



**CFYHA Board of Directors Meeting
Meeting Minutes**

November 17, 2021

I. CALL TO ORDER

Chris Boss called to order a Board of Directors Meeting of the Cape Fear Youth Hockey Association at 7:08 pm on 11/17/2021 at the Cleland Ice Rink.

II. ATTENDEES

The following board members were present: President Chris Boss, Vice President Shanelle Harris, Secretary Morgan Koskinen, Travel Hockey Coordinator Jason Burgess, Recreational Hockey Coordinator Jasen Rintala, Registrar Val Detweiler, Scheduler Ashley Trujillo, and Marketing Advisor Katie Burgess.

III. APPROVAL OF PREVIOUS MINUTES

Chris Boss distributed the minutes of November 3, 2021. The minutes were approved as distributed and signed.

IV. AGENDA ITEMS

a) Honoring Rob Fees

- i) Board approved statement written by Val Detweiler to be sent to the general membership.
- ii) Board discussed forming a Rob Fees Memorial Scholarship Award. Potentially a coach-nominated scholarship of \$500 to a player who embodies Cape Fear Spirit.
- iii) Val Detweiler proposed naming locker rooms at Cleland after Damien Walters and Rob Fees. This proposal would need to be brought to AJ Guimont.

b) Holiday party

- i) 12/17/2021 from 5:00 - 9:00 pm at Cleland Ice Rink.

- ii) Marky will come 6:00 - 7:00 pm
- c) Try Hockey For Free AAR
 - i) 35 kids attended. Morgan Koskinen will send a list of attendees to Val Detweiler so we can determine how many kids signed up for programs after THFF.
 - ii) Look into future advertisement options on Fort Bragg for the spring THFF event.
 - iii) Try to schedule a Learn to Play session after THFF in the spring; possibly start a session on 03/26/2022. Will revisit scheduling specifics at the next meeting.
- d) Marksmen AAR
 - i) Vendor booth
 - (1) Not cost-effective to do giveaways. The marketing team wants to keep it to candy, flyers, and magnet cards.
 - (2) Add #capefearhockey to photo OP and encourage people to tag CFYHA in photos.
 - (3) Need two volunteers at the booth during intermission.
- e) Marketing
 - i) Katie Burgess created a new Instagram account for CFYHA and will start pushing out marketing.
 - ii) Katie Burgess will remain admin on social media and will give editor permissions and guidance to team managers to post team happenings.
- f) Marksmen contract
 - i) Marksmen will add CFYHA as a corporate sponsor to their website and announce CFYHA as a corporate partner.
 - ii) Once Marksmen are welcomed back in schools for pep rallies they will reach out to the CFYHA board to ask for a representative to attend rallies with them.
 - iii) Val Detweiler suggested for next year's contract to have the Marksmen marking tag CFYHA on their social media on days when CFYHA is skating during intermission.
- g) Uniforms
 - i) Shanelle Harris will be the new POC for all additional jersey orders this year.

- ii) Can warm-ups be acquired for parent coaches?
 - (1) Is this in the budget for CFYHA to pay for warm-ups or does the expense need to be passed on to the parent coach? Morgan Koskinen will reach out to Amanda Bertsch and inform the Board of guidance from the Treasurer.
- h) Scheduling
 - i) Association schedule over the holidays:
 - (1) No practices the week of Thanksgiving
 - (2) Holiday break from 12/20/2021 - 01/01/2022
 - (3) Skills night dates will be updated to reflect breaks
 - ii) 8U schedule
 - (1) Jasen Rintala will include Ashley Trujillo in e-mails regarding scheduling changes so she can make updates to Sports Engine.
 - iii) BoD's meeting schedule over the holidays is as follows:
 - (1) 12/01/2021 (*note: meeting changed to 12/08/2021, see attachment*)
 - (2) 01/05/2022
 - iv) Spring hockey
 - (1) Tentatively 03/28/2022 - 05/19/2022
 - (2) Ashley Trujillo will send a survey to the membership requesting feedback on spring hockey logistics.
 - (3) Revisit coaching staff at the next meeting.
- i) Photography
 - i) Rec pictures to be scheduled for 12/01/2021 from 6:00 - 8:15 pm.
 - ii) Katie Burgess will send out team photography schedules and day-of logistics.
 - iii) If present, parents will choose 1 of 5 poses and escort the player on the ice. If a parent is not present with their child while their child is having their picture taken on the ice they will not be able to approve the photo.

V. NEW BUSINESS

- a) Refereeing
 - i) Brenden Shean is not affiliated with Triangle Officials booking company. He needs to be paid separately. Morgan Koskinen will inform Amanda Bertsch.
- b) Goalie Clinic
 - i) Jason Burgess will arrange for the new goalie coach to host goalie clinics at some Monday night skills sessions.

VI. ADJOURNMENT

Chris Boss adjourned the meeting at 8:21 pm.

Adopted by the Board in the meeting

Respectfully submitted by:

of 08 Dec 2021
(date of meeting)

Morgan Koskinen

Morgan Koskinen
Secretary



Christopher Boss
President