



## Okotoks Minor Hockey Association

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### MINUTES – JULY 12, 2017

#### Attendance

Geoff Stewart

Amanda Germain

Lee Kennedy

Stewart McLeod

Trevor Forbes

Tammy Szilagyi

Roy Bowlby

Lindsay Graw

Daron Dumanski

Shannon McQuillan

Mel Crowson

Craig Schmidt – Vice Chair Referees Association

#### Absent

Jeremy Gough

Gabe Amyotte

Rob Albers

Tara Woodgate-Small

Jennifer Dustow

Jamie Steer

Jenn Zaffino

Kerry Rawson

Jason Krueger

Roy Bowlby

Karla Helm

Kurt Thomas

Ryan Klippenstein

#### Called to order

Geoff Stewart – 7:18 p.m.

#### Reports/Notes

**Town of Okotoks** – finalizing things – 4 rooms will be painted with OMHA colours. We are going to have a second score clock. Geoff is going to OOAA to see if they are willing to pay for part of the clock. They have a meeting on the 25<sup>th</sup>. Would be nice to cut to \$5,000.00. We are going to have an office space, which will also be our boardroom. There will be an Okotoks Oilers logo painted on walls. We don't really need a desk. If we need one, we can use a table.

#### Advertising:

We are working now to put together a package for advertising in the rink. Initial cost \$10,000/year to have the rights to it.

There are 32 boards on the wall, plus rink boards ... we could probably put together a \$40,000 touch to the organization. We need to figure out how to sell these packages.

Asked if we can we put something out to the membership? We have some high level executives. We want to look at a marketing plan that may give compensation to someone who sells advertising? Put it out to the Board to anyone who wants to get involved in getting a marketing plan together. Would we run into a problem with having a board



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member be compensated? – may be a problem with the Bylaws in terms of “paying” a Board Members, but perhaps we can for work that is not directly board related? – wants to keep it to maybe one person – not 10 for example – selling rink boards. February to August would be free sponsorship. We don’t pay a fee until September 1, 2018. We might be able to create some marketing deals prior to having to pay that fee. We did speak to OOAA and they wanted a room with their AAA colours – that would be the 5<sup>th</sup> room at the very end of the rink. First 4 rooms will be OMHA – last one OOAA. That is why we want some help with the score clock. OOAA also has the rights to one on-ice advertising (at a faceoff circle for example). We have the opportunity to have our logo at center ice. Bisons also have one and so do the Junior A Oilers. That likely only leaves one extra spot. Geoff will check on the on ice advertising – he thought we had center plus 3. We may have access to our office by December to have our first board meeting there. Everything appears to be on schedule.

### Jamie:

Will start ice schedule after July 14<sup>th</sup>. Should have first ice schedules by the end of August. Should be able to utilize more of Black Diamond because we are accepting Bantam and Midget High Country players. Still have Stavely ice of course. Jamie said as soon as registration closes and he has a rough idea, he will start putting team numbers together and team sizes. He also mentioned that if Directors start to have questions, send them to Jamie. He will compile them for the Directors Meeting. Jamie needs to know if you are seeing goalie number issues. Let him know early so he can look into how many you need and possible solutions, if necessary. – note to Directors – registration numbers will change up to the day the teams are made, even after. Just when you think you have everything where it needs to be, it could change.

Looking at scheduling some meetings with the Directors to get everybody up to speed in August about what to do – walk them through it. Geoff talked to Jamie to see about getting that scheduled when Karla is back. If there are hiccups – with a lot of people being gone – we may have to do two because of the time that it is. We have a lot of new Directors this year – whereas last year we had a lot returning.

Registration cuts off pretty quick. It would be nice sooner rather than later to be able to get some rankings on the players to make groups and sit down with the experienced guys to see if it jives.

Roy knows what to do with it and how to get it going. Geoff will talk to Roy and the Directors about booking space for coaching interviews. We always think we are starting early, but we never are. Atom Director for Travel – we should do that one first – it generally has the most applications.

**Need to talk to Karla about touching base with Directors about booking coach interview rooms for the end of August. Start as soon as possible. Try and coordinate a few of them together, especially if some duplication across divisions (should say on their application if they are applying for more than one division).**

**Thursday, August 10<sup>th</sup> – regular Board Meeting. Should we make a Motion to have a short 15 minute board meeting followed by a Directors Meeting. Roy will be away on the 10<sup>th</sup>. Maybe we should have a Director’s Meeting before the 10<sup>th</sup>?**

We should try and get some more house interviews in. Some of our strongest coaches need to be in house and sometimes we don’t do those teams justice by not starting that process sooner. Mel is prepared to sit through house interviews to help ensure the right people end up in those positions. Roy – I think we have to



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be picky and choosy. Roy has been going through some surveys. If you have someone that you don't know or don't have a rapport with, then those are red flags. If you have someone you have had great success with, then leave those until the end (for example). – if you start interviewing early, sometimes it prompts others to come "out of the woodwork".

– is there a way to find out the history of some of these applicants – good bad and indifferent – to discuss beforehand? Geoff – yes we can do that.

– parent feedback from last year – who gets that? Geoff - Directors can talk to Roy, but we do not let anyone know who submitted the evaluation. Just general information.

### **Golf Tournament-**

\$16,000.00 profit. They learned a lot and there are a lot of ways in the future they think they can generate more money.

Coach Clinics – Roy is working on it.

Who is doing the conditioning camps? Hi-Tek

When Directors are sending things out to the masses, please bcc who is on there. Do not make email addresses public. If they are Executive or Board emails, they may be public, but not members. As a Director, the information you are given is given to you in confidence. You are not allowed to use that information to email people for side camps or anything outside of your divisional work.

We are at 1,125 registrants as of this minute. A lot of returning kids are not registered yet, but are expected to register this week. We will likely get close to last year's numbers. Initiation down by 20 kids compared to last year and almost 20 more from the year before. A lot of Initiation kids contacted us late last year. There will likely be some more of that this year – maybe even as late as back to school.

2012 was a huge impact of people coming into the community. With the economy, we aren't seeing as much growth – not as many moving in and some moving out. Lindsay – we actually have a lot of new registrants this season.

**Payment plan** – staying consistent at 50/50. Clearly an interest from the members for a payment plan – almost all of the other organizations that do that – they add a service fee. Do we have a service fee for the payment plan? – we get our full fees by August 31<sup>st</sup>, so not the same as other associations that let players play before they pay in full.

– we should look at adding a fee for using the payment plan, whether it be \$10.00 per month or whatever.

Lindsay and Amanda looked into every angle possible to be able to implement an upcharge for payment plan or credit cards. There is no way to track it. A user could check off pay in full and then only pay in instalments and it would be a completely manual process to track what they actually did when they checked out.

Talked to Hi-Tek – Will get together with Geoff to discuss them doing the conditioning camps and coach mentoring etc. Hockey Alberta – confirmed with Matt from Hockey Alberta that we are going to host Coach Clinics ...

Coach 1 – September 9<sup>th</sup>

Body Checking – September 10<sup>th</sup>



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Coach 2 – October 6<sup>th</sup>

TENTATIVE – waiting on times from Jamie

- we will need to RAMP it out ASAP because High River and Calgary will try and book our slots as soon as it gets advertised on Hockey Alberta.
- Atom and above need to take the Checking Course. The house teams tend to get their teams together later and the coaches are scrambling. We really need to make sure that the Atom House people are getting information that they have to take a course.

Checking clinic this year, Jamie needs to pick dates. Some question as to what age groups of females will be doing checking clinics.

Coaching numbers – we have a couple areas of concern. Hopefully the applications will start coming in. Thank you for sending out reminders to potential applicants. Bantam Female – only 1. Midget boys – 1. Pee wee House – 0. Initiation – 8. Bantam 3. Etc. As soon as you get your lists after registration closes, please send reminders. Really important that we follow that process. If you see people you know that have coached in the past that haven't apply, check with them. Coaching Applications are pretty low in House.

Coaching Application Deadline? We should set one. Needs to be early if planning late August interviews. Let's make the deadline August 10<sup>th</sup> – the same as the Directors Meeting. Advertise through RAMP, website, Facebook.

### **Craig Schmidt – Referees Association**

Great golf tournament – they're in for next year.

Anticipating to be short officials this year, especially with the new rink. Don't start registration until the end of August. Camps being middle of July. Trying to fill ice slots in the PW/Bantam age group will struggle the most. Those 17/18 year old kids that have moved onto university. Some of the older guys will have to work more games. Big target as usual to try and get more female officials into the game.

Okotoks, Black Diamond, Nanton, Stavely, High River, Blackie, maybe Claresholm ... big Association. More bringing in officials from elsewhere than paying for travel for kids from Okotoks to go elsewhere (so for kids considering officiating – most games they do are local).

How can we encourage kids to become officials? – can we advertise through email, website, Facebook? Yes, if he will send to Lindsay, we will get the information out for them.

### **DIRECTORS ...**

**Mel:**

Some girls took part in the parade.

Trying to figure out Atom. We are tiering, but not sure where they will play. May end up with one team in the CAHL. Olds and North is going into a North Division for RMFHL. We are looking into recruiting some teams from the South to join in for a tiered and even a house division.



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Novice – couple other associations have contacted us about forming a league. Would like to send a survey out to the membership to see if they would be willing to do any travel. Maybe coordinate a few games for this year to get out there. Otherwise likely status quo for this season for Novice.

Calgary Inferno – hoping we can host a game for us out here this year. Talking to Jamie about some dates that would work. Would be an actual league game for them. They have trouble with ice during tournaments such as Wickfest. This may be a time where they could come out here. Would have to be at Centennial for size.

any discussion on tiering Novice House? Is Novice mixed going to a C division? Would Novice Female go to Novice C in that case? Amanda noted skill gap in Female Novice. Geoff: It would be ideal to have two of the teams stronger and one weaker (beginners). Just a matter of making sure they have a fitting place to play.

What are we doing with Novice? Novice parents like a lot of information. Can we head off their emails? Comes down to numbers. We have approved it if the numbers can accommodate another division. What would the numbers look like? 160ish without travel kids ... 10 teams total or so ... then maybe some will come over from female ... 22 new to hockey ... should they be with kids that just barely missed A ... 12 house last year without girls last year ... Geoff: Look at shortening A for skill level – tabled discussion until after this meeting ...

Atom House girls will start in B and see how they do. Daron – you can have a top team, but the other teams need to be equal and see how they do. Otherwise they don't have a place to play.

Has a player requesting to play in High Country for Pee wee.

Lindsay – he has never played in OMHA. He has to register with us and then High Country will request his release if they approve taking him. Transfers are not allowed until August 1<sup>st</sup>.

A few other kids that can be overaged, but they have to play House based on skill, behavior, etc. Jamie takes care of it on a case by case basis.

Marketing – talk to the Dawgs and see who sells their boards. Similar clients ... maybe conflict of interest?

Trevor – is there advertising on the scoreboard? Could we recoup some of the \$10,000.00 by selling some advertising in advance for the board? Geoff will look into this. It is a really good idea.

Midget - Talking with OAAA Midget Group with Trevor McFarlane. Should be a good timetable when the time comes.

Adjourned

Roy Motion, Tammy seconded. 8:45 p.m.