

CHA BoD Meeting #8: 2/10/16, 7pm – 10pm

Location: President's House

Attendees: Shawn Crowley, Zach Maybury, Joe Caruso, Mike Boucher, Brad Marmo, Tony Sabetti, Brian Macallister, Bill Hogan, Mike Nickerson, Cody Hoffman

## Meeting Minutes

### I. New Action Items:

**\*\*\*Action item – communicate to families about tryouts. 1, get the schedule get out ASAP. 2, the evaluation structure, process, and data points to follow.**

### II. Carry Over Action Items:

~~\*\*\* Joe to dig up old coach's evaluation spreadsheet~~

\*\*\*Shawn and Steve to work on revised policy and bylaw for consumption (this action item was tracked under the discussion about evaluations/tryouts. I don't recall if this was a general action item for policy/bylaw or one related specifically to tryouts/evals.)

~~\*\*\*Zach to reach out to Tony for running goalie tryouts~~

\*\*\*Policy 4.3.2.3.1 Shawn to come back at next meeting with modification

\*\*\*Zach to coordinate plan for checking clinic for 2<sup>nd</sup> year PeeWees ahead of tryouts

### III. Playdown Advancement

Discussion about what to do about teams have advanced far in the Playdowns and the additional costs that are associated with this advancement.

Will there be an offset against the teams who didn't participate or were one and done.

Going forward, what is the policy? What if 9 teams make it? Is it even a policy or is it just a budget line item?

SQ1s - \$1,050

If PW1 wins tomorrow night, double that.

**Steve motions that we fund the costs to enter the tournament this year for the above teams, Brad seconds, unanimously approved.**

### IV. Renting ice at Tsongas due to MIAA at Forum

Discussion about buying more ice time at Tsongas due to loss of ice due to MIAA games at Forum. Approx cost is \$3,500. This was not part of the original plan or budget at the beginning of the year. (about 13 sheets @ \$275/sheet)

Reason is between 2/29 and 3/11 we only have 11 sheets.

Try to get at least each team on there at least once. Great experience/fun for the younger kids to go and practice at the Tsongas.

Do we factor this in to the budget next year? Maybe we budget 5k or to misc ice costs.

**Joe makes the motion to purchase up to \$3,500 of ice for this year at Tsongas, Tony seconds, unanimously approved.**

**V. Raw Survey Data (rough discussion of early data)**

Surrounding CHA as an org, team, and coaching was 80% + percent. Same with practice time.

45% top two box satisfied with jerseys.

45% top two box satisfied. Bottom 2 box 27%.

Communication from the Board, 84% top 2 box.

Website and app usability rated high.

Ranking priorities: Top priority was improving skills with outside professionals, followed by improving uniforms, followed by

Family fun night rated high. River Hawks rated high.

FMC got very low ratings. Comments about cleanliness of bathroom, overall conditions. Feedback to be communicated back to FMC.

Discussion about follow up communication at end of year to say, here were survey results and here are some of things we are working on in relation to that.

Make results public for transparency.

Try to roll this out every year and trend data over season.

**VI. Tryouts – Zach Maybury**

All of Zach's stuff is on Google Drive for digestion.

Still don't have a level lead for Midgets. 14 kids graduating from Bantam to Midget, so want to make sure there is a firm evaluation in process for that age group. Also, none of the existing Midgets are aging out, so...

Maybe run a spring tryout and if turnout if low then we run a fall tryout.

Zach shows the group this current data sheets describing the structure of level leads, level team members, the grading categories (with influence from USA Hockey guidelines), the format of actually putting on the tryouts.

Talk about evaluators to be on the ice so that they can coordinate with the level team members. In years past the evaluators up in the stands has resulted in confusion and people losing track of kids.

Also talk about leaving evaluator at one station for the duration so that if that person is heavy on giving out 4 and 5s, then every kid gets that.

Zach to have forthcoming meetings with level leads to finalize details.

Zach also to update document on website to reflect our game plan so that we can communicate process and expectations to CHA families.

Talk about how to communicate how we evaluate. Don't want to communicate that we are being overly precise with tryout data. There needs to be some level of sniff test and factoring the anomaly. It's never going to be perfect, but the more we can remove the perception of unfairness of the tryout process the better – aka, this coach wanted this kid because he's friends with his son, or knows the family, or these kids have been playing together for the past 2 years, etc...

See action items above for release dates.

## **VII. Tuition Planning**

With regards to the uniforms. Do we want to implement a uniform refresh?

Recommendation to refresh all new custom jerseys, home and away, for most teams with the expectations that they wear them for the next 2 years. Bump tuition by \$49 to cover this and CHA floats the cost until recovered in following year.

Jerseys would be part of the uniform package – jerseys, socks and helmet stickers.

What about factor of kids leaving and not recouping your float cost.

Do we have a tuition fee and then an add for equipment package?

Talk about getting nicer socks in exchange for one sheet of ice per team to offset?

Do we fund professional skills for a longer period of time?

Discussion starts to hone in on \$1,999 on Squirt through Bantam to include uniform package.

**Shawn motions to raise tuition on Squirt through Bantam inclusive on new home and away jerseys, socks, and helmet stickers. Tony seconds, unanimously approved.**

Mites are on a different pricing model. We are no longer going to pursue the Mite 1 league in the TSMHL. Doesn't mesh with USA and Mass Hockey and the league has shrunk considerably.

Recommendation for Mites from \$1,300 for \$1,399 because as they exist now they are probably a little bit light based on the practice ice they get. This is also inclusive of tournaments for ALL Mite teams. Plus the equipment package.

**Shawn motions for the above Mite recommendation, Joe seconds, unanimously approved.**

Girls U110/12/14 discussion:

\$1,500 tuition gets raised to \$1,649 and girls get uniform package and tournament. Make sure we synch up jerseys (#s) between PeeWee teams. Tryout fee still at \$50.

**Shawn motions for the above, Mike Boucher seconds, unanimously approved.**

Midgets discussion:

We currently charge \$750 for our Midgets. Roughly they get ½ sheet per week and full sheet per week for 14 weeks. Taking that into consideration plus the other expenditures, in order to cover those costs, would need higher tuition

Discussion about the above calculations is more ice than they are actually getting. Still practice twice a week, but reduce full sheets by half. 21 half sheets and 7 full sheets.

Talks about the anticipated roster size and how that affects this age group covering their overall cost to the organization.

Talks about going to \$799.

**Shawn motions to move tuition up to \$800. No tournaments, no jerseys. This is really to just get them back to where they should be to carry their weight. Joe seconds, unanimously approved.**

#### **VIII. Has Been Never Was**

Mike breaks down the analysis of last year. Fee for HBNW minus jerseys. The ice cost is fixed, we own it, so that doesn't change. Happens to be on the Bud Light tournament, so that is in consideration.

Are there more guys in CHA to round out these numbers? Untapped interest?

Do we roll out to parents and everyone?

Some feedback that the tourney has gotten too fast, too competitive. How do we make it more inclusive/fun?

Have to remember we have CHA's name attached to it.

Intent is to make it more fun and less ramped up and competitive.

#### **IX. Planning Annual Meeting**

Need to start thinking about the content, what we want to share.

Budget update, event updates, scholarship, survey results, year in review.

Question is posed – what is the intent of the annual meeting? A recap, new initiatives, introduce new faces, vote on new board.

**Shawn motions to adjourn, Tony seconds, unanimously approved.**

## Action Items from past meetings:

- ~~Steve and Shawn will divvy up past due accounts and plan on completing by 12/15.~~
- Crowley write thank you to fleet wing
- ~~Maybury get in touch with other programs for the possibility of shared evaluators~~
- ~~Maybury pick level leads by end of December~~
- Brian and Cody to develop a handoff of apparel ownership.
- Revisit the equipment purchase program at a later date. (March?)
- Brad to write an article about Tom in the skate shop to feature on website.
- Steve to open a Square account.
- ~~John to spearhead putting together a charity fundraising game.~~
- Brian and Steve to look into online forms, specifically incident reports.
- Reach out to families who left for club. Ask 3-5 questions.
- 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?
- ~~Bill Hogan to pull together branding ideas, thoughts on subcommittees, etc.. for how we retain more kid in the organization.~~
- Steve McMillian to put down some process steps ahead of sending out the "can't take the ice" email. Example -- Email, email, phone call, etc...
- ~~Joe Caruso to write a letter for ratification by the board to Paul Cohen.~~
- *At a later date, full review of existing policy and procedures. Some highlights – payment progress terms, refund date, ALT policy.*
- *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...*