



SAGINAW BAY ICE ARENA

Home of the Greater Saginaw Amateur Hockey Association

6129 Bay Rd Saginaw, MI 48604 (989) 799-8950 www.saginawbayicearena.com

GSAHA Board of Directors Monthly Meeting Date 7/2/24

Members Present: Jim Bailey, Jamie Furbush, Matt Lockwood, Megan Kuhn, Dana Causley and Elizabeth LaPouttre

Members Absent: Kyle Smith, Trisha Gray, and Kim Richter

Others Present: Kenny Benson

Meeting called to order at 7:37 p.m.

President's Report (Furbush):

- Jamie updated the Board on doing a review of the bylaws for the organization. Our bylaws are quite old and out-of-date. They are working to do an update and will have a final draft to the Board in the coming weeks.
- Jamie reviewed the partnership agreement with Ice Time.
- Jamie has been investigating a partnership with Hockey Think Tank. The organization supports local associations on how to best develop players, coaches, Board members, and parents on the game of hockey. They currently work with 11 different associations throughout the United States and Canada.
- Jamie gave the Board an update on the Memorial Cup events. The Ball Hockey tournament was a lot of fun and a positive experience for the kids that participated. The skills sessions at the rink were a huge success. We had over 150 skaters participate. The Saginaw Spirit players helped with the sessions.

Secretary's Report (Bailey):

- Jim submitted electronically the May Minutes to all Board members to be approved digitally. The Minutes were approved by Elizabeth. Seconded by Matt. Motion carried.
- Jim will send the PDFs of the Minutes to Kenny to post on the SBIA website.

Treasurer's Report (Smith):

- No report

Arena Manager/Program Report (Benson):

- The rink will likely make money staying open because they were able to sell more ice rentals than budgeted.
- Bantam and Midget travel is able to start on August 1st this year. Kenny has reserved some ice for their tryouts.
- Matt makes a motion to support Kenny's proposal for rates for bantam and midgets and the ice rental prices. Elizabeth seconded. Motion passed.
- We are searching for team sponsors. Jamie proposes moving the hockey jerseys to Saginaw Hockey instead of team sponsorship on the crest. The group had a lengthy discussion and agreed to table a decision for a future meeting.

Referee Report (Smith):

- No report

House Liaison (Bailey):

- No report

Travel Liaison (Bamberger):

- No report

Coaching Director (Furbush):

- No report

Marketing Director (Lapoutre):

- [marketing report 7/2](#)
- Elizabeth talks about the difference between reach and engagement. Profile visits were up over 25%.
- The Memorial Cup flier was our highest post for engagement. The video for the Memorial Cup had over 233 reactions and over 50 comments.
- Jamie shares one piece of feedback to follow all hockey related people to boost our visibility on Instagram.
- Elizabeth is planning to do some theme weeks throughout the hockey season.
- Elizabeth did some research on the number of followers on Facebook compared to some of the other rinks in the area. SBIA ranks second in followers.

Safe Sport Director (Causley):

- No Report

Fundraising Report (Kuhn):

- Kenny updates the Board on how the golf outing benefits the association and how it is structured. It is a big fundraiser for the association. Kenny is looking for someone to take the lead on organizing the event. Megan expressed interest in helping with the golf outing.
- The golf outing is Friday, September 13, 2024 at Swan Valley Golf Course.

Discipline Report (Lockwood):

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Old Business:

New Business:

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Meeting adjourned