



**Regular Monthly Meeting of the
Western Connecticut Youth Hockey Association
Board of Directors**

Date: September 14, 2016

Call to Order at: 7:07 PM

Present:

Brendan McCollam, Co-President
Isabel Boulanger, Co-President
John Browne, Vice-President
Cynthia Stango, Secretary
Brien Merrill, Registrar
Matt Dutton, CHC Representative
Dana Colwell, Communications
Luisa Britton, Treasurer

Absent:

Old Business:

Item	Discussion	Action/Motion
Open Forum	John Balis, ESPN Producer and Pee Wee A team parent, attended the open forum to pitch a reality TV show to the Board. The premise of the show is scouts discovering a youth hockey program/team that is on the up and up. An unusual team with varying personalities that work well together and have a few potential NHL prospects. John described the show as more of a character comedy/docu-soap and less like a typical conflict oriented reality TV show. John likes the Pee Wee level because they are more mature and have more realistic expectations towards their career. We would also have multiple seasons to invest in their team should the show be picked up for additional seasons. The Pee Wees are at the age where they have off ice interests/drama that show well on TV such as dating drama and issues at school. Should the Pee Wee team not work the Bantams would be another option. Once the group is picked they would follow them throughout the season both on and off the ice. For the hockey piece of the show they plan on bringing in real scouts and NHL players. In order to put a	- Brendan to work with John on approaching the Pee Wee families and starting an open dialogue on this proposal.



more positive spin on the program John intends to focus more on the conflict resolution with the parents/coach perspective and not the players. There will be between 4 and 6 players picked to act as the main characters of the show. They will have camera crews with them during hockey as well as at home and at school. They would be required to be on camera between 8 & 10 hours a week. If we move past the pilot more time will be required of them. The “drama” they want to develop is about the new kid on the team, the parents in the stands, pressure of wanting to win and succeed. Basically just showing how hard it is to be a hockey kid. However, in order to draw people in to watch the show some conflict and consequences are needed. Adults would be used for this portion of the show. If necessary actors can be brought in. There will also be additional sub characters that will have a minor role (i.e. coaches, BOD members). Should the show get past the pilot phase the main characters will be presented with 18 month contracts. They will be paid for their involvement. The more popular the show and the longer it lasts the more they will get paid per episode. The current budget for the pilot is small so initially it will not be as big a production as say a reality show on CBS.

The first step in the process was to approach the BOD to get approval to proceed. The next step is to reach out to each family on the Pee Wee A team. All players/families need to be on board or this will not work. Word has already gotten out and caused some families to back away. They are a conservative group and their perception of “reality TV” seems to be swaying them. Once all members are on board then all the characters need to be vetted and the coaches need to be contacted. Approval needs to be received from DIA as well. Once everything is in line the pilot will be shot. The first season will be between 3 and 13 thirty minute episodes with production beginning in January at the earliest. ESPN would tape throughout the rest of the season with the launch occurring during playoffs. Filming would take place during both games and practices. ESPN would have to buy additional ice time in order to get the shooting done properly. This would be at no cost to Western.

Some additional thoughts/concerns:

- John can’t promise that this won’t affect their NHL prospects. However, He has heard that much of the recruiting process has to do with being “noticed” or



	<p>“discovered”. This exposure will be sure to help with that.</p> <ul style="list-style-type: none"> • None of the actual games will be scripted and will be played in accordance with CHC guidelines. Therefore, there will be no effect on our tournament standings. • Other organizations (Hamden and a Hartford County team) have already been contacted should Western not want to do this. • Some funds may come to Western as well as a result of production. Sponsors may be presented. • DIA management have to be on board next if parental consent is received. • Extra security will be brought in at no residual cost to Western. • It is an ESPN/Disney production and therefore will be high quality. • There may be more residual traffic at the arena as a result of taping which will put some extra strain on the rest of the Western teams and the in-house players. ESPN will do its best to keep visits with high profile people like NHL players quiet so as to not cause problems. • There is a two-week window in which to get all parental consent and to decide if the show will move forward with our program. <p>Cindy motioned to move forward to the exploratory phase of the show and reach out to the parents for consent. Luisa seconded the motion. The motion was approved.</p>	
Minutes	<p>Matt motioned to accept the August minutes, Dana seconded the motion. The minutes were approved.</p>	<ul style="list-style-type: none"> - Cindy to format the minutes to remove all confidential information in order to post them on the WCYHA website
CHC Report	<p>Brendan & Isabel attended the 8/23/16 CHC Presidents meeting. It was mentioned that some of the refs this year will have go pro cameras on their helmets. They will alert the teams that it is for training only and not for playback in any way. State tournament fee of \$500 per team are due ASAP. Cross Ice dimensions are being strictly enforced this year. If the dimensions are incorrect and an issue comes up, then insurance will not cover it.</p>	<ul style="list-style-type: none"> - Luisa to send in the WCYHA tournament deposit check to the CHC no later than 11/6/16 - Brendan to declare the WCYHA Tier 4 tournament type no later than 12/10



		<ul style="list-style-type: none"> - John to bring in the extra score sheets
Financial Report	<p>Kathy from CHC confirmed that if a family owes money any child can be denied a release even if the outstanding receivable does not relate to them. Kathy is upset about the receivables we sent her due to the fact that they were so old. We need to follow up with her. We have collected \$5,550 of old outstanding receivables to date. Moving forward with writing off the outstanding receivables that are too old or too small. Also going to clean up the duplicate accounts on the system. Dana to update the contacts.</p>	<ul style="list-style-type: none"> - Isabel to follow up with Kathy on the status of open receivables and releases.
2016/2017 Budget Updates	<p>The 2016/2017 budget has been entered into QB. Reports are now being produced with analysis comparing budget to actual. Coaches fees includes \$5,000 bonus pool.</p>	
Team Commitments	<p>9 – Mite B registered 12 – Mite A registered 16 – Squirt B registered- 14 players/2 goalies 16 – Squirt A registered - 14 players/2 goalies 15 – Pee Wee A registered – 14 players/1 goalie 13 – Pee Wee B registered– 12 players/1 goalie 19 – Bantam A registered- 18 Players/1 goalie</p> <p>100 total players right now. Last year we had 96 at this point.</p>	-
Survey Monkey	<p>Brendan and Dana working on creating an organization wide survey to be distributed in the next few days. The goal is to keep it to approximately 10 questions or less ranging from camps attended at the arena to ways to make the program better. Brendan asked that the board send any questions to him in the next day or so for inclusion in the survey.</p>	<ul style="list-style-type: none"> - Dana to send out survey to the organization in the next few days
Head Coach Compensation	<p>John was approached by one of the new head coaches expressing concern that his compensation is too low and not competitive with other programs. Last year we spent approximately \$17k on head coach compensation. John believes the coaches are underpaid. Some of these coaches take time off of from their regular/main jobs to coach and should be compensated as such. If we keep them happy they will come back season after season and we can do more off season training. The coaches were told a salary for the season up front. Contracts that they are signing clearly state how much they are being paid. Coaches have not coached one game yet. We need to see how they perform before we increase their salary. The amount charged per player will also need to be increased if the coaches get paid more. We eventually want to pay the coaches more to keep them happy</p>	<ul style="list-style-type: none"> - Brendan and Isabel to send out another email to the coaches about administrative work - Brendan to work with Bobby Stearns to create an evaluation tool for the coaches.



	<p>but they need to prove themselves. Brendan is creating a tool which will be utilized to evaluate the coaches. Bobby Stearns and Brendan will use that tool as they watch random practices to evaluate their performance. Until the coaches get their coaching modules done they will not be paid. Certain non-coaching factors such as responsiveness to the board and parents needs to be considered as part of the evaluations as well.</p> <p>Cindy motioned to revisit pay for coaches again in November. We will have more visibility into their performance at that point along with a better understanding of where we stand financially. Brien seconded the motion. All approved. The motion passed.</p>	
<p>CHC Scheduling</p>	<p>Squirt A has 26 CHC games. John wants to know why we are not scheduling more CHC games in order to improve our rankings at season end. Matt said if we play 32 CHC games we may not necessarily improve our position. If we lose there is a risk involved with all games. John feels we are at a disadvantage compared to the other teams. We need to take into account that we have tournaments and take time off around the holiday. These factors decrease the number of opportunities we have to play against CHC opponents. We all agree we are dealing with the unknown at this point as the CHC has not been clear about how the ranking system works. John commented that do not know if there is a definite benefit to playing more CHC games but we absolutely know there is no benefit to playing non CHC games. There are questions about weighting the games, frequency of the games, and volume of the games. Brendan asked these questions at the CHC meeting and they didn't really have any answers on the formula used. John wants to add two or three more CHC games just in case other teams cancel and then we are under the required number. Brien thinks there are going to be a lot of concessions this year during the initial roll out.</p>	<ul style="list-style-type: none"> - Brendan to contact Chuck at the CHC to see what happens with cancelations should some of our CHC games get cancelled. - Matt to look at the schedule and see if we can plan a few more CHC games maybe on a Friday night (away games)

New Business:

Item	Discussion	Action/Motion
<p>Locker Room Monitors</p>	<p>John thinks we should assign locker room monitors for each team. Each monitor needs to register with USA Hockey, have a background check and take the safe sport class. The monitors need to stand in the threshold at a minimum. We also need to make special concessions for the girls that play on various teams. Some suggestions are requesting that each</p>	<p>-</p>



	player on the co-ed teams arrive in the locker room with at least one base layer of clothes that will not be removed; let them use the locker rooms designated for the referees; put up a curtain separating the bathroom/shower area from the rest of the room; use an empty room; or designate one locker room as a girl only room.	
Mite Thursday Practice Time	There are no other available ice times so we have to work within the slots already assigned to Western. The rink added another learn to skate session to the schedule. The main issue is the way that Pro Crease training has been coordinated between the various teams. John is going to watch the learn to skate program to see what the headcount is. If light there may be a potential to switch ice times at a later date.	-
Squirt B Player Proposal	Cindy motioned to allow two players to double roster at Western. The CHC rules state that if a U12 girl is playing on an all-girl team she is permitted to double roster on a mixed team during the same season. The players would double roster with Western being their secondary team. Cindy spoke to the family to see how many games and practices they would be able to attend. They are estimating that they can make approximately half of the home games and only the Thursday practices. Therefore, Cindy proposed they be required to pay half tuition for both girls to be paid in full no later than December 31 st by cash or check, not credit card. Dana seconded the motion. Approved 6 Opposed 0. The motioned passed.	- Brien to set up the system so the family is able to reenroll.
Service Dog Inquiry	Brendan is drafting an email to send to all parties involved in the situation. This issue is not really up to Western but needs to be addressed.	- Brendan to send out approved email to family
Major/Minor	To think about in future – All new coaches have come from Major minor format. All the kids would stay in their age bracket. Takes a lot of the politics away. Bobby Stearns favors it.	- Brendan to speak to the coaches about this to get a better feel. - Dana to add this option to the Survey monkey
Two Additional Teams	For the future: There is the potential to promote and add one Bantam and one Pee Wee Tier II team. You would promote it as such outside the organization. This would attract additional players and hopefully bring the organization up to the next level.	-
Flow Contest	Brendan would like to encourage a “flow contest” throughout the organization. The winner would be announced at the year-end banquet. Brendan has a You Tube video that he is going to share with the board so we get a better idea of what he is talking about.	- Brendan to send You Tube link to the BOD
Accounting	Brendan raised some accounting/finance questions to the	-



<p>Questions</p>	<p>Board:</p> <ul style="list-style-type: none"> - 1099s have not been created for coaches in the past. They should be created this year. - Money Market vs. Checking – Brendan wanted to get a better understanding of why we have both a checking account and a money market and how money has moved between the two historically. John and Luisa explained that some time ago (2013?) there was a silent auction fundraiser that was very profitable. The extra profits from that event were moved into the money market account and earmarked as player development funds. Over the years money was moved in and out of that account (i.e. 12/14 \$30,000 was moved to checking) to help pay for the organizations operating expenses but tracked as a “receivable” to that account. The Board decided to leave the two accounts as is for now. 	
<p>General/Misc.</p>	<ul style="list-style-type: none"> - Challenge Cup info being distributed this week - Photographer – Isabel has gathered quotes and package information from three photographers and believes Integrity offers the best deal where the families will get the most for their money. Cindy motioned to use Integrity as Western’s photographer this season. Dana seconds the motion. Approved 6 Opposed 0. The motion passes. - Thanksgiving tournament at DIA for the B teams has not filled up yet. We will post flyer on CHC site and ask managers and schedulers send it to their contacts. Pee Wee B and Squirt Bs only. First or second week of October as drop dead date to register. - Parents night out is being coordinated by John and the Fundraising committee. Last season approximately 75 people attended the event where there will be beer/wine/open bar and food served. The 50/50 raffle will be added again this season. Last year it cost approximately \$2,200 to run the event. The quote John has received so far is around \$3,700. December 3rd potential date. Centralized locations Danbury, Bethel, Newtown. 	<p>-</p>

Next Meeting Date: Wednesday October 12, 2016 – 7:00 PM – 219 Greenwood Ave, Bethel

Motion to Adjourn by: Cindy; Seconded: Luisa

In favor: 6 **Opposed:** 0

Meeting Adjourned at: 10:40 PM



Respectfully Submitted by: Cynthia Stango, Secretary