



Meeting Minutes

SASA BOD Meeting

December 8, 2025 6:00 PM

NCSS – Mable Room

Attendees – *In-person* – Chris Heald, Joe Montagne, Dan Ellis, Melissa Bocash, Adam Routhier, Tom Waltz, Danielle Snelling, Nate Liese, Colin Branon, Emily Norris, Kevin Smith
Virtually: Chelsea Forsyth, Dave Blatchly, Dustin Degree.

Absent – Mike Irwin, Andy Norris

Guests – *In-person* – Mark Deso, Chris Brosseau, JP Routhier, Tasha Dickinson. Virtually: Katie LeClerc, Marine Carlton, Mike Tuttle, Ben Driver, Heather Gonyeau, Jeremy Glerum, Ayla Langs.

Meeting called to order 6:01 PM.

1. Meeting minutes – Motion to approve November minutes by Kevin, 2nd by Emily.
Unanimous – motion carries.
2. Public Comment – None
3. Head Coach – Coaches need to have their credentials updated by 12/31 to remain on the bench. We are double rostering goalies at most levels. 1616 is happening for all 12U and 14U teams. JP is going to gain some clarity on this tomorrow night at the State meeting. Bill Beanie came up and did a classroom session and was also on ice with 3 groups.
4. State Rep – 1616 – just want to make sure we are doing it right. Coaches are all doing it differently and we desire to gain clarity on how to proceed if there is a best practice. Participation is happening however turnout is low overall. We're looking to gain clarity and remain in compliance. VSAHA had a call out for assistance for the

18U T2 tournament in which a number of SASA members stepped up and helped out. VSAHA has asked for our Discipline Policy as required by USA Hockey regulations. Our policy will need some updates as a result. We will need to provide information to VSAHA. Set up new seasons through Game Sheets for tournaments – Bob Ashton. Play up and playdown requests closed on December 1st. VSAHA reserves the right to decide on these by the end of the month (December 31st). NED's were run very well this year – estimated at 60 kids at 14U and 40 from 12U...about a quarter of which were SASA in each group.

5. Complex & Head Ref – 5 new officials this year. 10U coaches should be made aware that these new refs will learn the ropes with a senior official in these 10U games. Referees are separate from SASA and Mark Deso is the primary contact. Mark is looking to have the Franklin County officials handle the state tournament. Emily received correspondence from Pat Phillips regarding officials. Call from Lady Patriots parent – very appreciative and thankful for all that was done for the tournament. A reminder on concussions from JP – VSAHA requires a form to be completed before a player returns...medical clearance. Does SASA have a policy related to concussions? Should we just adopt the USA Hockey Policy. Looking for a group of Board members to update/create policies – Concussion, Attendance, Volunteer, etc. Kevin is looking for 3 Board members to take on this task and get these drafted and approved. Dustin, Emily & Joe are taking the lead on these. New scoreboard tomorrow, hung Thursday (12/11). New controller is coming in – if folks could familiarize themselves with the new controller ahead of the weekend that would be great...Thursday would be a great night for that.
6. Girls Hockey – 2002 Odessey had a great turnout. Lots of SASA players attended wearing jerseys. Comets starting this week to attend SASA practices. They are focusing on YB and 8U as that is where the majority will be. These athletes are being asked to only attend 1 per week. Please use the player(s) on ice and give them something to do. Tournament feedback was great regarding Rail City. 16U team – Luke Cioffi asked for a 16U team and given the fact that the 14U teams season is practically over give their State Tournament is over. That sparked the discussion. JP is researching with VSAHA and Adam is researching potential teams to play. You can run a parallel roster with 14U and 16U players. If we are going to start a 16U team we need to start now because it will take a long time to build contacts, etc. Current 14U T2 roster needs to remain per VSAHA however we could create a new girls 16U team...parallel roster essentially. Adam and Chelsea will begin working together on this to establish contacts and get the wheels rolling.

7. Tournaments – 3 down, 2 to go. Bob Ashton went very smoothly. Officiating was very good. Coaches did a good job keeping the kids engaged and reasonable. Danielle and Nate did a great job with this tournament. MAHA won this one. Chelsea did an awesome job designing and creating the brochures for Bob Ashton, Connor Roberts & Rail City. Connor Roberts went well. Appreciate all of the volunteers who helped make this happen. If folks want to volunteer and assist – please jump in and help...don't wait to be asked, insert yourself and make it happen. Do we know what is happening with tournaments next year? This would allow us to reach out to this years participants. We have to figure out what we are going to have for ice and what we are going to run. It is anticipated that numbers will increase, especially with a new 16U girls team that will need to be solved for in terms of ice time. Andrew Irving tournament – Bobwhites & Comets are set to ref. 30 teams participating. Like skilled model is working in gaining confidence with kids and building skills. Rouses Point tournament this past weekend gave some ideas. We are using Highgate ice for Irving Tournament. Maple City is over filled.

8. Skate Shack – things are going well. Started a little late (2-3 weeks late). \$3,483 – estimating \$7,800 in total sales for the year. Mini sticks are a very big seller. Going to net about \$5,200. Wheels have gone up. 50 skate sharpenings per wheel. \$1.10 to \$1.45. Move up sharpening to \$8.00, everything else up 5% YOY. Trying to deplete inventory further before refreshing. The inventory is very dated and not selling well. We are looking to buy product directly through the vendor as opposed to going through 3rd parties...margins are much better. Tape, mouth guard, skate guard, etc. all have their own accounts established now.

Snack bar is running well. There are a few things that Andy is working on, but all in all things are going well.

9. Communications – Tasha Dickinson has been kind enough to put together a social media content creator. Tasha is donating this service to SASA. Tasha runs a tech company and has created an AI bot to help with social media. This social media contact will create 4 posts/week on FaceBook. Stories are the best. What are we selling and what are we being. Sponsor features. FaceBook is where parents and tournament participants will go. Kids will go to Instagram. Lunch time or early

evening will be when most posts go up. Monday weekend recap, Throwback Thursday, sponsor highlight, etc. Looking to also drive traffic to the website. There is an extensive plan in place with weekly themes, etc. Drive tournament applications, etc. Go dormant in spring/summer. A social media questionnaire has been created to help guide the posts. Photography will be a key and where to host photos will be critical in allowing photos to be shared, etc. Katie LeClerc shared a website link (Pic-time) that she uses in her business whereby she can share images with clients. Katie needs an email address in order to set up the account. Stina Booth has indicated that she is willing to save her photos in the website as well. Once the account is set up we could create a way through CrossBar whereby parents can upload photos. Photography@stalbanshockey.org will be email address and Katie LeClerc will manage and set this up. Can we put an opt-out on the website? Policy committee is going to work on an opt-out and communicate accordingly with membership. In terms of the social media posts do we want a sub-committee to approve the release of posts or just one person? We're working hard on tone and ensuring a sense of community, etc. via tone so working together as the bot and social media consultant get to know us, is important. As such January and February posts will be approved by Emily, Colin and Chris.

10. Fundraising– Katelyn created a letter this week and is gearing up for a mailing and asset tracking. Sponsorships are coming in. These are being tracked via a spreadsheet as well as what we owe these sponsors...website presence, Instagram, Banner, etc. Looking to get all of the major donor information gathered by the end of this month to ensure that we can get everything printed appropriately. Turn over sponsorships on an annual basis. We have ask letters with sponsorship levels, etc. It is critical that any asks get tracked within the 'asset tracker'. Gun raffle is going on right now. CPSC took the posters down. 224 of 1,000 tickets sold thus far. Are we going to pull the tickets live? Yes, we can do the ticket purchase live via Facebook or YouTube. We need to push the ticket sales. Please go and share the gun raffle via FaceBook.

11. New Business – 12U Rail City game – Leafs player approached a Board member asking why music wasn't played at their games and why the uniforms are still the old ones. New uniforms have been ordered. Music is a touchy subject given the sensitivity some of these players have.

State Tournament committee met last week and is beginning to pull those pieces together. Communication between VSAHA and SASA has begun. SASA gets all the door fees and all the snack bar sales. VSAHA reimburses SASA for ice and officials. VSAHA handles tournament swag, as well. Playdowns may be just as involved.

When are team photos are going to be taken? Photos will be taken post-holiday's. Dates will be communicated.

Raffle for kids to include hockey equipment. Fundraising committee to look into.

12. Old Business –

13. Executive Session – motion to go into Executive Session with Chris Brosseau as an invited guest at 8:20PM by Colin, 2nd by Melissa. Unanimous. Motion carried.

Motion to come out of Executive Session at 8:50PM by Joe, 2nd by Nate. Unanimous. Motion carried.

14. Volunteer Policy – motion to approve Volunteer Policy as amended by Emily Norris, motion by Dustin, 2nd Emily. Unanimous. Motion carries.

15. Adjourn - motion to adjourn at 8:52PM by Joe, 2nd by Danielle. Unanimous. Motion carried.