

PYHA BOD Meeting June 2020

6/15/20

Called to order 6:45 pm

Attendees: Jessica Gaddis, Jen Warren, Chris Garbarino, Mark Ross, Jaqueline Vuz, Liz Varva

Next meeting scheduled for 7/20/20 at 6:30 pm at the Iceplex.

**Jessica:**

Planning to have a meeting about ice prices with Henry and Smitty when Henry gets back in town.

In discussing returning to practices and game, if we happen to be limited to how many people can be in the rink at one time, does our verbiage in registration cover photo/video releases for streaming services such as Facebook Live so that we can offer alternative viewing methods to parents?

Jen will look into it and add release to new registration if necessary.

Sponsorships:

New practice jerseys will have Prowl logo, Pure Hockey logo, and logos from Jude Liptak’s, Paul Clegg’s, and Shannon Gross’ offices.

Other Sponsorship commitments include: Paul Clegg, VA Creative Group, an Orthodontist. Mark is planning to speak to Canon.

Update from Virginia Beach: There will be no split season, but the will extend the payment plan. In favor of playing other teams as long as the House Teams schedules are not affected.

Game Jerseys: Will only use dark jerseys this season in an effort to offset costs for parents. Jude is working to set up a new online Verbero store that has $45.00 jerseys and we get 10% of each purchase back as a donation to PYHA. Jude will be requesting sample sizing jerseys to be kept at the rink so parents know what size to order.

BOD Communication: Emails are usually better for lots of info. Write email and then send a text to the group chat to let folks know to check email.

Any changes to the website should go through Jen (Hockey Admin), especially changes to registrations.

Jackie and Jess will hold the PO Box keys (where all correspondence is received).

Jackie and Liz will hold the Prowl Box key (the box in the office of the rink where payments can be dropped).

**Chris:**

Lady Canes will be purchasing either 12 full ice or 24 half ice session. Chris has expressed that half ice is fine for this area, and plans to keep these sessions on Thursday nights. Will most likely have about 20 sessions.

$650.00 was marked in last season’s budget for promoting girls’ hockey. Was this money ever used? Check meeting minutes. We had a large turnout of girls for February Try Hockey for Free event. We should look at ways to advertise specifically to younger females, and can use money from Crerar Grant to do this.

Jen will email USAF family resources about advertising opportunities.

Chris has been in contact with coaches to let them know they should be working on certifications now.

**Jen:**

Working on registrations for the fall, but we need to confirm ice prices before we set registration fees.

Early bird registration and extended payment plan: Jen will write them up and send them out for approval.

Jen is going to try to clean up Facebook pages. Jacqueline suggests we for a social media subcommittee to head the Facebook and Instagram pages. Mark will check with Danielle to see if she’s interested in heading this committee given her expertise in social media.

Refunds and reimbursement policy:

Jackie will be the lead and Jen will be back up on all refunds. Lesley Kerins will walk them through the first one. We will need to write updated parameters for Bylaws for refunds.

**Mark:**

Helmet Stickers are done. Cost about $3.50 apiece.

We can have numbers for helmets made once jersey numbers are decided. Jessica can make these to offset costs a little.

Merchant who made stickers for us is also making an online store for us for waterbottles, tags, stickers, etc.

Jessica will make loaner stickers for our loaner helmets.

Executive Session: Discussed a coach returning for the fall season.

Meeting adjourned 8:55 pm.