



**CFYHA General Membership Meeting
Meeting Minutes**

September 11, 2021

I. CALL TO ORDER

Chris Boss called to order the General Membership Meeting of the Cape Fear Youth Hockey Association with a moment of remembrance for 9/11 at 11:05 am on 09/11/2021 virtually through Google Meet

II. ROLL CALL

President Chris Boss conducted a roll call. The following board members were present: Vice President Shanelle Harris, Travel Hockey Coordinator Jason Burgess, Treasurer Amanda Bertsch, (introduced, arrived later) Recreational Hockey Coordinator Jasen Rintala, introduced newly elected Secretary Morgan Koskinen

III. POINTS OF DISCUSSION

- a) Currently a rebuilding year, 5/6 board positions are newly elected
- b) Registration has dropped significantly from previous years
- c) Board's goal for this year is to build up the association
 - i) Increased marketing
 - (1) New partnership with Fayetteville Marksmen to include an advertisement following CFYHA scrimmages at select games (dates listed below) with a display booth at the game entrance
 - (2) Marketing booths at other local events
 - ii) CFYHA newsletter
 - (1) Intended to increase communication with current members to include important future dates (listed below)

iii) Financial matters

- (1) CAHA (Carolina Amateur Hockey Association) grants for THFF (Try Hockey for Free)
- (2) Equipment loan program
- (3) Increased fundraising opportunities

iv) Volunteers

- (1) Need volunteers for scorekeepers, locker room oversight, team managers

IV. UPCOMING DATES

a) Marksmen Game dates.

- i) 11/07/21 @ 3:00 pm
- ii) 11/20/21 @ 6:00 pm
- iii) 12/05/21 @ 3:00 pm
- iv) 01/08/22 @ 6:00 pm

b) Next General Membership Meeting 03/12/22 @ 11:30 am, location TBD

- i) Conduct review of 2021/2022 season
- ii) Hold general elections for President and newly appointed positions
- iii) Answer questions regarding Spring Hockey and Summer Camp

c) Spring Hockey will begin 03/28/22

d) Summer Camp 07/18/22 – 07/22/22

V. BOARD OF DIRECTORS TALKING POINTS

a) President

i) Marksmen partnership

- (1) The purpose of this partnership is to increase marketing in an effort to grow the Cape Fear Hockey brand in the Carolinas and ensure the players enjoy their time as warriors

- (a) Scrimmaging players and coaches get into the game for free and are able to sell 30-50 blue line tickets per game for \$15 (normal ticket price \$23 - \$25)
- (b) Players play a 3-minute scrimmage which is followed by a 30-second advertisement about the association
- (c) Allows us to use the Marksmen logo and allows them to use our logo on their social media and website. On average 30k fans visit the Marksmen website per month

b) Vice President

i) Equipment loan and exchange program

- (1) This program allows the association to outfit new players, provides an exchange program for players to trade-in equipment as they grow, and also accepts donations of gently used equipment. This helps keep costs lower for players and families.

ii) Volunteers

- (1) Volunteers needed: team managers, locker room monitors, scorekeeping, clock running, penalty box, and travel team assistants. For more information go to [Cape Fear Youth Hockey Association](http://CapeFearYouthHockeyAssociation.com) and click on the *Coaches and Parents* tab and select *Volunteer* on the drop-down menu. Follow the links for USA Hockey SafeSport Training, CAHA background check, and the USA Hockey Application. Once you have completed all three requirements, email certificates to the registrar at registrar@capefearhockey.com. If you have any questions reach out to Val Detweiler, Shanelle Harris, or the applicable coach

c) Travel Hockey Coordinator

i) Game start dates

- (1) The first game will start the third week of October, the first CHL game is scheduled for 10/23/21

ii) Potential tournaments

- (1) This year we would like to offer one or two tournament teams to bring players from other organizations to come play with Cape Fear and

learn more about our organization in hopes they may want to try out for our team in the future. We are looking to grow both 12U and 14U tournament teams from local and surrounding areas

d) Treasurer

i) Gave thanks to board members for getting the season started and mentioned the success of the 2021 Summer Camp and thanked all those involved

ii) Financial standings

(1) Displayed written financial report that included estimated budget and cost figures; explained the association's two funding sources

a. Registration dues: goes to ice fees, game time, referees, parties, snacks for jamborees, and coach reimbursement

b. Fundraising, Amazon Smile, Credit Card Cash Back: grants, scholarships

2. Looking to add a scholarship to honor and remember Damien Waters who passed away last year

3. This will bring us to a total of 7 scholarships

4. Possible Chick-fil-A fundraising nights

iii) If members have any questions about the association's finances, please reach out to Amanda

e) Registrar

i) Volunteer training

(1) This is Val's 5th season as registrar. She is very familiar with rink operations and is willing to train volunteers who are interested in game day volunteer opportunities

ii) Registration numbers

(1) This year we are down two travel teams but have seen growth in our house league programs. YTD registration is at 80, compared to 96 players last year across all teams

- (2) House teams will continue to take new registrations throughout the season, this allows the association to accommodate kids who are new to the area and learn to play kids who are ready for the next level of play

- iii) Summer Camp 2022

- (1) Planning for next year's Summer Camp will begin next month. We are hoping to put together a committee this year. If you are interested in volunteering for the committee, please reach out to Val

- f) Recreational Hockey Coordinator

- i) Game start dates

- (1) 8U Rec games start in 3 weeks

- (2) 10U/12U/14U Rec games start in 4 weeks. Currently working on scheduling

- ii) Motivated about growing the Rec Program with Coach Bruce

VI. OPEN DISCUSSION/QUESTIONS

- a) Chris Boss: There was an e-mail about the partnership with the Marksmen and how we can take this partnership forward with camps, workshops, and skills nights. We are looking to pursue all of those opportunities, but we are in the early stages of this partnership. We are hoping Marksmen coaches and players might be able to come by some practices. We are also hoping their mascot, Marky may be available to attend the THFF events on 11/06/21 and 03/05/22. However, nothing is finalized at this time, but talks are continuing
- b) Ashely Trujillo (Scheduler): Has received some concerns about late practices and back-to-back practices. We have to schedule practices based on ice time available and unfortunately, there is not a lot of wiggle room
- c) Julia Borja: Inquired about fundraising for warm-ups, jerseys, travel expenses, and costs that come up during the travel season

Amanda Bertsch: Teams can have separate fundraisers. Last year one team collected nickel jars which equaled about \$200 per jar. The association is looking for a fundraising committee, generally, the Treasurer would chair this committee.

Standing up this committee requires volunteers. Amanda will send out an e-mail to association members about interest in this type of committee

Jason Burgess: Is in preliminary talks with some companies about potential sponsorships to include a patch uniform jerseys or spot on the website

- d) Shanelle: If anyone has any additional questions or concerns, please reach out. We want to be transparent and we want member feedback and input. We may not know the answer but will find answers for you
- e) Jason Burgess: Please reach out with any questions you have. During this rebuild, we hope to grow the organization to the best it has been
- f) Jasen Rintala: We need additional coaches for 8U. We are looking for parents who are willing and able, not ability-based. We look forward to a fun season
- g) Chris Boss: All teams are looking for any willing and able volunteers to help with coaching
- h) Val Detweiler: We are a 100% volunteer organization aimed at growing hockey in the area. Any time donated is appreciated. Please be patient with board members as everyone is volunteering their times
- i) Chris Boss: Feel free to reach out to any board members in private. All members are open to concerns or comments. Thanked all for attendance

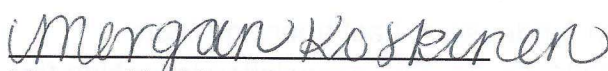
VII. ADJOURNMENT


Chris Boss adjourned the meeting at 11:49 am

Adopted by the Board in the meeting

Respectfully submitted by:

of 20 OCT 2021
(date of meeting)


Morgan Koskinen
Secretary


Christopher Boss
President