



## ***CHELSEA HOCKEY ASSOCIATION - BOARD OF DIRECTORS MEETING***

### ***Meeting Minutes***

***September 18, 2022***

#### ***Opening***

The regular meeting of the CHA Board was called to order at 7:11 pm on 9/15/2022 by John Vlnka.

#### ***Members***

##### **1. Present**

- John Vlnka, President and House Director
- Lonnie Scott, Vice President and MAHA D6 Representative (interim)
- Doug Neal, Director of Finance
- Heather Scott, Secretary and Website Coordinator
- Michelle Smith, Director of Communications
- Nick Vetter, ADM Coordinator
- Constance Eder, Registrar

##### **2. Absent**

- Don Wright, Director of Coaches
- Colby Parks, LTP Coordinator
- Josh Barron, House Director
- Dan Wray, Travel Director
- Andy Webster, Immediate Past President

##### **3. Open Positions**

- Apparel Coordinator
- MAHA D6 Representative
- Treasurer
- SafeSport Representative
- S.T.A.R. Representative

## ***Welcome Guests***

## ***Approval of Minutes***

August minutes will be sent for review along with the September minutes following the meeting and will approve both at next meeting.

## ***New Business***

1. Like to create a "Policies" page on website. Coaching Reimbursement, Rostering, Photos, Apparel, Logo Usage, Move Ups, ???
2. 8U League Jerseys
  - i. Jersey rack need updating ad have been previously approved.
  - ii. Lonnie has a new motion for up to \$2100 for intra-league house "team" jerseys.
    1. All in favor, no objections.
3. Teams are not following equipment rules (MAHA/CHA rule)
  - i. Mouthguards, neck guards, helmets
  - ii. Heather will connect with travel teams and Josh to communicate to House teams.
4. Chiefs Jerseys came in wrong/a bit different
  - i. Why?
    1. Lack of communication from order start
    2. Packaged for pick up
5. Coliseum Sports
  - i. New information on Bauer warm-ups. Jeff is now using a wholesale company, will get inventory items before ordering.
6. Club Excellence is under construction. ETA = 1-2 weeks
7. "Coaches Locker" padlock is now gone
  - i. Missing equipment
  - ii. Revisit with rink about new area for equipment
8. MAHA President's Meeting
  - i. Association Of The Year, growth coordinator for CHA is Colby Parks
  - ii. Coaching Clinics will refresh on Jan 1
  - iii. Discipline items, will be handled in a new approach. Jason Reynolds is the new Safesport Coordinator

## ***Open Discussion***

- Travel Director position. Removal of Board member. Nick motions to Travel Director position. Constance seconds the motion. Discussion. Motion and second withdrawn.

- Nick and Lonnie would like to schedule a CHA Board Retreat (3-4 hours)/setting the CHA Mission. Set up to do well to steward the organization for future. Increasing efficiency for the group.
- We need to schedule a CHA Membership Zoom presentation (record and send out). Nick to lead on presentation (Google Slides) and Michelle to partner to handle communication about Zoom meeting.
  - a. Monday, October 10<sup>th</sup> @ 8:30p
  - b. Submit your questions for the board in advance
  - c. All virtual, John will send out
  - d.
- Upcoming photographer needs for teams.
- Michelle is looking for feedback around the Community Fun event.
  - a. Internal for membership
  - b. External to recruit new families
  - c. Sponsor tent for those community businesses that donate to teams
- CHA is a member of the Chelsea Chamber.
- Strategic planning is a must need.
- Looking at concerning items from a new travel team.

## ***Executive Reports***

### **• President**

#### **○ OLD BUSINESS**

House Jersey orders have been submitted to Wicked Rags

Affiliate Agreement & CHA House Draft Policy were sent to MAHA

14U folded. Only 5 registered

CSB Accounts have been cleaned up. 2008 account has been closed

North End Hockey skills skates w/House teams have been scheduled

### **• Vice President**

#### **○ Nothing to report**

### **• Director of Finance**

#### **○ Few lingering items.**

- 2013 still have not paid their September ice bill, that was due August 20<sup>th</sup>. October bill due in 2 days. Schedule a meeting.

#### **○ New to have a late fee written into contract with Arctic Coliseum.**

#### **○ CHA registration fees outstanding.**

#### **○ Look into Registration fee payment options in the future.**

- **Director of Coaches**

- 1) We had a coaches meeting on Monday August 29th. The main focus was on how to run a great practice.
- Moving forward we will do another coaches meeting in October.
- 2) I have also reached out to Brad Johnson who heads Michigan's ADM goaltender instructors. We are working on a date to do a goalie training session for our coaches.
- This is to help our Head coaches and assistants. Goalie coaches can attend but it's to focus on our Head coaches and how to better work with their goaltenders and making sure practices have a goaltending focus just like we do for Forwards & Defenseman
- 3) I had Constance send me the list of our coaches and when their clinics expire. Which coaches need their clinics before Dec 31st this year.
- 4) All Head coaches were emailed letting them know as well as what assistants need clinics. The coaching education program sent out 3 documents clarifying the new guidelines.
  - a) Coaching guidelines for 2022-2023 - What a coach needs to coach a team, which included a map of what clinics are needed each year as a coach keeps coaching
  - b) Avoiding the coaching cliff
  - c) Coaches checklist
- Heather is updating them on the website

## ***Reports***

- **House Director**

- No report submitted

- **D6 Representative**

- MAHA met and held their leadership institute. I will have details about district locations soon and teams need to register their intent to enter districts.

- **Registrar**

- All travel teams are approved but a few coaches still need to get some credentials completed.
- House teams are not submitted yet, there are significant deficits on each team. Some are close...

- **Secretary**

- Will clean up reports and get current.

- **Website Coordinator**

- Made updates to coaches section
- Will post approved minutes

- **Director of Community Relations**

- We kicked off the 1st Annual CHA Community Day Event and for our first year I would say it was a great success. Several lessons learned and looking forward to have 12 mths to plan the next one.

- 

- **Outcome:**

- Budget: \$3000
- Actuals: \$2664.34

- 

- 50/50: \$275 (net \$137.50)

- Raffles: \$128.12 (should be more but looks like paypal is taking a service fee)

- 

- **Attendees:**

- Adults: 52
- Kids: 87
- Total: 139

- 

- 

- **Facebook page:**

- With just the couple postings we did on the event we increased our FB page reach by 297%
- 343 page visits which is up by 172%
- 9 new likes which is up by 12%

- 

- **Feedback from registration page:**

- Are you interested in learning more about youth hockey: 17 families
- Are you interested in learning more about Adult hockey: 11 families
- Are you interested in learning more about CHA events: 36 families

- Are you interested in learning more about the CHA board: 7 families

Jennifer Horvath
Jenni Davis
Lisa Neal
Brandi Rutkowski
Layla Jongkind
Jennifer Sell
Brandon perez

○

○ **I am looking for a few things:**

○

- - Ideas and feedback from all that attended

- - If anyone has heard any feedback from their teams or others that have attended I would to hear it

○

○

○

○ **Few key takeaways and things to think about for next year:**

○

- - Need to figure out how to get more volunteers

- (Sounds like the U8's are willing to lean in)

- - Need to secure a crossing guard for safety next year

- - Both Chelsea fire and police are happy to lean in again

- - We received so many compliments on the food trucks. This was a great way to keep people cool, feed our volunteers, along with attracting and retaining families for a longer length of time (Need to understand if we keep them by the inflatables off the Arctic property if we can have them attend next year)

- - Need to secure a volunteer for signage and balloons

- - Need to market at least 30 days in advance

- - Should we think about coordinating with an event at the Arctic where teams are required to come?

- - In order to potentially secure the UofM hockey team or NHL celebrities we need to bump up our timing on the event

- - The silent auction was too pricey- how do we want to alter this?

- - We need to source more donations for the raffles

- (Sounds like Bauer, The Valiant, maybe the UofM hockey team will lean in here next year)

- - We had about 139 participants. Need to think about how we increase this to 500 for a goal for our 2nd year
- - Seems others are looking to do a similar event. Need to think through how to separate ourselves
- - Need to make sure we purchase water and Gatorades in advance for volunteers and have a cooler on hand

- **ADM Coordinator**

- we are looking at conducting the next CHA Coaches Meeting on 10/14. A save the date will go out this week.
- Topics will include: Follow-Up to Practice Planning, Coaching Goalies, and working with the Skills Coaches.

- **Travel Director**

- No Report Submitted

- **LTP Coordinator**

- No Report Submitted

- **Apparel Coordinator**

- *Open position, no report.*

- **Treasurer**

- *Open position, no report.*

- **SafeSport Representative**

- *Open position, no report.*

## ***ITEMS FOR NEXT MEETING***

1. SOP document

## ***ANNOUNCEMENTS***

October 10 – CHA Membership Zoom Meeting  
 October 12 – October Reports due to Secretary  
 October 16 – CHA Board Meeting

## ***ADJOURNMENT***

Meeting was adjourned at 9:31pm; motion to adjourn by John, Heather second, zero objections.

The All CHA Membership meeting will be at 8:30pm on October 10th, via Zoom. The next general board meeting will be at 7pm on October 16th, at the Arctic Breakaway. \*\*Reports are required to be sent to the Secretary the Wednesday before.\*\*

Minutes submitted by: Heather Scott