



Thursday, Sept. 20, 2007

New Hope Ice Arena, Meeting Room #1

Present: Derek Olson, Greg Erickson, Diane Eliason, Lisa Rogers, Scott Sysmanski, Troy Loken, Laurie Ahrens, Joanna Rooney, Dan Longhenry, John Gautsche, Eric Marsh

Separate level meetings were held to discuss the Shared Team proposal from Armstrong: Squirt families at 7:30 p.m., PeeWees families at 8:15 p.m., and Bantam families at 9:00 p.m. Below is a review of the material covered in each session.

Shared Team Concept for the 2007-2008 season

- Shared camps (already underway).
- All players have opportunity to try out for any level, including the A level.
- Joint tryouts with evaluators from both associations.
- All kids to be placed on a team most appropriate to their skill level.
- Armstrong would host A and B1 teams and wear their uniforms.
- The B2 and C would be identified as Armstrong Cooper (AC) teams and wear those uniforms (similar to the Bantams).
- The planned teams together for 2007-2008 are:
 - Squirt A, Squirt B1, Squirt B2, Squirt C
 - Pee wee A, Pee wee B1, Pee wee B2, Pee wee C
 - Bantam A, Bantam B1, Bantam B2, and Bantam C
- Revenue sharing from pull tabs and sponsorships for both associations.
- One ice fee structure for all players, equal to that of the discounted ice fees Armstrong has in place. (This represents an approximate savings of \$100-\$150 per skater.)
- This is step 1 of a process to create a combined Armstrong-Cooper Youth Hockey Association in a subsequent year.

History

In January 2007, the Cooper Youth Hockey Board conducted a strategic planning process. Census figures and school enrollment data were analyzed. Both indicated a steady decline in youth numbers over the past decade, which is predicted to continue. Our number of players has similarly declined. The Board conducted a SWOT Analysis of the Cooper Youth Hockey Association. This is a technique for understanding an organization's strengths, weaknesses, opportunities, and threats. Despite the significant demographic and financial challenges, the Board committed to try to strengthen the Cooper Youth Hockey Association.

Registration for the 2007-08 season has now ended, and the Board considered the upcoming season at a recent Board meeting. The following challenges were discussed:

- There are currently 127 player's registered in our whole program compared to 171 last year. Though we expect additional Mite registrations for this year, our numbers continue to decline.

- 64 players registered in the Boys Travel Program versus 77 players last year, and 133 players 10 years ago.
- A decline in the number of skaters results in increased costs and volunteer commitments per family. The same ice costs and volunteer requirements are spread over fewer families.
- There is a large drop-off at the Mite to Squirt level, which we have been unable to impact.
- Our retention at the Mite level is at 65%. Year over year we lose 35% of our players due to attrition.
- The current volunteer commitment (25 hours per player) will not cover our association volunteer needs in the coming year.
- Cooper cannot field A teams and perhaps no B1 teams this year, yet we have some A and B1 players.
- Waiver requests have been made at all levels for families who feel that the level of play Cooper was intending to field was inadequate for their child. It is apparent that Cooper can no longer field teams where everyone plays at skill appropriate levels.
- We have the following numbers registered:
 - Squirts 21 skaters, 2 goalies
 - PeeWees 23 skaters, 2 goalies
 - Bantams 14 skaters, 3 goalies
- Fundraising is down as we have fewer players.
- Concession revenues declined last season and are anticipated to further decline based on tournament and high school schedules for the upcoming season.
- Several positions remain vacant on the Board – Director of Corporate Fundraising, Director of Membership Fundraising, and Director of Traveling Hockey. Some Board members are holding multiple positions.

Executive Session followed the public meeting:

MMC (Laurie): to approve the CYHA board minutes from 8/23/07 and 9/5/07.

Second: Greg

MMC (Laurie): to task Derek with revisiting with Armstrong leadership regarding the naming of the B1 team, and that it share the Cooper name.

Second: Lisa

MMC (Diane): to adjourn.

Second: Dan

Respectfully submitted,

Troy Loken

CYHA Secretary.