



GVAHA BOARD MEETING MINUTES

May 17, 2016

7:00pm- Georgetown Ice Arena

BOARD MEMBERS:

Present: Mike Hatkowski, Cori Wilson, Jim Rozema, Greg Raad, Christina Smith, Kelli Sterley, Rebecca Vandenberg, Craig Sterley, Jack Williams and Mike Howey

Absent: none

Quorum present?- Yes

Others Present - Chris Wilson, Melissa Hall and Scott Adams

PROCEEDINGS:

Called to order by Greg Raad at 7:08pm

Approval of the previous meeting minutes

- Approved – April 16, 2016 Minutes

OPEN COMMENTS- VISITORS DISCUSSION

- Greg thanked visitors for attending.

Treasurer Report

- Checkbooks have been returned
- Not a lot of transactions during offseason
- Jack has check from Ambucs to deposit
- Fiscal year runs through 7/30
- Sponsorship opportunities are being actively worked
- Sport NGIN Renewal is due \$595

VP of Travel Report

- New registration process review – new process of having someone at the table to free up coaches to talk to parents
- Did Registrations onsite with online form
- Discussions of new tryout jerseys. Colors/new logo/numbers
- Several requests were received for Spring/Summer programs by parents

VP House Report

- Adray Year End Meeting Notes:
 - Slight raise in league fees per team for 2016/17 season
 - Play in games will be 1/7 – 1/8 2018
 - MAHA districts will be 2/4 – 2/5 2018
 - Trying to consolidate age group tournaments into one weekend
 - No opt out of tournaments
 - Reviewed tournament timing rules – no games before 4:00pm on Friday or 8:00am on Saturday
 - Representative must be onsite for tournament. Bids are due 6/1 to host tournaments
 - Northern league is dissolving
- Coaching Applications – reviewed application and will audit to be sure new coaches have applications on file. Form will be loaded on our site and Kelly will make it a PDF Form
 - Discussions of clarifying what should be covered by the association for non-parent coaches. Training modules, Background check fee, USA Hockey fee, Jacket. Travel cost could be covered by the team. Work on creating loyalty to GVAHA and not just to specific coaches
- Coaches Meeting – Tentatively June 29th at BW3 Fund Raising Night
- Player Parent meeting late July for travel and house players and parents. Jim to cover conduct and expectations
- MAHA contact info on one of the sites needs to be fixed. Craig will follow up.
- Future discussions to be had on what parameters should be put around kids playing up
- House sign ups run through 8/31 – Rosters lock on 12/31

Hockey Director Report

- '04 team notes
 - Todd Rozema resignation
 - A visiting association member advocated not allowing Coach Todd Rozema to coach in the association again based on his lack of professionalism in how he handled the departure. The Board considered the request and stopped short of a vote on the official ban of Coach Rozema. However, the board indicated

their desire to put Coach Rozema in a probationary status that would need special consideration by the board if there was a desire for him to coach again. Tanner Pratt will take on coaching duties.

- Minimal try-out attendance/no goalie
- Decision was made to fold team
- '03 team notes
 - Believed core group was returning
 - Try-out attendance was low
 - Added another try out in hopes of more attendance
 - Coaches and Director reached out to several other organizations to see if there were players looking for teams
 - Blades and Fox have 2 teams each with player heavy rosters
 - Decision was made to fold team
- '02 team notes
 - Core group believed to return. 2 did not show
 - Reached out to GRAHA about numbers
 - Decision was made to co-op with GRAHA and form 2 Bantam AA teams. An "A" and "B" squad.
 - Teams split practice schedule between 2 locations
 - Will alternate GVAHA/GRAHA jerseys as their home and away to be sure logo and branding is not effected
- Discussions of health of other associations. Kentwood Falcons and Muskegon Chiefs have folded.
- Possible MAHA rule changes
- Discussions on GVAHA's view of how many players should be on a travel roster
- Discussion of better communication to all board members when changes are made in future so everyone is informed when questions are asked. Group email to all as opposed to individual conversations.

Fundraising Report

- Kraft Hockeyville USA Family Fare Promotion – Kelly to receive check on Monday at food show.
- Blood Drive on 6/6 to be cancelled

- Buffalo Wild Wings Fund Raiser – 6/29 – Chose to have coaches meeting there
- Bob's Meat/Sub Sale – July
- Mike asked Kelly to research Pear.com
- Amazon Smile funds will go to general fund and not player specific
- Script balances for members that are no longer part of the organization can be transferred to a sibling but are not able to be transferred out of the organization due to 501c3 rules

Communications Director Report

- Weekly E-blast – new layout is established. Open rates up 3-4%. Submit articles by Monday for Wednesday e-blasts
- Monthly Newsletter – discussion on format and focus
- Website – Modifications made to hold over responsive upgrade costs. Feedback Form is working. The purchasing of our domain name – www.gvaha.org was donated by RVWS. Overhaul site content is planned for the summer
- Email – working on custom email set up – hockey@gvaha.org to improve email blast delivery
- Hashtags to use - #loveofhockey and #gvahafamily

Township Representative Report

- In response to feedback from the survey the township has approved an additional part time co-director position. This position will be in addition to Jack Williams and will work along with him. Greg has offered to assist in search and interviewing of candidates.

MAHA Representative Report

- Director meetings are 8/9/2016 and 3/26/2017
- Jr. Jacks are on probation for recruiting violations
- MAHA summer meeting is in July. Greg will try to attend the Friday portion.

President's Report

- Discussions of how to congratulate players that made AAA teams
- Highschool engagement – need to pin things down on the calendar. Mike and Jim to work with highschool programs

- We will continue to work on our mission statement
- Discussed the need to work with coaches on player evaluations and consistent feedback throughout all of the age groups
 - Chat groups for coaches? Help coaches to interact with each other more
- Goalie Development conversations – how to identify and how to highlight the programs we currently have in place
- Discussed need for summer engagement – Olympic themed? Skill contests?
- Mike Hatkowski to plan golf outing
- Discussions of a “players corner” on the site to entice the players to check it. Weekly exercises/activities/contests. Sponsorship for prizes?
- Newsletter idea – outline coaches experience. The coaches at GVAHA have impressive resumes and they should be shared

NEW BUSINESS

- Meeting adjourned at 9:20pm by Greg Raad

Next Meeting Scheduled for Tuesday, **06/21/2016 @ 7pm**