

**West Northumberland Girls' Hockey Association  
Executive Committee Meeting**

Date: August 9, 2012

Present:	Dave Perry	Trish Davidson	Ron Samis	Jim Smith
	Bert Maudsley	Shawn Davis	Jason Dalby	Teresa Smith
	Susan Landry	Todd Dafoe	Jeremy Coulis	

Regrets: Jen Ashley, Claudia Brown, Tom Cole, Dean Jenkins

**MINUTES**      Moved by: Ron Samis  
                          Seconded by: Susan Landry

Actions carried forward:

Action: Trish will look into investment options and bring them to the next meeting.

Action: Jim will talk to Tom about working together to look after paying the referees.

Action: Dean will discuss and/or arrange to meet with Chris Huffman to determine what their fees should be based on their goals & ice for the season. Jeremy will join the discussion if there is a meeting

Action: President, VP's, and Jo are to forward their reports to Todd for the website.

Action: Todd will put together a flyer to go out the week of Sept 4<sup>th</sup> to advertise for the houseleague and the learn-to-skates.

Action: Jen will get thank you cards & bring them to the next executive meeting to be signed. She will then mail them out.

Action (to be carried forward to next meeting): Someone needs to initiate the WNGHA change of address . Change to post office should be done approximately November 1.

Action: Trish to apply for Trillium Grant. It must be in by October 1<sup>st</sup>.

ACTION: Book ice for a "Pre Tryout" camp for our players – March/April 2013 – (please leave on the minutes until the task is completed).

ACTION: Book the CCC Gym for the House League Banquet on Championship Day 2013. (please leave on the minutes until the task is completed).

Action – Each member is to complete a Goal Planning Template sheet for their own executive position and forward it to Trish. All positions will be looked at and duties will be re-allocated based on current workload to make it a more balanced workload for all.

Action-Shawn will set up dates with Dean to schedule development into individual team schedules.

Action: Bert will research the possibility of running an OWHA D1 course locally (including expenses involved).

**TREASURER'S REPORT** Moved by: Bert Maudsley  
Seconded by: Shawn Davis

The balance at the end of July was \$48,160.30.

ACTION - Bert, Trish, and Dave will get together to discuss the budget and potential investments.

**REGISTRAR'S REPORT** Moved by: Jason Dalby  
Seconded by: Jeremy Coulis

**TOURNAMENT REPORT** Moved by: Jeremy Coulis  
Seconded by: Shawn Davis

ACTION – Trish will email Gary Parkinson about the tournament.

ACTION - Teresa will contact Northumberland Child Development.

**FUNDRAISING REPORT** -no report

**EQUIPMENT REPORT** Moved by: Bert Maudsley  
Seconded by: Shawn Davis

ACTION – Trish will send an email to rep teams

-need to buy jerseys

#### **HOUSELEAGUE REPORT**

Stacey Johnson is a potential candidate for convenor.

Action: Jason Dalby to contact

**DIRECTOR OF PLAYER DEVELOPMENT REPORT** Moved by: Susan Landry  
Seconded by: Bert Maudsley

We will be hiring Trudy Reynolds, Matt Diminie, and Dan Stewart for WNGHA development sessions.

ACTION – Shawn will sit down with Dean to discuss October Ice development.

ACTION – Shawn will look into hosting a coaches clinic.

**ICE SCHEDULER REPORT** - no report

#### **SPONSORSHIP REPORT**

*\*See attached for new sponsorship system & incentives.*

**REFEREE IN CHIEF** -no report

**LOWER LAKES REPORT** Moved by: Bert Maudsley  
Seconded by: Shawn Davis

ACTION - Bert and Jeremy will attend OWHA/LLFHL meeting on Sept. 8/12.

**OWHA REPORT** - As Above Lower Lakes report



## OTHER –

- Any business donating to a specific team (rep or otherwise), above and beyond the donation of their main sponsor, will not be recognized by the WNGHA, but will be appreciated by the team for their support.

*Gold, silver, and bronze sponsorship money will be used for development, excluding the advertisement fees necessary to acknowledge our sponsors.*

*Participant sponsorship money will be used for development, sponsor appreciation initiatives, issues of financial need, and administrative costs*

## Additions Suggestions from focus group meeting:

### 1. Website:

- The website should be upgraded to be more user friendly. We may need to upgrade our software. (Todd can decide the best way this can be done by networking with other executive members and community members.)
- Sponsor logos will be on the home page
- Game scores for all teams should be up-to-date. (A direct link to the LLFHL website would be an asset in this respect.)
- Every team's page should have a minimum of a team photo and schedule on it.

Action: Trish will contact Nancy at the CCC regarding the board advertisement and adding sponsor names to dressing room monitors.

*Results of Action - Board ads are \$525. Per year plus HST for a 3 year term for an 8ft sign . You can have 12 at \$787.50 or 16 ft at \$1050. signs if you wish. For the cougars you would have to ask them and for the wild we do not advertise for their games because they do not use the video that often.*

Action: Trish will contact Sue Schell about the sponsor decals needed for the WNGHA window.

*Result of Action – Sue Schell stated that 4"x6" coloured stickers would be \$3.50 each. She will need more details to be more specific, especially regarding the board in Pad 1. Trish suggested this be added to the motion, since the costs will be low.*

### 2. Sponsorship Solicitation:

The managers of all rep teams will know the status of their sponsorship for the upcoming season once all previous sponsors have responded. All rep teams will be asked to help with WNGHA sponsorship solicitation, whether they already have a sponsor or not.

### 3. More newspaper and radio coverage is needed for all teams.

4. It was suggested to use the camera for some selected Sundays during the season to display the play-by-play on the scoreboard in the Bowl. This would include sponsor logos.

5. We can explore the costs of advertising our sponsors on the scoreboard during Cougar games.

6. Jerseys:
- No sponsor patches
  - Name bars must go above the numbers on the back of the jerseys.
  - Name bars are optional (per player)
  - On home jerseys, the name bar must be a white patch with green letters.
  - On away jerseys the name bar must be a blue patch with white letters  
(Exception Midget BB Bantam A Midget B,C and Bantam B TBD)

Action: Dave Sommerville needs to be sent a letter outlining our jersey policy.