

CLEVELAND HEIGHTS HOCKEY LEAGUE

Advisory Board Meeting Minutes

Tuesday, June 1, 2010

7:00 p.m. Cleveland Heights Community Center – Senior Center

In attendance: Melissa Rink, Frank Lewis, Chris Jacobs, Dan Wakefield, Jim Millican, David Keller, David Gray, Ken Hadden, Mike Adams, Jennifer Lang, Chris Kendel, Miki Beachler

Absent: Rob Edwards, Dana Wakefield, Peggy Houser, Reggie Swain

The meeting was called to order @ 7:10 p.m. The minutes from the May 4, 2010 Advisory Board Meeting were unavailable for review and approval.

Rules Committee: Chris Jacobs handed out the Proposal Procedure for review. (Attached). The board discussed the need to amend terms for consistency with our other documents such as “Head of Program” and make minor grammatical changes. Mike Adams suggested adding a “Timeline Summary” of each proposal in order to easily memorialize the decision process and access the proposal in the future. Mike Adams also suggested including language that would allow and encourage members not on the advisory board to make proposals to either the board or the review committee in person. The board approved the preliminary Proposal Procedure. Dan Wakefield will incorporate the changes to the Proposal Procedure and email the document to the advisory board for electronic approval.

The Rules Committee including Mike Adams, David Gray, Chris Jacobs, Dan Wakefield, and Peggy Houser established a list of “Objectives” (attached) in order of importance to serve as guiding principles for decisions made by the CHHL’s administrators, employees and volunteers. Jim Millican suggested switching items # 1 and #2. The board approved the objectives.

Jersey Proposal: Due to the time sensitive nature of the jersey proposal, Miki Beachler will request that the “expedited process” be employed when she submits the formal proposal for new jerseys for the Squirt and Pee Wee teams. According to Miki, 31 of 51 squirt and pee wee families want new jerseys based on her discussions with specific families over the past year. Miki will include an option in the proposal to minimize the cost for families who cannot afford new jerseys. Mike Adams raised concern about branding and having two different looks for the CHHL teams. Ken Hadden is against using any City or CHHL funds to subsidize new jerseys.

Coaching Committee: Jim Millican is passing the duties of the leadership of the Coaching Committee to Mike Adams. Jim presented the Coaching Committee’s guiding principles (attached) and targeted areas for recommendations for improvement. In

summary, the focus of CHHL should be on skills and player development. The goal is to strike a balance between player development, fun, and retention. The CHHL needs alternatives for older kids who are not ready to play on travel teams. The Coaching Committee recommends the retention of Mike Bauman as the Coaching Coordinator and will discuss the committee's recommendations with him. Mike Bauman is currently paid by the City of Cleveland Heights.

Finance Committee: Jennifer Lang reported that the Development Fund balance is currently \$129,097. The fund has been in existence since May of 1995 at J.P. Morgan. The source of the initial \$78,250 deposit was excess funds generated over the nine year period beginning in 1986 through fund raising events and economies of scale realized by the large number of participants in the program. The earnings on investments since 1995 are \$50,847.

The CHHL checking account balance at Ohio Savings is currently \$31,708, but some of this balance may be encumbered. Funds from the checking account are used to pay referees' fees, entrance fees to CSHL, and equipment such as water bottles, pucks, and sticks. Expenses incurred from each committee will be paid from this balance. The Finance Committee requests that each committee of the Advisory Board submit a budget for the purpose of planning for the fiscal year ending July 31, 2011.

Former hockey Dad, Don Boehm, is the signor on both accounts and has volunteered his financial services to the CHHL for the past 25 years. Understandably, Mr. Boehm would like to pass the accounting duties on to another parent volunteer. The Finance Committee is working on the logistics of this transition.

Managers/Scheduling: Nothing to report.

Marketing/Communications: The new website is up and running complete with online registration capabilities.

Miki Beachler will send out two communications this month. The first communication will ask for feedback from players who played in the CHHL last year and whether they plan to return in the 2010-2011 season. The second email will include information about the new advisory board, online registration, summer events, LTP, Stick and Puck, and the Summer Skills sessions led by the head coaches of Brush, Benedictine, and Heights. Sean Collins will also be a coach at the summer skills sessions.

Frank Lewis is working on a Parent Handbook that will be downloadable as well as available in print. Parents new to hockey will be the target audience for the handbook.

Melissa Rink is working with the Barden Benner Carter organization to suggest ways that their fund can contribute most effectively to the youth hockey program within the parameters set forth by their funds' mission. Barden Benner Carter is interested in establishing youth hockey scholarships for children currently attending CHUH public

schools. Parent participation in the Barden Benner Carter golf outing in August is encouraged. CHHL is not currently interested in managing the raffle at the golf event.

Robinson Tournament: Nothing to report.

New Business:

Banner Update: Chris Kendel is working on the alignment of 8 new banners in the North rink and expects the banners to be installed by our next meeting. Angelo will re-organize the banners chronologically. Jim Millican and Ken Hadden suggested running the banners across the ceiling beams in light of the fact that there may not be additional space on the wall to hang banners after next season. David Gray suggested hanging some of the banners at eye level so the kids can read the names. Jim Millican suggested purchasing a banner commemorating the 1980-1981 bantam team who won a national championship.

Fundraiser: Chris Kendel will submit a formal proposal to sell Entertainment books as a fundraiser using the advisory board's newly adopted Proposal Procedure.

The meeting was adjourned at 8:50 p.m.

PROPOSAL PROCEDURES

The Introduction of Proposals and the Proposal Process.

The Cleveland Heights Hockey League (CHHL) proposal process is an important part of our program. Through this process, any member can impact the overall direction of the CHHL, and voice his/her opinion on how the organization should be run. Any group or individual may introduce a proposal to the CHHL. All proposals should be sent to the Hockey Director. The Hockey Director is responsible for tracking all proposals and maintaining the CHHL Files.

Proposals may be submitted at any time during the year, although it is strongly recommended that proposals are submitted during the spring or summer so that there is adequate time to review before the season begins.

Information to Include in a Proposal.

The following information provides guidelines for writing and submitting proposals to the CHHL advisory board. Its goal is to assist CHHL members in preparing proposals that are brief, but thorough. It is recommended that proposals be no longer than one to one and a half pages in length. All proposals should be presented in electronic format via email. The essential components in the proposal are as follows:

- **Proposal Wording:** This is the actual text of the proposal, what the board is being asked to vote on. For lack of a better way of saying it, this is the "legalese". Be very careful in this wording to ensure that the intent is well captured and understood by those who will read and review the proposal.
- **Background:** Provide a brief situational background, particularly as it relates to the CHHL, as well as information on why the proposal is being submitted. Outline the problem/opportunity that is being presented.
- **Pros/Cons:** Outline the reasons why the proposal is beneficial to the CHHL and some of the reasons why it might not be beneficial. This should be kept to two short lists of bullet points of about three to five items. Each bullet point should be no more than a couple sentences in length.
- **Financial Implications:** Many proposals require a level of financial commitment from the CHHL. Provide a best estimate on how much implementing the proposal would cost the CHHL. On the other hand, what are the potential benefits to the CHHL? Is there a potential revenue stream?
- **Conclusion:** A simple summary paragraph tying the entire presentation together and supporting the proposal.

Once a proposal is complete, it should be submitted to the CHHL Hockey Director at cjkendel@clvhts.com.

Path of a Proposal

The amount of time for a proposal to reach the final stage will vary depending on its path. There are, however, general time guidelines for each stage.

Step 1: Tracking and Routing. All proposals are overseen by the Hockey Director. Once a proposal is received it is logged and a copy forwarded to the advisory board

within two days he/she receives it.

Step 2: Assessment. The advisory board has one week to assess the proposal and do at least one of three options:

1. Put the proposal before the board for comments;
2. Send the proposal to a committee for review; or
3. Send the proposal to the Hockey Director for budgetary and administrative impact statements.

Two or three of the options may be exercised before the policy is ready to be voted on, and the order in which this occurs may vary. The Advisory Board should notify the Hockey Director of their decision immediately; the Hockey Director then notifies the proposal author within 2 days of receipt of the board's notification.

Step 3: Notification. Notification of the proposal status must be given to the Hockey Director no more than 30 days after the proposal has been received by the Advisory Board. The Hockey Director must notify the submitter within the next seven days of the status (i.e. it has been received and is being reviewed by the board or a committee, etc).

Step 4: Comments. A proposal may go directly to the board for comments, but in most cases, it will need other evaluations before it can be voted on. Comments do not necessarily have to be in the form of meetings and may take place in an email forum.

Step 4a: Committee Review. The proposal may be sent to a committee for review to make sure that all sides of the issue are addressed, to seek member input, and for overall evaluation and advice. It is the discretion of the Advisory Board to set a deadline for the committee review process (60 days or less).

All committee reviews must be in writing to the Advisory Board, a copy of which must be included in the proposal file. A committee may submit a summary report with a recommendation or just an evaluation of the issue, depending on the subject and how thorough the proposal was in addressing relevant matters. The committee is encouraged to work with the author of the proposals as much as possible.

Key points for committees to address and weigh when evaluating a proposal:

1. Pros and cons of the proposal
2. Who may benefit and who may suffer if the proposal is adopted
3. Whether players and divisions may be impacted differently, and, if so, how they will be impacted and the relative degree of impact
4. Other related issues

Step 5: Impact Statements. As appropriate, proposals may require budgetary and administrative impact statements -- which estimate short and long term financial costs as well as staff and administrative resources that may be required -- before they can be voted on. Communication with the Hockey Director and/or the finance committee may be required to create such a document.

Step 6: Decision Stage. The proposal has received all appropriate review and is ready to be voted on. Meeting schedules have an impact on when a proposal can be voted on, but, in general, a proposal should be voted on within 30 days of reaching the decision stage. The Hockey Director should be notified of the final decision by the Advisory Board

within two days after the vote. The Hockey Director notifies the author of the proposal, in writing, within two days of notification by the Advisory Board. The decision is included in the proposal file.

Expedited Process:

There may be times that a proposal needs to be expedited due to unforeseen time restraints. All of the same information is required in the proposal and it should be submitted to the Hockey Director. The Hockey Director must provide the proposal to the Advisory Board within 1 day of receiving it.

The Advisory Board has two days to review the proposal. After two days, an electronic vote will take place to whether this item should be expedited. If the majority of voters agree that it should be expedited then there will a two day comment period. This comment period will allow board members to offer comments directly to the proposal author. The proposal author will collect all comments and may revise their proposal. The author will resubmit the final proposal to the Hockey Director for inclusion in the next board meetings agenda. This must be done no later than two days prior to the next board meeting to allow time to review before a formal vote at the board meeting.

Board Proposal Template

Proposal Name:

Brought by: (Author)

Proposed Sponsor: (Optional) Member of the board who will sponsor your proposal

Date of creation: (when did you write it?)

I (we) bring a proposal to:

Wording of the proposal

Effective Date or Implementation Deadline: If a policy, when does it start? If a program, when does it need to get done by?

Background: What is the history of this issue? Why is it being brought up?

Pros: Why is your proposal an improvement?

- 1) Pro #1
- 2) Pro #2
- 3) etc.

Cons: Phrase this as you please. The point is to raise important issues which the Board should take into consideration when deciding on your proposal.

- 1) Cons #1
- 2) Cons #2
- 3) etc.

Financial Implications: If you are asking for money, where in the budget do you think that money should come from? How much will it cost? Who will have to pay it?

Conclusion:

Proposed text for a section titled "Objectives" in official CHHL rules document.

* * *

The objectives of the CHHL are to:

1. Build and maintain a strong and lasting youth hockey program.
2. Allow, encourage, and teach as many children as possible to play and enjoy hockey in a safe and healthy environment.
3. Promote good sportsmanship, teamwork, discipline, and self esteem.
4. Teach hockey skills and knowledge, and develop each player to his or her maximum ability.
5. Provide opportunities at each age level for both competitive and developmental teams and players.
6. Allow and encourage participation by Cleveland Heights residents.
7. Allow and encourage participation by non-Cleveland Heights residents.
8. Allow and encourage participation by parents in all operations of the organization.
9. Recruit, train, and retain high-quality coaches.
10. Promote retention of players and coaches in the program.
11. Participate as a member of USA Hockey and operate according to its guidelines.
12. Participate as a member in the Cleveland Suburban Hockey League and operate according to its rules.
13. Keep cost of participation reasonable.
14. Develop players who will be able to play for the Heights High hockey team.
15. Promote public awareness of CHHL and its goals.
16. Operate in an open and honest manner following logical rules and guidelines.

These objectives will be served by the official rules of the CHHL and by decisions made by its administrators, employees, and volunteers.

Coaching/Player Development Committee Meeting

May 6, 2010

Working notes:

The focus of the CHHL should be on skill and player development, not on competition as the sole focus of the program. The program should strive to help each player move as far along his development and competitive path as possible without sacrificing the objective of improvement in all aspects of his game. The purpose of our player development program is to strike the balance between player development and fun so as to keep as many players in the CHHL as possible.

At our meeting, we broke down areas for improvement into three broad categories with each having specific recommendations for improvement. The three overarching areas are:

1. Minimum standards for playing
2. A development plan for each age level
3. More cohesive coaching structure

Minimum Standards for Playing

- 1) Evaluations held every fall/tryout period at each age level
 - a) Emphasis placed on skating ability
 - b) Coaches for the age level make decision on player's capabilities
 - c) Written guidelines to be drafted and adhered to
- 2) When standards aren't attained provide alternatives
 - a) Alternatives to playing on "travel" teams
 - i) Goal is retention through skill development
 - ii) Standardized coaching/instruction (i.e. The CH way)
 - iii) House league or development program (involve neighboring programs)
 - b) Learn to Play for youngest players (Mites/Squirts)
 - c) Group development for older players (PeeWees/Bantams)

Development Plans for Each Age Level

- 1) Develop guidelines for each age group based on USA Hockey's program
 - a) Annual program development plan
 - b) Plans for each team for beginning, middle, and end of season
 - c) Record player evaluations for each part of season
 - d) Maintain records on each player to track progress/effectiveness of program to be referenced by future coaches
- 2) Employ skating instructors

- a) Hire Chip Rossbach to instruct skating for 30 minutes for PeeWee and Bantam Skills sessions
- b) Hire Karin Faletic to instruct skating for 30 minutes for Mite and Squirt Skills sessions
- 3) Greater emphasis on individual player skills
 - a) This will be the result of better player evaluation and standards of play
 - b) Better coaching/drilling for players at skills sessions

Revamp Coaching Ranks and Program

- 1) Evaluate and Recruit coaches
 - a) All coaches need to have USA Hockey Coaching Certifications
 - b) Reach out to recently returning players/students to help fill coaching positions
 - c) Coaches to be evaluated by parents and coaching staff
 - d) Work more closely with Cleveland heights High School Players
- 2) More structured practices
 - a) Each team should have a set practice plan with increasingly difficult/season specific targets
 - b) Each age group should have a "core" set of drills/practices that should be mastered by season end
 - c) Individual skills need to be emphasized
 - d) Skills Sessions need to be instructed by other coaches, not the team coaches
- 3) Increase the rigor of the practices
 - a) Practices need to push players more to help elevate expectations
 - b) Emphasis on quality of practice, not quantity of work (maintain reasonable expectations of players and level)
 - c) Vary practices based on the American Development Model (ADM) of USA Hockey
- 4) Monthly Coaches Meeting
 - a) Meet during Skills Sessions to review players, practices, drills
 - b) Review USA Hockey bulletins and materials
 - c) Coaching Roundtable to discuss successful strategies/problems
 - d) Review game/practice tape to assist other coaches with strategies
 - e) Coaching Coordinator review of practices
- 5) Maintain and expand Coaching Coordinator's Responsibilities
 - a) Have Coordinator visit each team's practice at least once a month to observe players and coaching staff to make recommendations
 - b) Work with Coordinator to build specific plans for each team (once teams are constituted)
 - c) Create quarterly on-ice session with coaches and Coordinator to review/try drills
 - d) Develop and disseminate coaching materials

Other topics discussed were:

- Non-checking league for PeeWees (to retain players and attract girls to a structured league)
- More cooperation between neighboring programs (to help facilitate line above)
- Access to supplies (white boards, video equipment etc.)