Leduc Ringette Association
Agenda
January 23, 2017
Kosmo’s Kitchen, 7:30PM

Regrets:

Guests: Breanna Fedor, Brenda Goddu, Dean Charpentier

**In Attendance: Chelsea Cameron, Kari Baker, Kristine Gullickson, Bonnie Lammie, Christine Pittman,**

**Craig Stuparyk, Pam Horn, Mike Baker, Mel Milne, Denise Broadbent,**

1. Call to Order: **7:35 pm**
2. Approval of November minutes – **Pam approves, Kristine seconds**
3. Additions to Agenda
4. Reports/Updates – Read prior to meeting:
5. President's Report – Chelsea Cameron
6. Past President - Ryan Heck
7. Vice President – Kari Baker

**Tournament was a success. It was a really great weekend. The final numbers are not in yet.**

1. Treasurer's Report –Kristine Gullickson
* Bank Balance as of January 20th - $86457.13
* Some tournament monies for silent auction still to be deposited.
* Cheque for CRC ($8000) to come out of this total.
* Still also need to pay for jerseys and such – waiting on clarification of sponsorship prior to paying invoice.
1. Secretary - Bonnie Lammie
2. Ice Allocator's Report – Ken Milne

**February ice schedule, is it out yet? When are we expecting it?**

1. Referee-In-Chief's Report – Christine Pittman

**We had 24 refs for the tournament. Suggestions for future tournament to have 20 minutes periods instead of 23 minutes for the Open division. Having set off ice officials (clock, score sheet) was nice for the open teams.**

**Lost Megan as a ref as she has a teaching job now. Working with a few girls to bump them up to level 2 refs.**

1. Equipment Manager's Report - Craig Stuparyk

**Have the third set of mini nets now at the LRC. Going to order more game sheets, ice packs and rings.**

1. Registrar's Report – Pam Horn
* No report
1. Zone 5 Rep. Report – Pam Horn
* No Report
1. Fundraising & Bingo Report – \*\*Open Position\*\*
* 6 bingos have been worked ($3500.00), looking at booking another 9 for 2017, 2 more for this season and 7 for next. Dates will be added to [signup.com](http://signup.com/) and available for 2017/2018 registration once confirmed with the elks.

**Discussed what to do about the $25.00 left over fundraising fee that all members paid up front.**

**Chelsea makes a motion to do another raffle. Each child will get 5 tickets worth $5.00 each. The prizes will be:**

**Frist Prize - $1500**

**Second Prize - $750**

**Third Prize - $500**

**Christine approves this motion. Mike seconds the motion. All in favor.**

1. Coach Coordinator - Mike Baker
* All required courses have been completed (4 did not complete and have been removed or reassigned as on ice assistants). All team staff have been updated with RAB. 2 new junior coaches have been added (U10 Step 1-1 and U12C) total Junior coaches is at 6.
1. Manager Coordinator - \*\*Open Position\*\*
2. Player Dev. Report – \*\*Open Position\*\*

**Dean Charpentier and Breanna Fedor will split this position.**

1. Social Media Director: Mel Milne

**Social Media (Wild Thing Tournament)** Serena

I had a lot of fun helping Mel over the tournament weekend and was excited to see us hit **over 1000** followers between IG and Twitter alone over the course of the tournament. We received a lot of feedback on how successful our tournament and our coverage was. Amazing work all.

Here are my recommendations for excellent tournament coverage nest year, and where I could have improved:

**Exposure:**

CREATE A HASHTAG i.e. #wldthing2018 and use it always, beginning well before the actual tournament to ensure we are trending in our area during the tournament. Every LRA member should be aware of the hashtag and use it when they can.

For President/ Marketing Director- Chelsea talking with Leduc Rep and The One Radio station created a good buzz. Next season, also direct the public through the radio and paper to our Twitter account for live updates.

For Tourney Coordinator- Have our Social Media handles given out in the tournament packages. Ask all team managers to share with their players/ parents for tournament updates, so that all participants are following our accounts.

Better advertising for side events. The chilli lunch and drop-in-floor ringette needed more exposure. Have better signage prepared for day of and social media can blast locations and times starting a few days beforehand so the public can plan to pop in.

**Game Coverage**

As I spent most of the weekend shamefully hounding people that were way too busy, here are some recommendations for next season:

The online volunteer sign up was a great success. Next season, add social media assistants to the volunteer positions. Have at least two at all times, maybe three at busy times as one should be at Alex. These people must have a charged up smartphone and send pics/game updates/ and events update to the Social Media Director. Even if the Social Media Director is on-site, the actual editing, writing and posting process is VERY time consuming, so having pics and details at the ready is imperative for real time updates. If FB updates are also desired, this is easily a three person job at all times. This will also ensure non-Leduc games receive coverage.

Give LRA managers password access for the weekend. They are already in a position of trust and the Social Media Director can still have final say by editing etc. Managers may often have better pics (medal pics) and can post these at their leisure later in the day when they have time (as the live updates will already be completed by the media team)

**Thanking Sponsors**

All tournament sponsors were thanked by the Leduc Ringette Association throughout the course of the tournament via Twitter. They were thanked two at a time and proper twitter handles were used if the company had a twitter account, so that the company would be aware of the Tweet and had the opportunity to retweet us. As we had a lot of sponsors (great work to Natashia Miller and Denise Broadbent) there is definite room for improvement next season:

 When securing a tournament sponsor, ask the company directly for their Twitter/ Instagram/ and/or Snapshot handles and keep a master list for the Social Media Director. Most of my time was spent searching for company handles and ensuring I had the proper branch (if it was a chain) or proper company (if they went by a common name). Many companies have obscure handles sounding nothing like their company name and can be tough to track down. Having this list ready would cut time in half.

 Each sponsor should get an individual thank-you shout out, rather than two at a time. To avoid being repetitive during the tournament or pressed for time and squeezing them all in at the end (..oops sorry), shout outs could start a full week before the tournament corresponding with the online tournament countdown.

If a company has no Social Media account be sure to #hashtag the company to still give them exposure. i.e. #rolofplumbingandheating

 In the case where the company has a central account, but an individual branch sponsored us, still use the company handle then mention location in tweet. i.e. ’Thanks @shoppers #shoppersbeaumont’ or ‘Thanks @shoppers (Beaumont)’

**Team-Sponsors**

Ensure sponsored teams are being called by their sponsored name at all times. Use company handles when available in the appropriate accounts so they receive our thanks and so that we are set for repost and retweets. Rather than “LA Nissan U14B Jaguars” use “@lanissan U14B Jaguars”

Make sure to blast their logos when appropriate. As we thank all our tournament sponsors, we need to remember these companies support the LRA all season long.

1. Tournament Coordinator's Report – Todd Merriott & 1-Open Position
2. Webmaster Report – \*\*Open Position\*\*
3. PR & Marketing – Denise Broadbent

**Will be stepping down from this position at the end of this season and will not be aggressively approaching any new sponsors. Brenda Goddu will work with Denise for the rest of this season as she will take over this position for the upcoming season.**

**Future interested businesses for sponsorship: Leduc Insurance and Leduc Barber**

**All of the benefits promised to all of our current sponsors have been fulfilled.**

**All teams that have sponsors: The magnets for the opposing team door with the Sponsors name on them are here and should be being used and put on the opposing team door to welcome them to the game. Also, banners that are here need to be displayed at games.**

1. Unfinished Business:
	1. Goalies – Offers, incentives for U10, U12 & U14.
	2. Open Jerseys – Have they been returned as promised? **Christine will try and get these.**
	3. Criminal Record Checks
	4. Open Board Positions
		1. Fundraising
		2. Tournament Coordinator (1)
		3. Manager Coordinator
		4. Player Development
		5. Webmaster
2. New Business
3. Locker Cleanup & Reorganization

**This locker needs to be cleaned out before the end of this year’s season. Chelsea, Kari and any other board members available on the cleaning day can help out.**

1. Citizens of Distinction Nominations

**Nominations close on February 3. Please email Chelsea if we have any suggestions for nominations. Chelsea thought nominating our junior coaches was a great way to recognize their efforts. We can still nominate our U16 team that won Westerns last year.**

1. Payment Solutions for next season

**Looking at Moneris payment processing solution. Will discuss at future meeting.**

1. Frostival Event – Family Day
	1. Breanna Fedor to provide update.

**LRA will partner with the City of Leduc for this event. The city is wanting us to come out on February 18th from 11pm to 4pm. We will have the outside ice at the civic center. The ice can be used for a game of shinny, showing different skills or a Come Try Ringette event. There will be a table with hot chocolate and we will have information regarding the CRC and the LRA there. Ringer will be coming out for this event. We will need approximately 5 volunteers for the table (maybe an hour for each person). We will also need 2 or 3 people on the ice. Emails will be sent out to all members.**

1. Next Meeting: **Feb 21, 2017**

1. Adjournment: **9:17 pm**