

## **Cache Valley Amateur Hockey Association**

Minutes for September 5, 2017

**Present:** Lee Black, Patty Bigelow, Amanda Robinson, Mandy Saunders, Amy Bushman, Bo Pan, JT Ford, Erik Akins, Misti Moore, Keven Bailey, Michelle Bailey, Nichole Hall, Brady Newswander

### **#1 Minutes**

After review minutes stand approved.

### **#2 Treasurer report**

Keven has worked up a proposed budget for the 2017-2018 year. Estimated income (from 8U,10U,12U,14U registration fees, equipment rentals, and apparel revenue) is \$39,750.00 Estimated expenses (ice time, officiating (WIOHA), tournaments, fundraising, PR/Merchandise, CPA, and end of year social) is \$39,400.00, which leaves a net revenue of \$350.00. We have \$4,300.00 in the checking account at this time. The insurance and business license were renewed.

### **#3 Coaching Clinics**

Last year we had a level 1 coaching clinic held at the EIC, this year we would like to try to get a level 2 coaching clinic up here. The coaching director will work on this.

### **#4 Mite tournament**

JT and Amy have decided on Dec. 9 for the date of the tournament. Patty will give JT contact info to invite other teams, and she will submit an application to host the tournament.

JT's ideas are:

Who: Mite 3's only

Fee: \$350.00

Offering online registration

Raffle basket

Awards: Banners for first and second place

### **#5 Website:**

Bo is concerned about personalization – when you type in cachehockey.com it takes you to Utahhockey. It was discussed that he could personalize the page a bit more, but needs to talk to Brian (the state's webmaster) to learn how to do that. We also discussed possibly keeping our own page at cachehockey and then having the link that takes you to Utah hockey/sports engine.

## **#6 Schedule**

The calendar button on the sports engine site doesn't work, you have to scroll all the way to the bottom. Amy is working to get this resolved. The scheduling meeting is Sept. 30<sup>th</sup> and Amy will attend.

## **#7 Little Caesar's fundraiser**

Amanda will have the forms here by the first practice. Orders need to be turned in by Oct. 20<sup>th</sup>.

## **#8 Marketing plan**

All bullet points under nurturing (at \$0 cost to the club) were approved.

Under prospecting: Referrals – It was suggested that there be \$50.00 off of a referring skaters fees. Erik suggested possibly giving out a game (for Xbox, Wii, whatever the kids play) instead of the discount, as this would entice the kids more to refer their friends. Decision tabled for next meeting.

## **#9 Goalies**

Because of the number of interested people in the reduced fees for goalies, and the very tight budget this year, we will not be offering free or reduced fees for goalies. Goalie gear is provided for rent free of charge, and we will look at trying to get extra training/coaching for goalies.

Next meeting will be Tuesday, October 3, 2017 at 7pm at the EIC.