



## Meeting Minutes

July 17, 2025

### 1. Meeting Kickoff and Acknowledgements

- Stephanie Barth opened the meeting, confirmed recording, and thanked attendees for their contributions.
- Cliff Jackson recognized significant progress by the board, including improvements to the equipment room, cleaner concession areas, and successful sponsorship outreach.
- Discussion included:
  - Need for a fire inspection.
  - Status and organization of foam pieces.
  - Proposal to label tools to prevent loss.
  - Purchase of a fan for the penalty box and a new tool set for the equipment room.

### 2. Player of the Week Initiative

- Jeremy introduced the new Player of the Week program, beginning with clinics and integrating sponsor tagging.
- Debate on who will oversee the initiative—proposals included age group coordinators or coaches.
- Stephanie Barth recommended adding Player of the Week to the monthly meeting agenda for consistency.
- Discussion on hiring photographers and exploring package deals for team photos and game coverage.

### 3. Social Media & Marketing Strategies

- Jeremy highlighted the role of social media in league promotion and sponsor engagement.
- Suggestions included expanded video use and regular sponsor tagging.
- Need identified for clearly assigned responsibility over social media updates and Player of the Week posts.
- Stephanie Barth emphasized the importance of consistent posting and follow-through.

### 4. Equipment & Inventory Management

- Kris reported on the inventory process and new QR code system for equipment checkout.
- Further discussion included:
  - Equipment shortages (gloves, neck guards).
  - Potential use of expired equipment with signed waivers.

- Idea to hold a yard sale/donation event for surplus equipment.
- Cliff Jackson and Charlie Legg discussed installing a security camera in the equipment room and associated logistics.

## 5. Sponsorship & Fundraising

- Charlie Legg updated the board on sponsorship progress, including major sponsors and possible donations from Tim Hortons.
- Discussion on strengthening sponsor connections and leveraging support through visibility opportunities.
- VP PTC Hockey announced intent to apply for the NHL PAS Goals & Dreams Foundation grant for equipment.
- Consideration of boosting social media posts to increase visibility and engagement.

## 6. Coaching & Team Formation

- Doug shared current coaching assignments; some positions remain vacant.  
Discussion emphasized:
  - Importance of consistent coaching for each team.
  - Possibility of coaches holding multiple roles if needed.
- Stephanie Barth proposed hosting a coaches' meeting to clarify expectations and responsibilities.
- Doug stressed the need for clear communication and coordination among coaches and age group coordinators.

## 7. Event Planning & Community Engagement

- Lisa proposed several community initiatives:
  - Ovarian cancer awareness event.
  - Scrimmage with the Gwinnett Gladiators.
- Discussion included event logistics, sponsor needs, and coordination with external partners.
- Stephanie Barth suggested aligning the ovarian cancer initiative with opening weekend.
- Additional ideas included:
  - Skate with Santa event.
  - Blanket-tying service project for local hospitals.

## 8. Budget & Financial Planning

- Stephanie Barth stressed the need for a formal event budget.
- Discussion focused on event costs and the critical role of sponsorships in funding.
- Cliff Jackson and Charlie Legg discussed linking the league bank account to QuickBooks for improved financial management.
- Stephanie suggested using the Fourth of July budget as a baseline template for future events.

## 9. Action Items & Next Steps

- Stephanie Barth assigned action items, including:

- Scheduling a meeting with the city regarding electrical outlet needs and foam pieces.
- Discussion of installing a security camera in the concession area.
- Cliff Jackson and Charlie Legg reiterated the need for a clear plan for equipment and inventory management.

Next meeting scheduled for August 18, with venue suggestions invited.