

**Meeting Minutes**  
**Wednesday September 4, 2024**

**Call To Order:** 8:04 PM

**Role Call:**

A. Kristian Siemon - President	Not Present
B. Rona Levin – Vice President	Present
C. Mike Doyle – Secretary	Present
D. Sean Calvillo – Treasurer	Present
E. Tory Kuehner – Hockey Director	Present
F. Doug Shipley – Director of Operations	Present

**GENERAL**

- A. Tonight's meeting is taking place to cover time sensitive issues including special circumstances for financial aid, fundraising, and merchandizing.
- B. Due to scheduling conflicts and the proximity to the originally scheduled meeting date (9/16) the Board will not meet again until the October meeting (10/21).

**FINANCIAL AID**

- A. It has come to the attention of the Board that a player in the organization has extenuating circumstances regarding their finances and they have applied for financial aid outside of the normal timeframes.
- B. General discussion regarding the extenuating circumstances took place.
- C. A plan was proposed to include a partial scholarship and a revised payment plan.
- D. The scholarship and revised payment plan for this individual was unanimously approved.

**FUNDRAISING**

- A. It was reiterated that the Board has already approved fundraising for the organization, however a formal policy has not been approved.
- B. General Discussion
  - 1. There is concern about individual teams raising money for the sole use by their team. These concerns include tracking, distribution, control, equity, etc.
  - 2. We would like to understand how other organizations handle fundraising.
  - 3. How much money do we think the organization can raise annually?
  - 4. Tuition for the 2024/2025 did take into account some fundraising to offset costs.
  - 5. The goal for this year is to baseline the organization's finances and start to be able to track year-over-year statistics. We don't know how fundraising will impact our finances right now.
  - 6. Currently, there is a concern that we're not ready to have a robust policy on fundraising until we have time to research the items above.
- C. 2024/2025 Policy

1. A proposal was put forth that 100% of all fundraising for the 2024/2025 fiscal year be allocated to the organization and not to individual teams with the following understanding:
  - a) A Fundraising Committee will be established.
  - b) Distribution to individual teams will/should be considered in the future.
  - c) Any extra monies will go toward reducing overall fees including ice time, tournament fees, coach's needs, etc.
  - d) The goal is to keep the cost of hockey at an affordable rate.
2. The proposal noted above was unanimously approved.

D. Planning for next year's fundraising should start in December.

#### **MERCHANDISING**

- A. Pure Hockey store is currently open.
- B. Our logo is not trademarked. We have reached out to an attorney to find out more information.
- C. There was recognition that some individuals have ordered merchandise that looks great and some that does not look great.
- D. Overall goal for merchandising was discussed:
  1. Protect the brand.
  2. Merchandise opportunities should be made available to all individuals in the organization at a reduced cost if possible.
- E. We will continue to offer opportunities through Pure Hockey.
- F. Custom LogoWare is interested in opening a store for us. This will be researched further.
- G. The organization is open to having other vendors provide merchandising as long as it is approved prior to production.
- H. The current policy (adopted previously) will stay in effect: Any merchandising must be coordinated through the Organization and should be open to the entire Organization.

#### **OTHER**

- A. 2025 year planning will start in December 2024.
- B. We were awarded a \$10,000 scholarship grant from the Carolina Hurricanes. It is a restricted grant and can only be used to fund our scholarship program.
- C. We will be looking for the following non-board positions for the Organization. These will be advertised shortly:
  1. Grant Writing
  2. Merchandising
  3. Fundraising
  4. Social Media

**Meeting Adjourned: 9:05 PM**