

HINSDALE CENTRAL HOCKEY CLUB

BOARD MEETING

Willowbrook Ice Arena

June 24, 2025

MINUTES

President's Update:

In Jay's absence, Don led the meeting. He reported that the Coaches' Committee met last week to finalize the JV Head Coach position. It was decided that the club would part ways with Mike Dwyer, and Jay has since communicated this decision to Mike via phone.

Coach Brooks met with Zach Laskowski to discuss the possibility of Zach taking over the JV Head Coach role. The club will be updated once Zach makes his decision.

Hockey Director's Update:

Recruiting:

Coach Brooks spoke with Chris Waters, who manages the IL West goalie pool, to notify him that the club will need both JV and Varsity goalies for the upcoming season. Chris indicated that this should not be an issue. Additionally, the club will need to recruit a new goalie coach following Dwyer's departure.

Fall Conditioning & Tryouts Schedule:

Conditioning Skates (1 hour):

- Monday, August 18 @ 6:20 PM
- Wednesday, August 20 @ 6:45 PM
- Thursday, August 21 @ 6:50 PM

Tryouts (1.5 hours):

- Wednesday, August 27 @ 8:00 PM
- Thursday, August 28 @ 7:40 PM

Town Hall Meeting:

Plans are underway to host a town hall meeting at the Hinsdale Community House for new players and parents (but open to all in the club). Tentative date and time: Sunday, August 17 at 5:00 PM. The board is considering incorporating a video message from an alum(s) to build enthusiasm among potential new players.

Fall Showcase:

Due to low participation from other teams, the Fall Showcase may not proceed. Coach Brooks recommends exploring other tournament options instead.

Varsity Team Manager's Update (Bob McPhearson):

Bob recommends considering tournaments organized by TCS or My Hockey, as they are well-run. The club is budgeted for three tournaments this season. He is requesting input on any locations the club would prefer to avoid. Nashville is a popular potential destination, particularly for the long weekend in October.

Games against Culver are currently TBD. Bob is scheduled to speak with Culver's "Varsity A" coach next Thursday.

Bob will also be evaluating the performance of referees throughout the season, with hopes for improved officiating.

Social Media & Recruitment Update:

Coach Brooks and the incoming JV coach will receive a list of prospective players to personally invite to the summer camp and/or fall conditioning and tryouts.

Kelly will send out an email blast to the hockey community with updates on the search for marketing interns and promotion of the upcoming summer camp.

Plans are underway to generate social media content over the summer—especially involving seniors—to build momentum heading into the new season.

Apparel Update:

Julie presented mock-ups for the new white jersey. The board approved one of the designs and agreed to proceed with production through James' contact in Canada. Estimated turnaround is 4–8 weeks.

Player kits will be ordered immediately following tryouts, with a goal of delivery by late September.

Fundraising Update:

Rick proposed using Vertical Raise as the primary fundraising campaign for the year. This platform functions similarly to GoFundMe. Each player would be responsible for submitting 20+ email contacts. Vertical Raise handles distribution of personalized emails and reminders. Funds go directly to the club, with a 20% fee covering credit card processing, platform use, and campaign support.

The goal is to launch the campaign in mid-August, ideally coinciding with the August 17th town hall meeting.

Additional Fundraising Option:

Later in the season, the board may consider a Digital Discount Gift Card fundraiser. This would operate separately from Vertical Raise. Supporters purchase a \$25 mobile discount card, providing access to hundreds of national and local deals. The club would retain 80% of each sale.

Next Board Meeting:

Monday, July 21 at 6:30pm at Willowbrook Ice Arena.