



SAGINAW BAY ICE ARENA

Home of the Greater Saginaw Amateur Hockey Association

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GSAHA Board of Directors Monthly Meeting Minutes

Date: March 10, 2025

Time: 7:30 p.m.

Location: Saginaw Bay Ice Arena

Members Present: Kenny Benson, Elizabeth LaPouttre, Megan Kuhn, Jamie Furbush, Jim Bailey, Dana Causley, Kyle Smith, and Matt Lockwood

Members Absent: Kim Richter and Layne Neuwirth

Call to Order

The meeting was called to order by Jamie Furbush at 7:30 p.m.

President's Report (Furbush)

Jamie and Kenny are working through updating the bylaws. They will continue to work on a draft and bring it before the Board.

Secretary's Report (Bailey)

Jim shared the minutes from January 2024.

- **Motion to approve:** Kyle Smith
- **Seconded by:** Elizabeth LaPouttre
- **Approved unanimously.**

Treasurer's Report (Smith)

No report

Arena Manager/Program Report (Benson)

Squirt #1 won the Saginaw House Squirt tournament (2 games to 0)

Adult playoffs are going on right now

Try Hockey for Free had 15 kids signed up. This was very low for us.

Registration for Spring League is open. We have 130 kids signed up. Kenny is expecting a flood of registrations in the next couple of days.

The Board brainstormed ideas to get the "Learn to Play" participants to sign up for Spring hockey.

Kenny is looking to schedule a checking clinic and defensemen camp.

Referee Report (Smith)

House Liaison (Bailey)

Jim shared that the Pee Wee 2 team made it to the State semifinals in Marquette.

Travel Liaison (Bamberger)

No update provided.

Coaching Director (Furbush)

No report

Marketing Director (LaPouttre)

In February, we stayed consistent with weekly postings advertising public ice time and promoting the Try Hockey For Free, Salty's Stampede, Spring Hockey and 90's Skate. We are continuing public skating posts throughout the regular season, as well as the scheduled events for the upcoming month.

- 31 posts on FB in February
FB Reach 21.5K up %, 982 Interactions down 5.3%, 120 Clicks up 650%
– 24 new followers. FB page visits remain up 28.6% at 3.7K
IG up dropped in some areas, but reach up 249.7%, views up 113.5%

Five tournament teams post had 3K reach and the most interaction with 131
90's Skate Reel was the most popular reel with 850 reach, 43 reactions

Around 20% of our reel viewers were from non-followers this past month.

- 90's Skate
 - Had 57 public skaters and 35 rentals
 - Seems like everyone who attended had a great time
 - Challenges were the time of the skate, conflicts with Sag Spirit game and the weather
- Additional Info
 - I had some people question me about all the posts congratulating teams who are going to the semi-finals this past weekend. It is my opinion that if we post one team we should be posting all that are in our association (including travel) and that is a lot to post and keep up with. I suggest that those who have FB access besides myself restrict posting on tournament standings unless they have actually won the runners-up or championship titles and have accompanying photos to post that are consistent with the Saginaw Hockey Brand. I will be working on a social media/marketing protocol to present for approval with our policies and procedures

Saginaw hockey valentines came out well. Unsure if it had a positive impact on the numbers Was our third highest post. Continuing to push Salty's Stampede and Spring Hockey. Social media on average was up during the month of February. Kenny & I are still talking about a movie night at the rink, showing a movie during open skate. Looking for volunteers and donation of a screen/projector. Kenny & I are continuing to work on making this happen this Spring.

Safe Sport Director (Causley)

No update provided.

Fundraising Report (Kuhn)

The Penny War collected \$551. The Mites team won the pizza party.

Kyle offered to build a “really cool” Penny War container.

Salty Stampede is April 12th.

Discipline Report (Lockwood)

No report provided.

Old Business

None.

New Business for Next Meeting

Jason Ruple shared that referees did a great job this season and referees were much easier to find this year.

Elizabeth LaPouttre submitted a Saginaw Ball Hockey Proposal

Adjournment

The meeting was adjourned at 8:00

p.m.

Next Meeting

Date: Monday, April 14, 2025

Time: 7:30 p.m.

Location: Saginaw Bay Ice Arena