



Meeting Minutes

June 30, 2025

1. Coaching and Refereeing Updates

Cliff reported challenges in securing coaching commitments from parents due to recent tensions within the league.

Discussed the expectations and time commitment required for head coaches; assistant coaches cannot always be guaranteed.

Emphasized the importance of evaluations in forming fair teams, particularly when top players are close friends.

Stephanie inquired about additional action items; Cliff confirmed adult games are running smoothly and referees have provided positive feedback.

2. Adult League Operations & Referee Feedback

Cliff and Chip noted smooth adult league operations with positive referee feedback (Danny Keegan, Brian).

Cliff mentioned a potential new adult player from Latvia.

Open sticks continue to be available for adults and midgets; syllabus remains unfinished.

Discussion on the officials seminar and open-book test; Cliff highlighted Mike's successful seminar session.

3. Coaches Seminar & Presentation Needs

Discussion around formalizing a presentation for coaches covering SOPs and expectations.

Suggestion to consolidate the seminar and coaches meeting into one event; rec room availability was raised.

Scheduling concerns addressed to accommodate coaches who may miss due to evaluations.

Purpose of the coaches meeting clarified: camaraderie building and SOP review, separate from training seminars intended for new coaches.

4. Evaluation & Coaches Meeting Logistics

Coaches meeting is not for roster building—evaluations and team formation occur at the rink.

Proposal to hold a post-evaluation meeting at the field house to finalize rosters and discuss next steps.

Emphasis on coaches knowing one another prior to evaluations to minimize conflict.

Discussion on using Otter AI for notes and ensuring action items are completed.

5. Travel Hockey & Equipment Management

Travel season plans discussed, including tryouts and requirement for full uniforms by October. Marion, Ohio tournament opportunity considered but postponed to next season. New practice pants showing durability; need for centralized tournament schedule. Equipment room cleaning and inventory underway; new helmets needed, old gear to be discarded.

6. Concessions & Medical Supplies

Need to clean and reorganize the concessions stand; ensure medical supplies (ice packs, etc.) are stocked.

Importance of skate tools and other small items noted.

Concessions management requires Sam's Club membership; more board signers needed.

A cleaning day for concessions and equipment room was proposed.

7. Adult League Pricing & Goalie Development

Adult league pricing updates, including a new 35+ division and increased need for goalies.

Emphasis on goalie development as a league priority to be included clearly in SOPs.

Proposal for discounted rates for goalies who complete obligations; discount to be given after obligations are met.

8. Summer Skills Clinics & Registration

Update on summer clinic participation; more registrations needed.

Discussion on ice time logistics and equipment availability.

Ensuring all registered participants are fully equipped remains a priority.

9. Equipment Security & Inventory Process

Need for formalized equipment checkout process to avoid loss.

Suggestions included cable locks and unique codes for high-value items.

Possibility of using mechanical room for secure storage.

Inventory work continuing; helmets still needed.

10. Concession Stand Operations & Volunteer Needs

Reiteration of the need to clean and organize concessions.

Sam's Club management and signers reviewed.

Need for more volunteers and a set schedule to ensure consistent coverage.

11. Board Coverage for Concessions (70:56)

John and Beth emphasized need for board presence during concessions operations.

Proposal: two board members present—one at the rink, one at the stand.

Stephanie noted continued volunteer shortages; scheduling required.

Chip proposed implementing "A and B" coverage roles for each shift.

12. Medal Shortage & Sponsorship Updates

Three medals missing from a recent banner event; plan to order replacements from Adams Center.

Charlie reviewed Jeremy's success in securing sponsors (South Tree, Publix, Dirty South).

Potential jersey sponsorship from University of West Georgia.

Current sponsorship revenue: \$4,150, with another ~\$4,000 expected.

13. Sponsor Integration & Social Media Strategy

Need for better sponsor representation on social media (logos, content).

Paid promotion recommended to increase reach.

Board encouraged to like/share posts to improve visibility.

Stephanie suggested advertising in local mom groups.

14. Community Engagement & Marketing

Beth reported interest from parents at Trinity; suggested increasing visibility.

Flyers and mom group promotion recommended.

Discussion on need for a dedicated social media board position.

Chip suggested creating an executive role for social media oversight.

15. Yearbook & Photography Initiatives

Proposal for a league yearbook to enhance community engagement and sponsorship opportunities.

Simple production process discussed; strong selling potential.

Importance of capturing long-term player photos highlighted.

Additional ideas included keychains and buttons from league photographers.

16. Sponsorship Challenges & Solutions

Issues with Tim Hortons jersey donation (shipping, team changes).

Possibility of switching from jerseys to signage.

Suggestion to leverage new Tim Hortons locations for promotions.

Inquiry into coaching development and community engagement events.

17. Event Planning & Logistics

Lisa outlined plans for wristbands with QR codes and participant shirts for upcoming events.

Donated golf carts will be decorated; coordination ongoing.

Discussion on meeting location and logistics for the event.

Jerseys/shirts distribution reviewed; old jerseys may be sold at concessions.

18. Registration & Budget Notes

Registration for next season opens tomorrow.

Lisa noted missing small shirt sizes but placed an additional order.

Discussion on unsold concessions items (e.g., candy bars).

Beth suggested experimenting with new items at concessions.

19. Next Meeting

Next Board Meeting: Thursday, July 17 (third Thursday of July).
Time and location remain unchanged.

Meeting adjourned; attendees invited to take a shirt.