



GYHA BOARD OF DIRECTORS AGENDA

Board Members: Amy Glebov, Don Johnson, Nick Lane, Nick Mangili, Katy King, Sarah Vanderpool, Michael Gerringer, Erica Palmer Bowyer

Guests: Elena

Absent: Michael

November 15, 2023

Old Business

Per October Meeting Minutes:

- Comment box for program feedback update (Don)
 - *The old box the lock doesn't work, Don is going to purchase one from a big box store*
- Heavy duty orange cones for programs (Don)
 - *Don has ordered they should be here soon, ordered 24 cones*
- Ball Hockey (Greensboro Sportsplex Parks & Rec Availability / Carolina Thunderbirds ball hockey future events / Shane Willis ball hockey information / potentially host prior to Feb 24th THFF and look into summer programming) (Nick M)
 - *Roller hockey is starting back up at the Greensboro Sportsplex on 16th St, will work on contacting the sportsplex to set up a time for a ball hockey session prior to THFF event in February*
 - *Also reach out to Hurricanes regarding NHL Street program and if they are willing to host or participate in events in Greensboro*
- THFF participation (45 players registered, 30 participated with 5 walk-ins / 9 new players signed up for LTP)
 - *Hopefully some folks sign up for Winter II session - need to make sure we resend the link to folks who participated and have not redeemed their free LTP session*
- Monthly / Weekly organization newsletter (Don)
 - *First one was sent out, this can have all the registration information, encourage friend referrals*

New Business

- USA Hockey Neck Guard Policy
 - *USA hockey is reconsidering policy around neck guard policy - they are highly recommended*
 - *As an organization we are not mandating that 8U/6U players wear neck guards until implemented by USA Hockey*

- *Possibly consider cut protection clothing - shirts with neck and wrist protection, socks*
- *GYHA Marketing (Critical for creating “brand” awareness, drive profit and growth, and keep members engaged)*
- *Facebook paid advertising for Learn to Play implemented October 24th (Followers and likes have increased on our platform)*
- *Increase social media advertising (frequently promote Learn to Play, increasing the advertisements in the weeks leading up to program registration. Consider hiring a social media specialist (WSYHA pays \$1,000 annually) Specialist would create and share engaging content for GYHA social media platforms to increase our online presence, and develop digital marketing strategies to promote and raise awareness of our programs)*

Financials

- *Investment policy statement (For continued discussion - risk assessment for non-profit investment - blue chip stock)*
 - *This will be discussed at our December board meeting*

Programs

Learn to Play

- *Winter 1 session (43 players registered at this time. There has been a decline in numbers since the summer, despite advertising being the highest since the Spring of 2022)*
- *First time participant free session incentive (Offering a one time free session to kids that have never participated in our Learn to Play program creates a low-risk introduction to hockey while demonstrating the value our program offers. This encourages growth in the organization and creates an incentive for new player participation. If implemented, the Board of Directors can reevaluate the decision at a proposed future time to determine effectivity. While some kids might not continue with the program after their free session, this creates an opportunity to increase friend referrals and grow the program)*
 - *First session of LTP will be free for folks, possible phrasing, “If you are a first time participant, please email gyhastarsinfo@gmail.com and we can share a discount code for a free first session”*
 - *How are we reaching out to kids at public skates and in the community to bring them into the program. Passing out ¼ page flyers to the schools, churches, stores, scouts (skating badge they could earn), advertising LTP program*
 - *PTA for school associations might be the way to go in order to get the information plugged into school PTA newsletters*
 - *Elena will work on a flyer advertising LTP program to be distributed*
- *Coaches kids participate for free (Additional “difference maker” the WSYHA implements for consideration in our organization)*
 - *Table this conversation for another time*

- Former participants emailed (*In hopes of increasing participation an email was sent out on October 20th to former Learn to Play participants, advertising the Winter 1 session, THFF, and encouraging friend referrals*)
- Coach suggestion - prior to a THFF event we can consider emailing the parents and invite them to observe a LTP session.
 - *Don will email families that have registered for TTHF regarding upcoming Mites and LTP sessions where they can check out what the program is like*

Mites / Lady Stars

- Parade December 3rd (*Registration open through November 17th*)
 - *We are going to skip this event this year*

Session Adjourned

Adjourned 6:45 PM