

Eastern Shore Hockey Association
Meeting Minutes

March 14, 2022

I. Call to order

Michael C. called to order the regular meeting of the ESHA board at 1748 on March 14, 2022 at the Talbot County Community Center.

II. Roll call

Michael C. conducted a roll call. The following persons were present:

President – Mike Corner	8U Coordinator – Kelsey Miller
Secretary – Amy Grier	CCHL Rep – John Schwaninger
Registrar – Tami Weber	CBHL Rep – Dave Finlay
Treasurer – Vince Allen	EJEPL Rep – Mike Watson
Chief Manager – Dave Levasseur	

III. Approval of minutes from last meeting

Meeting minutes from February were submitted electronically for approval.

IV. Director and Officer Reports

- a) Hockey Director – Not present. Covered by President. Be on the lookout for sign-up early April for next season and tryouts April 30th. Board will decide placements by Mid-May and communicate to families. Tryouts can't be held any earlier than the championship game in April for Mid-Atlantic Region, which is why the tryouts are at the end of April. Details on team composition: CBHL team has to be comprised of majors and minors. Can't have more than 60% of team be majors. Payment option to spread out over the year will be same frequency. Have to make the best, most viable teams while taking the rules into consideration.
- b) President – Several new banners were hung up this season. This is the most we have had in quite a while. Investing in paid skills coaching has contributed. Opening up more competitive leagues has given our teams additional challenges and development.
- c) Vice President – Not present.

- d) Treasurer – Payment option to spread out fees over the year will be same frequency. Ice rental was \$300 per hour with a total of 544 hours this year. Ice costs were \$152,000 this year, but will go up \$25 per hour next year coming to about \$176,000 for ice next season. We also had an extra team this season. EJ paid out of pocket to play in that league. Other costs were Advertising and marketing, SportsEngine, LiveBarn subscription, Quickbooks, coaching clinics for 11 sessions, and tournaments. Advertising and marketing is comprised of \$600 to the rink to hang our banner, \$600 to park and rec to advertise in their annual magazine, and email marketing. \$100 increase in fees next season to cover increased ice costs. 18U has been paying \$100 extra for third ref, but now they aren't getting that due to shortages, so their fees won't change. Now ice costs will be \$325 per hour for next 2 to 3 years. ESHA hasn't raised fees in over 3 years. \$80,000 remaining at end of year. Suggestion was made for sponsorship program for child in need to be able to play. Would need a committee to decide on the winner of a program like that. ESHA has picked up the tab for a couple of players determined to be related to economic hardship and this was funded through private donations. Request made for snack shack to be open during hockey times. That is run by the rink. Teams individually could sell food and drinks as fundraising at the rink. We wouldn't be allowed to use the rink area or supplies, but can set up by the hockey side.
- e) Secretary – Nothing to report.
- f) Registrar – Overall numbers increased from 163 to 184. 28 added in 8U this season. St. Patrick's Day parade at 5:30pm including potato sack races. ESHA is always trying to recruit at U8 and U10 to maintain volume at the upper age groups to compensate for attrition.
- g) Scheduler – Not present.
- h) Communications Director – Not present.
- i) 8U Director – Nothing to report.
- j) Chief Manager – This position was created this season and was incredibly helpful. Thank you to all the managers.
- k) CBHL Rep – Next season there will be no more paper scoresheets. Everything will be done on iPads and electronically submitted. ESHA will have to buy iPads.
- l) CCHL Rep – Bumpier year with CCHL. It was completely restructured. Had some growing pains. Lots of feedback going back to them. Great for teams to be competitive and placed well.

- m) EJEPL Rep – Elite Jr Prospects League – Once teams are created, will need to let them know interest and how many teams we want to sign up. Played 4 games before rink even opened - August, October, and other “loose” games in the area; 16 extra hockey games throughout the season. Definitely pushed skills progression faster for teams.

V. Miscellaneous Topics


- a) Learn To Play – Looking at doing 2 LTP sessions for next season. 16 LTP kids participated this season and 11 wanted to continue on with ESHA.
- b) U16 and U18 - CCHL doesn't have U16 it is only U18 combined. U16 and U18 teams for CBHL will depend on the numbers. Have to find out from the league what they are doing and what teams they have in the geography to see if there are enough U16 teams to play as an age group in the league. All those age groups are playing at high school level together. That is the rationale for not having U16 and U18.
- c) Jamie Webb - 5 came into ESHA this season from Jamie Webb. Last year, there were a lot of kids feeding in from Jamie Webb. ESHA and the rink don't do a good job marketing. Suggestion made for ESHA to talk at mini session during Jamie Webb. Blink marketing was suggested ~\$50-60 per month to do Facebook and Instagram posts for you.
- d) Girls in Hockey – ESHA is trying to grow a girl's program. Coach Allison is helping build comradery. Have had dialogue with other organizations. CBHL has an all-girls team that you could have a Co-op with other organizations to pull together a team with players from other organizations. EJ has an all-girls program too. There is an Easton girls SportsEngine group. Had one all-girls skate and a view party for USA Olympic Women's Hockey game. James Emerick – Co-op U10 girl's team.
- e) Coaching - Coaching Application email was just sent out for Head Coach positions. Have until end of week to apply. Head coaches will be announced with team decisions in Mid-May. They are participating and driving selection of teams as well. Each team can carry 4 rostered coaches, 1 head coach and 3 assistant coaches. Can also have additional on ice assistants, but they will not be rostered.
- f) Extended Ice Time – Rink staff stated that the new gym should be complete next year. May be able to have longer ice time and possibly a Spring League. ESHA would love to extend additional options and programs based on interest level.
- g) Middle School Team – Having the Middle School team has helped kids to develop this season as well. We have the Shore Storm Middle School Team. Have been approached

by the SSPP director looking to take it over. Would be a combination team from other areas not just SSPP to help funnel and feed their program. It is a lot of work. Would like to see more structure around it and not an afterthought. Middle School playoffs were the same weekend as CCHL playoffs. The Middle School Team is a Delaware based team. CCHL was supposed to be the weekend before, but got moved back leading to the overlapped schedules.

- h) Volunteers - Thank you to the volunteers and parents. Treasurer stepping down after 5 to 6 years. Dave Connolly VP is stepping down after fulfilling remaining term. Dave Funk ran unopposed for the VP position and will be the new VP. Treasurer role is still unfilled. It is mostly online, have to categorize expenses, once billing is set up online it is basically automatic. Patty McNeal volunteered to serve as the new Treasurer.
- i) Team Placements - 10U team was lower than they should have been in CBHL. End of June is pre-declaration and July is final declaration for placement within the leagues. Have to decide before they have actually played together. Attempts were made to adjustment placement in September, but weren't allowed. Only way to fix that would be a pre-showcase in July, which is hard to schedule or find another team to play against to see how we stack up prior to declarations.
- j) Committees – Creating a girl's hockey committee and a fundraising committee.
- k) Sponsorship – There are different tiers. It will change next year to make it easier for businesses.
- l) Rink Interactions – Question posed - Do we have a plan to improve interaction with the rink? There isn't a formal schedule of meetings with the rink. Interaction has been much quicker with the rink staff this season. Chillers will be placed and should improve ice quality.
- m) Swag - Logo got out. East Coast has some swag. Chin Check has the logo. Would like to keep things local, but need them to be available and responsive and supportive. When ESHA was working to get Swag up and running before Christmas, couldn't get most companies to even respond.
- n) Skate Sharpening - Hours at the rink are a struggle. Preston is interested in getting a pro shop put back in the rink once the new gym is completed and they don't need that area for storage.

VI. Adjournment

Michael Corner adjourned the meeting at 1900.



Minutes submitted by: Amy Grier

Minutes approved by: Michael Corner