

Meeting Minutes - Northwest Montana Youth Hockey Association

Date & Time:
May 18, 2026 5:30-6:30PM

Attendees:
Rich Evers
Heather Vezane
Cara Ryan Lemire
Amanda Hayes
Susie Kalgren
Brittney Crest
Lindsey Foster
Cristinna Gebbia
Abbie Steffen

Meeting Objective / Agenda:

- Finalize team branding (DBA name)
- Discuss logo and color schemes
- Review communication to membership
- Discuss jersey planning and sponsorships
- Review organizational structure and job descriptions

Key Discussion Points:

1. Team Naming & Branding

Multiple naming options were discussed, including:

Freeze
Snow Ghost
Storm

Emphasis on:

Creating a new, unified identity (avoiding legacy names like "Glacier")

Choosing a name that represents the entire region

"Snow Ghost" received strong support due to:

Unique regional relevance
Existing familiarity in spring programming
Distinct identity vs. generic team names

2. DBA & Business Considerations

Naming decision is time-sensitive due to:

IRS recognition requirements

Grant application eligibility
Registration system setup (Crossbar)

Branding must be finalized before:
Opening registration
Launching communications
Securing sponsorships

3. Jerseys & Equipment

Jersey strategy:
Parents may order directly via vendor portal
Association will order supplemental stock

Timeline:
Final order needed by mid-October
Key considerations:
Avoid reliance on sponsorship logos on jerseys
Use board ads and banners for sponsors instead
Choose colors that align with widely available gear (black base preferred)

4. Color Scheme Discussion

Multiple palette options reviewed
Emphasis on:
Distinctness from other Montana teams
Compatibility with equipment availability
Consensus to narrow options rather than finalize immediately

5. Member Communication

Draft letter to membership reviewed
Plan to:
Send communication before upcoming annual meeting
Align messaging across both associations

6. Organizational Structure / Roles

Discussion on roles included:
Executive Director
Hockey Director
Additional specialized positions
Key concerns:
Avoid overlapping responsibilities
Keep structure flexible and scalable
Focus on player development priorities

Decisions Made 

Team name approved:

→ “Snow Ghosts”

Cara motioned to approve. Rich 2nded. All were in favor.

Regional identifier approved:

→ “Northwest”

Rich motioned to approve. Heather 2nded it. All were in favor.

Roles assigned to who can sign banking documents approved:

→ “President, Vice President, and Treasurer”

Heather made a motion to approve. Susie 2nded it. All were in favor.

Bank of choice for the association approved:

→ “Glacier Bank”

*Cara made a motion to approve. Brittney 2nded it. All were in favor. *** NOTE ****

Heather Vezane abstained from this vote to avoid conflict of interest.

Member Communication:

Approved draft letter

To be sent immediately (before annual meeting)

Organizational Structure Direction:

Move forward with roles:

Executive Director

Hockey Director

Additional roles to be refined later

Next Steps:

Finalize logo and color scheme

Continue refining organizational structure

Open registration by early July target

Begin sponsorship outreach