchida**
- **Upper U Commissioner – Mike Colleran**
- **Squirt Commissioner – Ryan Herrmann**
- Peewee Commissioner – Nick Bigelbach
- **Bantam Commissioner – Dan Diminnie**
- Jr. Gold – Josh Reding

Executive Updates

- None