

LIHA Board Meeting Minutes

August 14, 2024

Board Members in Attendance: Dave Shipperbottom, Kate Holman, Shelly Tyser, Matti Roinila, Griffin Gale, Mike Todd, Hillary Swain, Dane Todd

Non-Board Members in Attendance: Spencer Peery, Michelle Bellamy, Eric Alexander

Open Board Meeting

Meeting called to order at 7:01pm.

Cally Styskal – Hillary asked her to possibly help coach 8U, attended the Board Meeting to get more information. Is also wondering what is going on with 8U Select. Matti explained that we have to wait until Registration is closed before we can proceed with Select Teams, once Registration is closed information will be sent out regarding tryouts.

Brandon Styskal – Would like to help out because his son loves the sport.

Trevis Gale – Wondering if there is a firm(ish) timeline for getting the Select Teams started up. Tryouts are typically mid-late October. Tournaments have been established.

Closed Board Meeting

Meeting called to order at 7:14 pm.

LIHA Meeting Minutes:

Dane made a motion to accept the July 24, 2024 Board Meeting minutes into record, Shelly 2nd, all in favor.

Financials

Spencer reviewed the financials as of July 31, 2024.

Hillary made a motion to accept the financials into record, Dane 2nd, all in favor.

253 Registrations as of this morning.

Hockey Director Update:

- Coaches meeting is scheduled for August 24th. Tryouts went well, 10U and 14U had good numbers, 12U didn't have as good of a turnout but should have a good team. We should try and do all tryouts during the same week in the future. Eric thanked everyone from the Board that helped with tryouts. Working on 8U Skills with Matti and Curtis.

Committee Updates:

By-Laws (Kate): Still on track for updates coming soon.

Coaching (Matti): Travel tryouts are done, working on House and Select Coaches.

Disciplinary (Dave): No report.

Equipment (Griffin): Still needs to purchase bumpers, sticks and helmets. Neck guards are for 6U, 8U and first year players. Spencer will purchase 2 iPads.

Fundraising (Dane): Lincoln Jr Stars Fundraising Committee sent in a Fundraising Proposal for the Jr Stars Team, the Board cannot approve this request because we cannot be affiliated with fundraising that benefits individual players. The LIHA Logo and Name cannot be used for this fundraiser.

Girls Program (Nate): Girls Try Hockey for Free this Saturday at Breslow at 5:15pm, expecting around 25 girls. Providing equipment for those that don't have it, will need help getting it over there. Putting together Swag Bags for them to take.

Needs help for check in, gear check out (starting at 4:15pm), and help on the ice. Nate would like to promote a Regional Girls Team, is going to put something together before the next MWAHA meeting.

Goalies (Matti): Shelly reported that she is concerned about 12U House Goalies because as far as we know there is only one. At 10U House we should have plenty. 14U might also be an issue but we should be good at HSC.

High School Club (Shelly): No report.

House (Shelly): No report.

Ice (Michelle): Tentative practice schedule is pending. For September the Ice Box is full until 8pmish until September 23rd. Michelle has requested available times from Breslow and is working on a practice schedule for September for Travel Teams and Learn to Play.

LSHL (Griffin): Starts September 29th, will need a couple hours of ice for evals in September. Dave will get those to Michelle.

Lincoln Stars (Kate): Ice Box calendar is up to date. Ice is going in 9/3. We are in year 3 of 3 for the ice contract. Still doing kids Captains. Locker Room situation looks like it may work out. One entrance in and out of the Ice Box, South only. During practices parents and spectators are limited to the West side only. Girls Locker Room will be the room next to the Zamboni pit. We can store iPad in a lock box in the Score Box.

Marketing (Hillary): Current Registrations: We have received a total of 5 registrations so far under the "First-Year Player/Learn to Play (ages 9 to 14 only)" program. If anyone needs, I will provide a more detailed breakdown of all registrations during the meeting if anyone cares to see that.

Ad Campaign Update: I've been running an ad specifically targeting "Learn to Play" registrations, which is set to end on the registration deadline, August 18th.

So far, we've spent \$308 of our \$500 budget. Based on the revenue of \$1,725 generated from these registrations, our expected ROI is approximately 4.60. This means that for every dollar spent on the ad, we've generated about \$4.60 in revenue (however, this does not account for the cost of having these players on the ice).

Current Ad Performance (Reporting Period: August 1, 2024, to August 13, 2024):

- Reach: 37,704

A reach of 37,704 is solid, especially if it's targeted to a relevant audience. However, the effectiveness of this reach depends on the conversion rate (i.e., how many people from this audience actually registered).

- Impressions: 91,477

- Frequency: 2.43

This suggests that each person in our audience saw the ad, on average, 2.43 times. While this is good for brand recall, we need to monitor for ad fatigue where the audience might start ignoring the ad.

Budget Considerations: We still have \$1,500 left in our advertising budget. Given this, it might be worth exploring additional platforms to diversify our ad strategy, if we are able to extend the deadline for "Learn to Play" registrations.

- **Google Ads:** Target people who are actively searching for related terms like "youth hockey programs" or "learn to play hockey."

- **Local Media:** Consider advertising on local community websites, newspapers, or radio stations that parents in your area might frequent.

Future Considerations: If we plan to pay to advertise "Learn to Play" next season, leveraging player testimonials from past participants could be highly effective. By sharing success stories, we can build trust and credibility, which can increase the likelihood of conversions. We can also utilize YouTube Ads, as video ads can be particularly engaging, especially if we can show kids enjoying the "Learn to Play" program.

Dave would like to do more email blasts to remind everyone to sign up. Emails to 6U/8U.

MWAHA (Eric, Nate, Mike): Mike shared MWAHA's growth information. We need to present to MWAHA a Growth Coordinator. Dane nominates Griffin to be the LIHA Growth Coordinator, Dave 2nd, all in favor.

Officiating (Dave): Dave talked to Shawn Spencer, he will get a meeting set up in September with Dave, OHC President, Fremont President, and the Refs in Chief to discuss the officiating issues.

Player Safety (Dane): Caze is going to present at the Coaches Meeting.

Program Expansion (Griffin): We need more ice.

Rules (Nate): No report.

SafeSport (Mike): No report.

Scholarships (Kate): Low number of applications, applications are due Friday. Three so far this year, we had 12 last year.

Select (Shelly): No report.

Team Managers (Shelly): No report.

Tournaments (Shelly): Hocktoberfest registration needs to be open as we have enough ice. We do not have enough ice for the 14U tournament, will continue to look at options.

Travel (Shelly): No report.

Other Items:

Anonymous Contact Form:

- **Scholarship Application**
Response: Application and list of required documentation is available on Lincolnhockey.org/scholarships.
- **Adult League Goalies**
Response: We don't believe we are short on Adult Goalies this year. The disparity in goalie skill shouldn't be as high with the split to 3 divisions.

Next Meeting:

September Board Meeting

Wednesday, September 18, 2024

7 p.m.

Lazlo's South

Meeting adjourned at 9:06pm.

Items via Email Prior to September XX, 2024 Meeting:

N/A

Elected

2024: Gale, Holman, Swain

2023: Roinila, Shipperbottom, Tyser

2022: Henke, D Todd, M Todd

Tournament Weekends: 10U & 12U Hocktoberfest Oct 19th
14U Weekend of January 11th