



OOAA Board Meeting Minutes- October 6, 2025

Called to Order: 7:00pm by Jennifer Dustow

Motion to approve Minutes of August 11th board meeting

1st Tamara Spencer

2nd Michelle Barratt

All in favor

Welcome

Attendance

Kris Schultz

Lee Morey

Tony Fairfield

Kathleen Dengler

Michelle Barratt

Kari Meyer

Sine McDonald

Katie Goulard

Nicole Brockhoff

Candice Wyma

Tamara Spencer

Jamie Steer

Diane Bjornson

Jennifer Dustow

Lindsay Graw

Jay Brockhoff

Grant Farion

Jennifer Zaffino

Dan Parsons

Melissa Deplaedt

Geoff Rollins

Jeremy Gough

Mark Pederson

Reports

President – Jennifer Dustow

Reporting Period: August 2025 – October 2025

Acknowledgments: A huge Thank You to all Division Directors, and Dan Parsons Equipment Director for their tireless work during evaluations and team preparations. Director of Coach Development Mark, and the executive team for their support during the parent information sessions. Your support has been instrumental in ensuring consistent communication and engagement with our families. Great job!

Team Updates

- Parent info sessions completed for all 11 teams
- All teams are finalized
- U13AA Raiders are putting in a bid to host Provincials in March with the support of Tournament Director Lee Watkins Operations & Logistics

- ATB bank accounts now active with dual authentication. Special thanks to Tony for jumping on the meeting, and to Lindsay for her persistence and patience as this has taken several weeks to get it sorted.
- Camera equipment updated to meet Hudl and Flo Hockey Streaming standards. Thanks again to Grant.
- YouTube accounts set up and ready to stream for AA teams. Thanks Kari Meyer for this and Grant for supporting the teams using this.
- Met with coaches and division directors to review the 2024/2025 evaluation process and come up with a plan for the 2025/2026 spring and fall evaluations. There was a lot of great conversations and input shared. Looking forward to building a plan for the 2026 Spring evaluations.
- OAAA will be running a spring/summer development sessions.
- Work with Jamie Steer to schedule in the Spring and Summer programs.

Apparel & Sponsorship

- Apparel Lookbook finalized with clear ordering and logo guidelines. This has been shared out to all teams and will be communicated at the managers meeting. We finally have this streamlined so the process is straightforward for teams. Thanks to everyone for your input and support on that. Lululemon and Classic Source for Sports being utilized for team apparel this season.
- Team sponsorship policy completed—helping teams offset apparel costs. There is a guide that will be shared with all teams and at the managers meeting. This policy clearly outlines levels of sponsorship, and logo placement expectations. This is just the start as we are looking to expand this into jersey sponsorship opportunities for the 2026-2027 season. A committee of Tamara Spencer, Nicole Brockhoff, and Melissa Deplate will be compiling information on other Elite associations and what kind of jersey sponsorship programs they offer so we can come up with some guidelines for our association. I will be discussing with Dan and Diane as well to understand what will work best for our jerseys and the life span of the current sets.

Equipment & Facilities

- Huge thanks to Dan for managing jerseys and equipment through evaluations
- Bow Mark and Raiders storage areas cleaned up and organized
- Plan in place to reinventory and prepare for Spring Evaluations
 - Set up a date with Dan to meet and get this done.
- We will be collecting jerseys going forward from Evaluations in order to reduce cost. Sets will be offered to coaches in the Fall for practice jerseys. Tournaments & Tech

Pre-season tournaments wrapped up—kudos to Lee for his planning, being at the rink to help facilitate and for livestream coordination.

Academics & Accountability

- Academic support teachers ready; reporting plan in place for U17AAA and U18AAA Oilers
- Stronger emphasis on attendance and accountability for student-athletes
- Academic support teachers will attend the parent meetings to introduce themselves and talk about how they will be able to help our student athletes this season.

Referee Payments U18AAA teams to etransfer refs and linesmen directly; Central zone will no longer be sending out invoices. This has had some challenges, and I will be communicating with Hockey Alberta to see if they can come up with a better process.

Parent & Player Surveys

- Mid-season and end-of-season surveys have been developed for both parents and players.
 - o Mid-season survey will be distributed in November
 - o End-of-season survey will go out in February
- These surveys will help us gather valuable feedback and continue improving the program experience. Coach Review Committee
- **Coach review meetings will be scheduled:**
 - o First one in early December
 - o Second one following the conclusion of each team's season
- Work with Coach Director Mark to set two dates for meetings with the committee and coaches from all 11 teams.

Next Meeting • OAAA Board Meeting November 10th

Coach Director- Mark Pederson

U13AA Raiders- Great start, Tony is happy with the team.

Mark has been out to shooting lanes with the team twice. Happy with progress

U15AA Raiders and U18AA Raiders- by request of coaches have not been out to practices yet. But conversations over injuries.

U18AAA Raiders- Ken, Tyler W and Dave A come in Tue and Thurs discuss practice plans go over ideas.

Addison is putting in a lots of work, discussions on how to get the most out of the video

We will continue to see growth in practices.

U13AAA- Krebs starting with video work

U15AAA- Mark was down every day this weekend. Discussed game day routine

U15AA Needed support to go down to Med hat due to lack of coaching

U17AAA- lots of call ups, learning additional items with instat. Sending out to all players to review their clips. Going thru the tools with Ken

U16AA- John had a conference call to work on and learn about more video

U18AAA Bowmark- going to do good, bad cop and lots of video while school is out

Skill Shark will be discussed as an evaluation tool – parameters set up, players names listed, key point of evaluation, notes area. We will continue it all season. The players profile will follow them year after year. There is an area for players to enter in their feedback on the game as well so the coaches can see where the player is at.

Everything are ranked 1-5, these scores will be shared with the parents so they know exactly what the coaches are seeing.

The cost is \$18 a player.

Bouka the trainer has parameters set and so do the academic support teachers.

More data on each player.

Skill Shark will integrate all Coaches scores so the final score will be level set and come up with a score for them. Lots of room for feedback. Gives parents a big breakdown of what the coaches see.

Bowmark will trail it and we will get feedback from the parents. If it is positive we will role it out to all teams next year.

Mark was at the gym. The U18AAA Raiders did some testing.

AJ at Training Foundation spoke to Bowmark/ U17AAA about being professional. Acting the right way, being prepared and having the correct equipment.

Treasurer- Everything sent to the auditor after approval from the Executive.

VP- Jay Brockhoff- can we look into making hockey as affordable as possible with more sponsorship. We need Jersey sponsors, with corporate sponsors. YES a committee is in place and will be looking at sponsorship for all teams and all items. Helmet stickers etc

Geoff Rollins- OMHA President all teams are formed except one which will happen tonight.

There will be a cap in OMHA next season. They will be looking into this deeper prior to the start of next season.

OMHA will start 2 weeks earlier next year but will work with OOAA to allow for more time.

Jennifer Dustow- Would OMHA consider an extension of picking the U18/U16 OMHA tryouts. To allow room for players coming down from Jr.

Some analytics should be kept on players to help them move along to next season

Admin- Lindsay Graw

- All team Bank accounts are up and running smoothly.
Every account was tested to ensure that they require dual approval
- Lululemon Team orders are going smoothly 10/11 teams are wearing Lululemon this season
- Coach and Board order has arrived and have been dropped off at the embroiderer
- Please remind teams that if they need an AP that is not listed on their roster to email me with advanced notice
- Academic rooms were cancelled the week of August 6th due to the teachers strike.
- Team invoices will go out later this month once Jamie reconciles the September ice invoice

U18AAA Bowmark/U17AAA- Tamara Spencer

Bowmark played 4 games record 2-2, heading to Edmonton this weekend for a showcase

U17AAA played 2 and are 2-0

U15AAA/AA Oilers – Michelle Barrett

U15AAA 3 games played 1-1-1 OT loss

U15AA- 3 games played 3 wins, putting in a bid for AB winter games

Katie Goulard

U18AA 3 wins one loss

U16AA 0 wins 2 loss, Coach is pleased

U15AA Raiders- Jennifer Zaffino

U15AA has 17 APS

Season has not started yet

U13AAA Oilers/Raiders- Candice Wyma

3 wins and a loss

Amazing start, heading to Calgary for a tournament this weekend

Looking at AB winter games

Putting in a bid for Provincials, and winter games application to attend

Nicole Brockhoff

U18AAA Raiders had a 5-2 loss in the home opener, goalie stood on her head

U18AA went 1-2-1 at Firestarter, dominate preseason, beat Calgary and Montana in preseason

Oct 18th is season opener, Nov 8th is the Home opener

Ice Schedule- Jamie

Jamie will be working on a Spring and Summer schedule for our Spring and Summer sessions.

Safety- Nothing to report

Equipment- Dan Parsons

Nicole asked if we can sell some old OAAA jerseys to parents/fans because we have so many.
Diane said we could sell.

Team up accepts donations from associations who have old equipment.

Grant- Needs team contacts from each team.

If there are issues with the Cameras, cords etc please tell Grant so he can fix it before the next team arrives.

OILERS JUMPTRON -U18AAA Bowmark and U18AAA Raiders have hired the Oilers to run the Jumbotron.

This season these teams have sponsorships but we need to look as a board if this is something that we want to continue it costs \$400 a game

The Jumbotron was a donation it is not owned by the Oilers but the donor gave it to them as a way to use and gain revenue.

Website- Kari Meyer

Social Media is all set up for the teams

The You Tube accounts are set up for the teams that are using it.

Billet Coordinator- Melissa Deplaedt

18 billets placed,

3 commit still we will see how it works in the winter

2 familieis from social

1 family from Western Wheel

Most players are staying with teammates. 2 families have 2 athletes

Start taking billet families to celebrate the billet families through the season.

New Business

Grant- cost and length of tryouts some kids They can be 28-30 days
Can we streamline this process.

Jennifer has been talking with Mark, about the schedule and the fees.

Player commitment- all committed players will attend main camp in the fall. These cost will be built into their commitment fees.

Meeting Adjourned: 8:09pm

1st Michelle Barratt

2nd Grant Farion

Approve