

Ancaster Minor Hockey League – Board Meeting Minutes - REVISED

Meeting Date: October 24th, 2023

Via Zoom @ 8:00pm

Present Board Members/Staff			Absent Board Members/Staff
Brian	Jason	Darren B.	Ryan
Gerry	Shaldun		Diane
Darren S.	Christine		Patrick
Steve	Andrew		Ian
Cindy	Heather		Tony

Call to Order @ 8:11pm (Jason, Steve, Christine)

1. Vote to elect Cindy H. into the board as Special Events Director – Motioned by Brian, supported by Christine. A unanimous vote of yes from all board members. Cindy deemed new Special Events Coordinator for AMHL.

Staff Reports:

Heather – Registrar

- U18 – all teams have been approved
- U15 – 1 team has been approved, all others waiting for paperwork. This division is quite small, how can we recruit more players in this age division?
- U13 – 3 out of 4 teams have been approved
- U11 to CHIPS – zero teams have been approved in all respective divisions.
- U9 and below – missing a lot of required paperwork
- ***Jason is going to email IP coaches to remind them to get roster items completed and submitted*****

Diane – Ice Scheduler (VIA EMAIL)

- Nothing to report

Ian - (VIA EMAIL)

- Trying to collect all the health information collected during registration to get to the trainers.

Gerry – Head Referee

- Ipad growing pains, however getting resolved
- 10 foot cable available for Morgan Firestone to help with ipad battery drainage due to cold temperature in arena
- Wifi issues in the arena causing problems with ipad connection
- Please note, U18 games DO NOT have a curfew; games can go until completion – referees now aware of this item
- Zamboni schedule/timing is causing issues with games starting on time

- All bookings for officials have now been corrected with emails going out as reminders – all games are currently covered
- Officials have now been made aware that they are to arrive at least 15 minutes before start times to make sure all games are covered

Andrew – Select Convenor

- Select season going well so far
- Most teams have been registered for their respective tournaments
- Possible extension to the season into April
- Select coaches have been made aware that they should always have paper copies of game sheets on hand going forward as a back up to ipads/when playing teams not on the ipad system
- Extra game sheets are available to have on hand – please ask Andrew if needed
- OMHA teams should all be using the ipad system

Director Reports:

Jason – Initiation Director

- Smooth sailing in IP division
- Goalie equipment kits have all been distributed to all IP teams
- Late registrations are still coming in
- Dressing room space has been rectified

- Development programs are needed in order to bring in revenue
- ***Need Patrick to update on development programs – will revisit next meeting to discuss when they will be offered and getting the word out to parents when registration will open for development programs (ex. Christmas/March break skills and drills) ** this must be communicated to the community as soon as possible***
- Younger age groups are full for Tuesday night skills and drills
- Older age groups still have room available for Tuesday night skills and drills
 - How many spots available?
 - We need to promote these open spots ASAP

Patrick - (VIA EMAIL)

- Goalie program is up and running – only have had 4 registrations; Ancaster girls are going to see if they can fill the remaining 2 spots

Brian – Junior House League

- Last minute registrations coming in
- U9 to U11 almost full
- U15 needs more registrations

Steve – Senior House League

- U18 late registrations coming in (92 players in total have registered to date)
- They have experienced ice time delays due to Zamboni issues
- Ipad system is getting sorted out and growin pains are getting ironed out
- Discussed email regarding Rod Monkman's sponsorship questions
 - **This item lead to realization of a larger issue surrounding sponsorships (see below)**
 - The AMHL must have a clear outline of sponsorship levels and what is offered to the sponsors at each level/tier
 - AMHL must compile a guide of how everything in each division/director division should be run
 - AMHL must have a better plan of how to get more money into the league
 - ****DARREN S. to pull previous numbers from the league bookkeeper to see previous years information regarding sponsorship businesses and the amount of each sponsorship**
 - KIDSPIRED was brought up again as a way to help the AMHL deal with sponsorship issues
 - AMHL requires much better communication to the community/social media presence
 - Shaldun to propose meeting dates to meet and develop sponsorship guidelines
(UPDATE: Meeting has been scheduled for November 8, 2023 at 7:30PM at Tin Cup Ancaster for all/any members who would like to attend).
- SwagShop coming to Morgan Arena on November 4th with samples and order forms
 - Email needs to be sent out about this event and with order forms for the community
 - PLEASE SEND OUT EMAIL BLAST ASAP
 - 50% of Swag Shop profits will be given back to the AMHL

Hall of Fame Hockey Game – November 11/12 - after hearing details and discussing logistics of tickets, as well as consulting interest in the past, the board decided to forgo this game idea.

Cindy – Special Events Coordinator

- Photo day details have been sent out – email blast set up to go out to community
- Skate with Santa event – December 16, 2023 from 2-3pm
 - Toonie donation?
 - Unwrapped toy donation?
 - Canned good donation?
- AHML Spirit Wear idea brought to the table; will discuss at a later date

Items Continued from Previous Meeting:

- Lock box with access keys needed for the equipment room (Darren B. has said he will take on this item)
- Sponsorship:
 - 2 vertical pop-up banners have been approved to go up and remain up in the foyer of Morgan Arena
- Social Media/Communications Director:
 - Proposal from Be Social Marketing Co.
 - Company will manage facebook and instagram accounts
 - 1 – 2 posts per week
 - The AMHL proposes content to be posted
 - Board to set up a Google Drive where photos and content can be kept
 - Cost: 200.00/month for 6 month contract
 - Cindy suggested to get 2 more proposals to compare and choose best option
 - AMHL Board also wants to ensure we understand the financial situation of the league before adding a new reoccurring expense.
- Pinnies – proposal from Maks Sports is as follows:
 - 120 pinnies (2-3 different colours) = 1200.00 plus 2.00 per number on pinnies
 - Cindy suggested to get 2 more proposals and choose best option
- Junior Bombers program – more information requires from Patrick when he is in attendance
- Association night – will talk about at a further date
- Meetings to continue virtually – easiest for attendance purposes
- December meeting will take place December 19 – in person if possible
- Darren S./Brian
 - budget is a big concern
 - Registrations are down (do we have an idea of why this might be happening?)
 - ****Darren S. to put together numbers to show loss/gains**

Adjournment – 10:17pm – all in agreement