



## CFYHA General Membership Meeting

### Meeting Minutes

March 18, 2023

- I. Called to Order
  - Aaron Stubenvoll called to order the Spring General Membership meeting of the Cape Fear Youth Hockey Association at 10:00 am at Cleland Ice Rink.
- II. Attendees
  - The following board members were present: President Aaron Stubenvoll, Secretary Kelly O'Connell, Treasurer Lisa DiRusso, RHD Tim Wood, Registrar Morgan Koskinen.
- III. Approval of Previous Minutes
  - Aaron asked if there were any questions on the previous minutes. No questions. Minutes were approved.
- IV. Agenda
  - Aaron introduced himself, the board, and coaches. Discussed the turnover we have due to PCS'ing and thanked the outgoing board members for all their help over the last year.
  - Aaron put in for over \$30,000 in CAHA grants and was only approved for about \$4,000. With those grants we were able to have 2 THFF events, purchase 6 top-of-the-line goalie helmets in various sizes, get awards for Honor the Game winners, and will be able to host a girl's showcase this summer (4 hours). He was also able to get gear donated from the United Heroes League.
  - In the two Try Hockey For Free events we had around 100 participants total.
  - Registration numbers for the 2022-23 season: 79 total for all four learn to play sessions, 8U Rec had 33 players, 8U Dev had 23 players, Recreational had 35 players, and Travel had 33 players.
  - 10U Travel won the JAX Winter Escape Tournament.
  - 12U Travel were Jax Winter Escape Finalists and won the CHL Tournament.
  - We are hoping to add a 16U Travel or tournament team to our programs next year.

- Candice sent in a nice write-up on what marketing was able to accomplish this season, will attach to minutes.
- Aaron mentioned the CAHA Festival in Charlotte next weekend as well as the Zoom 2<sup>nd</sup> goal workshop parent meeting.
- USA Hockey opens registrations for the 23-24 season on April 3<sup>rd</sup>.
- Spring Hockey starts April 11<sup>th</sup>. 8 weeks for \$300
- Summer Camp will be July 17<sup>th</sup> to 21<sup>st</sup> and cost \$350.
- The 23-24 season will start September 4<sup>th</sup> and run to March 10<sup>th</sup>.
- Aaron announced Jason Rintala as the new VP, Lisa DiRusso as Treasurer, Tim Wood as the RHD, and Jason Burgess as the THD.
- The new board will make appointments at the next board meeting.
- The Bylaws changes were voted on by membership. All three changes passed. Votes were confirmed by Brian O'Connell and Tanya Tanguay.
- Check our bulletin board by the front door of Cleland to see all the 22-23 Honor the Game winners.

V. Adjournment

Aaron adjourned the meeting at 11:32 am.

Respectfully submitted by:

Adopted by the board in meeting.

Of \_\_\_\_\_

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Kelly O'Connell  
Secretary

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Aaron Stubenvoll  
President

MARKETING UPDATE: END OF YEAR MEETING  
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“Marketing is no longer about the stuff that you make, but about the stories you tell.”  
— Seth Godin

A good marketing and branding plan is like planting a seed; it needs light, water, and time to grow. This year, Cape Fear Youth Hockey did a lot of planting. The watering and the sunshine come from all of us, as we are non-profit *completely run by volunteers*. We have a great story to tell, because it's a story about the love of hockey and showing kids – of all types and ages – how to play, how to learn sportsmanship, how to compete in the right way, and how to grow as people.

This year, we reached out to our community in several ways.

We have a high ratio of military kids, so we communicated our information via two main ways:

- 1) ***The Community Information Exchange***. This is a post-wide monthly meeting that gives updates from all major departments on Fort Bragg to all units who reside on post. Information from this meeting goes out to families on pages like ParaGlide and is disseminated through family-related channels. The largest U.S. military installation in terms of population, Fort Bragg has approximately 53,700 troops and another 14,000 civilians work on the post – so the outreach here is helpful and should continue.
- 2) ***The 82<sup>nd</sup> Airborne*** assisted us in getting our individual programs out to all SFRG (soldier family readiness groups) leaders/ groups. They included our information in their monthly local happening alerts and for some programs, sent them out as its own message to all SFRGs within the division.
- 3) ***Cleland Rink***: Advertising at Cleland Rink is an easy way to reach people interested in hockey or just skating in general. We will continue to have our brochures and advertising in place in the future. Hanging new championship banners also help with the advertising!
- 4) We did not place ads with MWR (morale, wellness, and recreation) this year as the costs were high. With the rise in ice costs, we saved funds for that, but in the future, it is something we should consider. Instead, we put our efforts into the free advertising we received via post.

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Beyond Fort Bragg, we invested time and energy this season into increasing local awareness of our program. Having a strong local base is the key to continuity of our programs, given the transient nature of the military. We did so in a few ways:

***Cumberland County Parks and Recreation***: We further developed our relationship with our local partner, advertising our programs into the backpack of *every child* who participated in their after-school programs. We also provided flyers to all their community centers for each of our

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offerings (e.g., Try Hockey for Free, Learn to Play), so that all who entered could see what was happening on the ice. We are working with ways we can do more with them in their summer programs, to include ball hockey or just sessions during camp when volunteers go out to show kids hockey. We will need volunteers for this (coaches and players), so be on the lookout for a call for help. It should be a fun way to engage kids of multiple ages!

***Community Festivals:***

**Dogwood Festival:** This year, we participated in the Dogwood Festival downtown. Due to the interactive nature of our booth (kids could shoot at the goal and win a prize), it was POPULAR. Surprisingly, many of the parents who passed by us were not aware that we a local hockey team. Our players (in their jerseys), coaches and parents came out to volunteer. We'd like to continue to do events like this in the future. The timing of the Fall festival is good in that it falls close to the national "Try Hockey for Free" date.

**Elementary School Fall Fairs:** We also participated in Benhaven Elementary School's fall festival. Kids had a chance to practice shooting at a goal and parents had a chance to ask questions. If your school hosts fairs like this, let us know. This is a great way to spread awareness and get your child involved in the process.

***Marksman Games:*** As in previous years, our players had a chance to play during the period of some of the Marksman games. It is a great experience for the kids, as they get to welcome the players on the ice in the tunnel, physically get on the ice, and watch the game from a great spot in the 1<sup>st</sup> period. We set up a table during the games and handed out marketing swag, as well.

***Community Volunteering/Support:*** Our food drive over the holidays raised food for the Armed Service YMCA and the Manna's Dream Center. The ASYMCA helps soldiers who struggle with food insecurities (rank E5 and below), and we raised enough provide 45 meals for them! The toiletries and food brought into Manna helps to feed the homeless population and families in Cumberland County who also struggle with food insecurity. They were very thankful and appreciative of all your generosity!

*\*While this wasn't intended as marketing, it did help us get involved in the community.*

***CAHA/ Honor the Game:*** Cape Fear consistently had nominees and winners for CAHA's Honor the Game this season. While this is just good sportsmanship – it's also good advertising for the program with the Carolina Amateur Hockey Association. We were also active with February's "Hockey for All" month, highlighting various players across the travel and rec teams. CAHA shared/commented/liked all our posts that month, which also helps to show we are a program committed to growing the game for everyone.

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***General Marketing***

Research shows that people start to remember a logo/ brand after seeing it approximately three times. To ensure brand consistency, we created marketing and branding style guides – including

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press templates and color breakdowns for printing or using the logo. This just makes reproduction of the logo easier and more available to anyone who would like to use it.

***Website:***

To help with communicating our brand, [Cape Fear updated its website](#). The new web format is consistent with current web trends and all content was written to meet industry standards for readability when scanning. Since people look for information in different ways, we attempted to accommodate people by placing content in multiple locations for ease of reading. We hope you found it easier to navigate.

***Social Media:***

We posted updates, successes, and advertised via Facebook and Instagram. We also added a Cape Fear Youth Hockey YouTube station. So that videos or promotional videos aren't lost in the future, they now have a "home" where they can reside. If you have videos, tag us!

***Sponsors/Donations:***

We also set up systems for donations and sponsorships to take place. We can now accept payments via check, Square, PayPal, and Zelle. This is one area where the watering we talked about up front is important and where you can help! Hockey is expensive and our goal is to lower the costs, which is a relevant barrier to entry in the sport.

If the business you run, work for, are friends with, or are familiar with is interested in increasing their outreach (REMEMBER, 57,000 people work on post!), they can sponsor a youth hockey team. There are varying tiers of sponsorship, and it can start as small as a "thank you" on our website to us thanking them publicly at games (which increases their exposure to visiting teams).

***Marketing & Fundraising Committee:***

We had a marketing and fundraising committee this year and their input was helpful as we moved forward in thoughtful ways. If you are creative or just have opinions on what you think will work or not work – we want to hear from you! The committee requires minimal work and is more a place to capture and brainstorm ideas.

***Marketing Swag:***

We increased the amount of marketing materials people could purchase this year, working with a local Veteran owned vendor named "Attention Ink" and other flag/cup/apparel vendors. If you want to create your own swag, Yellow Cray downtown also has our logo on file. If you'd like to use another vendor, contact us. We'll send them a high-resolution logo.

Many hands make light work – and we welcome your help and your ideas. We also would like to thank everyone who helped this year – you are appreciated!