

CHA BoD Meeting #5: 11/3/15, 8pm – 10pm

Location: Chelmsford Forum, Function Room

Attendees: Shawn Crowley, Brad Marmo, Steve McMillan, Joe Caruso, Mike Boucher, Zach Maybury, Cody Hoffman, Bill Hogan

## Meeting Minutes

### **I. Open Floor for CHA Members (Started at 8:15pm)**

No public/CHA members in attendance for open floor.

### **II. Business Update – Shawn Crowley:**

Business Update:

“Nothing new to report”

ADM boards up and installed

Need to put on website stuff related to ADM boards success

**Action item: Crowley write thank you to fleet wing**

Clinic Update:

Light on enrollment

Learn to skate numbers are good

Learn to play numbers are weak

scheduling in-house games

Nicole Demopie:

possibility of 13-17 no-check hockey

how/if to fit into product offering?

### **III. Cross Ice Boards / Product Dev – Bill Hogan:**

Cross Ice Boards:

Can't count on Refs/Scorekeepers to do anything

Families/Coaches confused on “Which sheet is which?”

Families/Coaches confused on “Which locker room is which?”

Presented lessons learned from first few games

Product Dev:

Evaluation of our other programs needed

Evaluation of “Why have players gone to other programs?” needed

Explore possibility of “Elite” offering

Elicit help from other/outside sources

Explore how to get players to come back

### **IV. Evaluation Process – Zach Maybury:**

Tryout initiative updates

Beginning to formulate new tryout process

**Action Item: Maybury get in touch with other programs for the possibility of shared evaluators**

**Action Item: Maybury pick level leads by end of December**

Should get Coaches evaluation process started earlier this year? Lead to discussion of possible mid-season evals from coaches (was ultimately rejected as probably too much work)

V. New Action Items from this meeting – All

Action item: Crowley write thank you to fleet wing

Action Item: Maybury get in touch with other programs for the possibility of shared evaluators

Action Item: Maybury pick level leads by end of December

VI. Carry over Action Items from previous meetings – All

Action item: Brian and Cody to develop a handoff of apparel ownership.

Action item: Revisit the equipment purchase program at a later date. (March?)

Action item: Holiday apparel ordering/ordering timeframe. Idea floated to stock up on popular items in skate shop and maybe someone owns other ideas. *This action item needs ownership. (As of 12/9/15, closing this item, all apparel is on order – Brad Marmo)*

Action item: Brad to write an article about Tom in the skate shop to feature on website.

Action item: Steve to open a Square account.

Action item: John to spearhead putting together a charity fundraising game.

Action item: Brian and Steve to look into online forms, specifically incident reports.

Action item: Take a run at setting up the boards. *(As of 12/9/15, closing this item as it was completed and we have successfully set up the board in live situations multiple times – Brad Marmo)*

Action item: Joe Caruso to talk with Jason or Wes from FMC to coordinate the cross ice director. *(As of 12/9/15, closing this item. Bill Hogan is the X-ice director – Brad Marmo)*

Action item: Reach out to families who left for club. Ask 3-5 questions.

Action item: Reach out to people who are here. Ask how they are doing? What is the experience? Do you plan on returning? What's working, what's not?

Action item: Bill Hogan to pull together branding ideas, thoughts on subcommittees, etc.. for how we retain more kid in the organization.

Action item: Steve MacMillian to put down some process steps ahead of sending out the "can't take the ice" email. Example -- Email, email, phone call, etc...

Action item: Joe Caruso to write a letter for ratification by the board to Paul Cohen.

*Group Action Item – At a later date, full review of existing policy and procedures. Some highlights – payment progress terms, refund date, ALT policy.*

*Group Action Item – Determine next steps about following up with overdue payments, establish benchmark dates, etc... How to reach out? For a small % email isn't a reliable medium – spam folders, not email people, etc...*

**Shawn Crowley motions to adjourn. Steve MacMillan seconds. Unanimously approval.**