

**West Northumberland Girls' Hockey Association
Executive Meeting - Minutes**

Date: Wednesday, August 10, 2016

Present: Danielle Rock, Greg Brocanier, Lynn Marie Brocanier, Trudy Stacey, Dave Evans, Sarah LeBlanc, Veronica Marriott, Jason Dalby, Ron Samis, Ian Koellner, Darren Mackey, Jennifer Ashley, Kelly Watson, Shawn (Toad) Davis

Regrets: Curtis Hackney, Barb Hackney, Tom Cole, Ryan Smith

ACTIONS CARRIED OVER:

ACTION – Next summer (2016), the executive will review the WNGHA fee structure for home teams for the tournament.

ACTION – Jen will spearhead letterhead.

ACTION – The new executive will discuss creating a login for people to sign in if they wish to complete a coach evaluation.

ACTION – 2016-2017 executive should add an intent to tryout form on the website for the 2017-18 tryouts so executive is aware of approximately how many players will be trying out for each team (all levels).

ACTION – Greg and Veronica will draft financial statement criteria/checklist report expectations for individual teams and present it at the next executive meeting. These reports will be submitted three times annually and will be an itemized team budget.

ACTION – Toad will network with CCI to see if they can build something in Sept. to hang our jerseys from, so they don't have to be stored in bins (Rolling racks and hangers)

ACTION – Sarah will work with Ryan to update our tournament link to make it look more attractive.

ACTION – Jen will meet with Harry as a final follow-up to the incentives offered to financial supporters of the CCC, specifically the WNGHA.

ACTION – Ian will network with Dean regarding the potential Intermediate team and their fees will be determined at a later date.

ACTION – Jen send out AGM minutes.

MINUTES

By Jen

Moved by: Darren

Seconded by: Toad

Carried

Approval of minutes from July 19, 2016.

TREASURER'S REPORT

By Ian

Moved by: Danielle

Seconded by: Jen

Carried

Ian presented year to date information, budget, and bank reconciliation reports (see Appendix A)

ACTION – Ryan to make it clear on the website that you can register but if you pay online it's \$15 fee. Applicants can register online but send in payment to avoid the \$15 fee. \$15 fee is only applied for PAYMENT ONLINE. Payment can be dropped off at the CCC. There is a \$50 late payment charge (after Sept 1).

REGISTRAR'S REPORT

By Jason

Moved by: Ian

Seconded by: Dave

Carried

We had 1 in person registration, to date, and another tomorrow. The online registration is up and running but not the payment option.

TOURNAMENT REPORT

By Sarah

Moved by: Kelly

Seconded by: Lynn Marie

Carried

We missed the application for the grant for this year but Ross Quigley will help us with our application next year.

He suggested to contact Lara Scott from the town for other grant opportunities.

ACTION – Sara will do this when Lara returns from holidays and will contact Gary saying we need our tourney sanctioned by Fri.

FUNDRAISING REPORT

By Darren

Moved by: Greg

Seconded by: Veronica

Carried

Two teams have run successful fundraising initiatives. There was one more request.

ACTION – Darren will forward fundraising profit results to Ian to include in his reports.

EQUIPMENT REPORT

By Curtis

No report.

JUNIOR HOUSELEAGUE REPORT

By Barb

Nothing new to report.

LADIES HOUSELEAGUE REPORT

By Kelly

Moved by: Jason

Seconded by: Darren

Carried

ACTION – Kelly will come up with criteria for a rebate incentive for house league goalies. Kelly will change the division names because "competitive" causes some misunderstanding when registering. Will contact Ryan re the above changes.

DIRECTOR OF COACH & PLAYER DEVELOPMENT REPORT

By Greg

Moved by: Toad

Seconded by: Danielle Carried

There is no cost to the association for Hockey Canada Development Day. If 55 skaters there is no cost for ice as hockey Canada will cover the costs. 9 am-4 pm is the ice needed. Off and on ice sessions. Guest Speaker. Sept. 30 – PA Day.

ACTION – Greg will clarify pay structure with Hockey Canada.

Greg distributed a hard copy of the coaching qualifications required by Hockey Canada. We need all of our coaches except Midget AA to become certified. Greg can pay the coach certification for our head coaches at each level and can do the rest in future seasons. The D1 course (2 days) we don't have enough days to book an instructor. Option 1 -Greg can put in a request for this process. Option 2 – Greg will be emailed all coaches credentials and will find clinics for them all.

Any assistan coaches can be certified this year but won't be reimbursed until next year if they continue to coach. We will only reimburse those who need it this year. Anyone D1 certified prior to 2014 is grandfathered in as certified.

ACTION – Greg will arrange instruction/courses for WNGHA coaches.

There will be approximately 35 coaches to be certified. The estimated total cost of certifying our coaches is \$7000. We reimburse half of the cost to each coach.

Permission was granted for Greg to proceed arranging these clinics.

There is a 30-day grace period from the start of the season. However, protests are still possible if coaches aren't certified when playing.

Greg introduced the concept of "coach at large", who we can roster and use when teams are short staffed. After discussion, it was decided not to do it since coach attendance is good in our association.

Greg presented his progressive learning stage based development plan. (See Appendix 1). He feels it will put in more consistency in our program re: core skill sets. In his proposal a team would lose 1 practice/mo to bring in an instructor to do core development and it would go until mid-Dec. It would be shared ice so each team would have 2 development sessions/month.

Greg made a motion to go ahead with the plan proposal pending approval by the instructors. However, the development is based on sponsorship funds so would have to be adjusted if full sponsorships aren't obtained. Goalies will attend clinics with Dan Stewart. Greg would like to get one coach/team to become goalie coach certified by Dan, if their goalie can't make Sunday clinics. The clinics are from 7-8 pm

Greg made a MOTION – To accept the development proposal for the 2016-17 season, pending instructor approval.

2nd motion – Jen yes-13 (3 proxy) no-2 Carried.

ICE SCHEDULER REPORT

By Darren

No report

SPONSORSHIP REPORT

By Dave

Moved by: Veronica

Seconded by: Jason

Carried

Dave presented his tiered sponsorship plan. (See Appendix 2)

Dave made a MOTION – to allow rep players to wear individual sponsorship bars.

2nd motion – Toad yes-5 no-7 Defeated.

Dave made a MOTION – that there will be a tiered sponsorship system and teams will qualify for a 25% reimbursement up to their fundraising cap if they solicit a successful referral.

2nd motion – Kelly yes-12 no-0 Carried

Dave will establish details and it will be voted on via email.

REFEREE IN CHIEF

By Tom

No report.

LOWER LAKES REPORT

By Veronica

Nothing new to report.

OWHA REPORT

By Toad

Nothing new to report

PUBLIC RELATIONS & MEDIA

By Danielle

Nothing new to report

WEBMASTER

By Ryan

No report

NEW BUSINESS

1. Jen – Reviewed incentives for CCC financial support by WNGHA. It looks like most of them have been covered.

ACTION - Jen will meet with Harry to double check that incentive obligations have been fulfilled.

2. Ian – He wondered why is our online registration system isn't working. He's been following up with the company and it's supposed to be up and running by Friday.
3. Ron -asked Ian if we could put off the additional \$5000 for the CCC for 1 year.

ACTION – Ian will request a deferral of this.

4. Dave – Rowan's Law – We have to educate all players re: concussions (signs & systems). Baseline testing is not mandatory but Dave thinks all players should have mandatory baseline testing in our association.

Dave made the MOTION that all WILD players aged 10-18 must have baseline concussion testing done prior to their first game, at the parent's expense.

2nd – Danielle yes-12 no-0 Carried

The trainers will be responsible to track this.

ACTION – Ryan will post on website that all players aged 10-18 must have baseline concussion testing done prior to their first game, at their expense.

5. Sarah – By the end of 2017, we can compile some historical information and submit it to Ross Quigley's committee to be included in the museum.

ACTION – Jen will network with Dean about this.

6. Greg – He presented a "Request for Motion: New Player Tryout Policy" (See Appendix 3).

Greg made a MOTION to make this a policy for this year.

2nd motion – Kelly yes-14 (2 proxy) no-0 Carried.

7. Veronica - Clothing Committee – The clothing committee decided the dress code would remain status quo for this year – yoga shell and softshell jacket or the Kewl pant with the Kewl jacket. Veronica asked about going to blue yoga pants for this year but the vote was 4-3 against. (See Appendix 4 - Clothing Committee Report).

8. Trudy – Lottery License

A license is required for anything that provides a "chance" to win. i.e raffle and 50/50. We can get an umbrella account that would require us to have a Lottery Trust Account. (She can provide more details later)

ACTION – Ian to spearhead getting lottery license.

Each individual event/raffle would require a license and application to be completed and signed by two board members.

Silent Auctions, Car Washes, and Bottle drives do not require a license.

9. Ron- Bantam B team took full complement but they've lost some players so need to recruit some. Veronica asked how to go about recruiting players. Ron explained the tampering policy (eg. Who she can and can't talk to).

ACTION – Veronica will forward information to Ryan for the website to initiate recruiting.

10. Ice Scheduler – Darren Mackey nominated by Jen. Yes-all He will still maintain the fundraising director position, also, and will get one vote only on the executive.

ADJOURNMENT

Moved by: Toad

Seconded by: Sarah

Carried

Next Meeting: Tuesday, September 13, 2016 at 7 pm (CCC)

APPENDIX 1

Development Proposal WNGHA 2016/2017

1. Executive Summary

a. Current Model

Teams acquire \$1000 dollars for sponsorship. \$750 goes to team for development, \$250 is kept by organization.

Each individual coach determines where and how to spend the \$750, some spend on goalies, some on outside instructors, some a combination of both.

2. Problems with Current Model

With each team using a small amount of development money...the money doesn't go far. Cost per session is high.

Money is usually spent at end of year getting the least benefit from the money being spent. Due to each coach determining where to spend money, there is no unified plan or goal for the team development. "Everyone is rowing the boat in different directions."

With no unified plan there is no consistency in the skill set we are trying to develop to with our girls. The result is we get one or two high performing hockey players, out of natural athleticism, rather than developing a team of skilled players.

With no unified development teaching strategy, teaching technique and corrective measures are inconsistent throughout the entire organization.

Hockey Canada LTPD Drawbacks to current models of development.

- Over-competing & under training; results based coaching for 'wins'
- Adult programs imposed on children; teaching systems too early
- Chronological rather than developmental age is used in training and competition planning.
- Coaches largely neglect the critical periods of accelerated adaptation to training (ages 9 – 12)
- Fundamental movement skills and sport skills are not taught properly.
- Preparation geared to short-term outcomes;
- Knowledgeable coaches at the elite levels
- Competition system interferes with athlete development
- Early specialization is demanded; kids playing same positions from early age
- Parents are not educated about LTPD

3. Proposed New Model

Using the Hockey Canada Long Term Player Development model as a guide line, this plan will create a unified development skills program to be introduced to the WNGHA with the end goal of providing better development to raise the skill level of all our hockey players in competitive and house league.

By creating a Long Term Development Plan (LTDP), following the Hockey Canada guideline the WNGHA can set a framework to maximize individual player's, and team's potential by building a development plan in progressive stages so that at each age group the player will learn new challenging skills based on the previous year's skill development.

Coach's will still have the flexibility to coach other facets of the game with their own style, but the end goal is to create teams of players that are all highly skilled as they move up in age.

All team sponsorship money will be managed by the board, and a budget for development will be set. Each age group will be expected to share one practice a month from their regular scheduled practice schedule, this way each age group will receive 2 development sessions a month led by an outside instructor.

There will be 6 sessions planned to be completed by Dec 15, 2016 thus giving the coaches plenty of time for the last 3 months to prepare for playdowns and provincials.

Coaches and assistant coaches will be encouraged to be on the ice during the sessions to learn from the outside trainer. The goal is to have the coaches learn some technique to incorporate into their regular practices.

best practices from Hockey Canada and the OWHA

4. Advantages to New Model

There is a unified development strategy starting from Novice up to Bantam thus giving our players a consistency in skills and hockey knowledge they are learning.

**The most important aspects of Minor Hockey Association development are:*

- 1) Consistency in the coaching philosophy*
- 2) Consistency in what the coaches are teaching.*

**Hockey Canada LTPD*

Unified strategy allows for a 'teaching' model', that is Novice players learn basic skill sets, going in to Atom; Atom players then have foundation for more complex skills going into Peewee etc. Teaching and technique can become more complex as the players move up in age using the 'building block' model. Cost structure is more advantageous, so that our cost per player goes down as a result of sharing ice time and instructors.

By using a 'train the trainer' model by encouraging coaches to be on ice with the outside resources, our coaches are also benefiting from the learning environment, thus cost structure is maximized to benefit coaches too.

Coaches are learning same techniques from outside resource, so there is consistency in our development model of a unified goal.

We will have more high skilled players to support our current Midget AA program from girls that are in our catchment.

5. 4 Streams of Development:

- a. House League 1: player wishes to stay in house league; goal is to have fun**
 - This player enjoys hockey and wishes to stay in the Wild program to have fun with friends.
 - Parent(s) like the aspect of physical fitness
 - Development is not a priority

6. House League 2: house league to rep; player wishes to develop to someday make a rep team

- This player has enjoyed a period of time in house league, and has probably improved in some skill areas to want to pursue a higher level
- Player is seeking out more development either within Wild program or outside hockey clinics / camps ie. Hockey Canada
- Parents support the idea of a more competitive environment and support more ice time (2 practices, 2 games per week average)
- Travel and money commitment is accepted by parents

7. Rep 3: player is proficiently skilled enough to play rep; does not wish to move up to next level

- This player may have started out in house league, or has always played rep and has decided that this level is where she wants to stay
- May participate in extra development sessions, but still benefits from more ice time
- Fun and competitive aspects of game are still priority
- Travel and financial commitment by parents is accepted and they are used to this

8. Rep 4: player is in rep stream and has end goal of making the MAA program

- This player has a desire to move to high level hockey
- Player is always involved in extra development sessions and takes advantage of extra ice sessions either by team or private
- Player is willing to sign up for outside hockey camps to improve on skill
- Player spends time on developing skill outside of practices ie. Dry land drills
- Player spends outside time on extra physical fitness and strength programs

9. Type of Development

10. Cost Structure for Development

11. Assumptions / Risks

This is not a one year plan. In order to see benefits of a program like this, the board must buy into this concept over a minimum 5 year period. That is, our Novice and Atom programs will be the benchmark for the effectiveness of this program by their Bantam and Midget years.

*This program assumes the concept that all our representative coaches are coaching to move players to the next level to raise the overall skill level for all players on their team by following the unified plan.

****This model also follows the Hockey Canada LTPD model that focus on skill is player centric and the goal is to move players up in skill to reach a higher level of play and competition.***

Due to budget constraints, our Midget programs will not be included in the outside resource sessions, however, they will be able to take advantage of the weekly ice rental with-in house instructors.

Regarding above, by following the recommendations presented by our Treasurer at the July meeting we should see some cost savings over this year. It is suggested that the board set the goal to put an incremental amount of money aside each year to increase the number of outside resource sessions, and be able to include our Midget programs.

It is assumed that if board approved, the coaches will have full buy-in to the program. It is expected that all head coaches, assistant coaches and other bench staff present this program to their teams and parents with enthusiasm and optimism.

APPENDIX 2

Proposal - Rep Hockey Sponsorship Packages

\$2000 Sponsorship

Major Team Sponsor

- Entire Team named after sponsor. For Example: "Spoolon's Atom girls Wild hockey team"
- Business name on all player Jerseys: For Example: "SPOOLON" sponsor bars on each home jersey
- Business name radio tags (weekly is the goal for 20 weeks) –For Example: "Spoolon's Atom WILD girls beat Clarrington 3 to 2"
- Business logo **static** on WNGHA website and Team Page (averaging 2500 impressions/day)
- Promotional opportunity on WNGHA website. Post an ad on website linking to your webpage. For example: "Save 10% off all Spoolon products" (averaging 2500 impressions daily)
- 2 tickets to the year-end banquet: recognition and appreciation of Sponsorship. Handing out of awards option. Photo and media opportunity.
- Opportunity to put a sales booth up at our local tournament
- Ad or logo in our local tournament program
- Opportunity to put promotional items in welcome bags for our Tournament (20 to 40 teams)
- **An award named after you business in our local tournament. (picture opportunity with you and winner. All media sources notified)**
- Team picture thanking you for sponsorship. Great local PR
- Year-end thank-you ad in local paper

\$1250 Sponsorship

Team Sponsor

- Entire Team Sponsor. No Sponsor bars on jerseys
- Sponsor banner with your logo hung at all games
- Business name radio tags (weekly is the goal for 20 weeks) –For Example: "Spoolon's Atom WILD girls beat Clarrington 3 to 2"
- Business logo **static** on WNGHA website and Team Page (averaging 2500 impressions/day)
- Promotional opportunity on WNGHA website. Post an ad on website linking to your webpage. For Example: "Save 10% off all Spoolon products" (averaging 2500 impressions daily)
- 2 tickets to the year end banquet: recognition and appreciation of Sponsorship. Handing out of trophies option. Photo and media opportunity
- Opportunity to put a sales booth up at our local tournament
- Ad or logo in our local tournament program
- Opportunity to put promotional items in welcome bags for our Tournament (20 to 40 teams)
- Team picture thanking you for sponsorship. Great local PR
- Year end thank-you ad in local paper

\$625 Sponsorships

Wild Supporting Sponsor

- Team Tryout Jerseys with your Business logo on each (1 set per age group/ 2 year commitment)
- Or
- Supporting Wild Girls Hockey Development and Recruitment Programs. Funds go to Developing girls in hockey.
- Or

- Supporting Coaching Development Programs. Funds go to training coaches.
- Or
- Supporting a low income WILD hockey player(s) financially. Funds go toward league fees to help girls in need afford to play hockey.
- Or
- Open to suggestions. Make a suggestion what you would like to support.

All sponsors receive acknowledgement and:

- Recognition and appreciation at year end banquet
- Year end thank-you ad in local paper

\$250 Donation

- Funds go to supporting Girls hockey
- Recognition and appreciation at year end banquet
- Year end thank-you ad in local paper

**Any donation value will be appreciated.
All proceeds go directly to WILD girls hockey.
It will be our honor to acknowledge you in our community. Thank-you.**

**House league, Senior Women's and Ladies
Sponsorship Packages**

\$600 Sponsorship

Major Support Sponsor

- Your logo on our Sponsors page on the WNGHA website.
- Promotional opportunity on WNGHA website. Post an ad on website linking to your webpage. For Example: "Save 10% off all Spoolon products" (averaging 2500 impressions daily)
- 2 tickets to the year end banquet: recognition and appreciation of Sponsorship. Handing out of trophies option. Photo and media opportunity
- Opportunity to put a sales booth up at our local tournament
- Ad or logo in our local tournament program
- Opportunity to put promotional items in welcome bags for our Tournament (20 to 40 teams)
- Team picture thanking you for sponsorship. Great local PR
- Year end thank-you ad in local paper

\$450 Sponsorship

Team Sponsor

- **1 year Sponsor a House league or Sr Woman's or Ladies team.**

- **3 year commitment (\$1200) and get your Business name on the jersey for 3 years. (3 installments of \$400/year)**
- Team picture thanking you for sponsorship. Great local PR
- Year end thank-you ad in local paper

\$250 Donation

- Funds go to supporting WILD Girls/Woman's hockey
- Recognition and appreciation at year end banquet
- Year end thank-you ad in local paper

What are your Sponsorship Dollars going to:

- Player development. We will be hiring experts in skill development to further enhance our players skills.
- Hockey Canada development camps
- Ice time fees for development, tryouts, recruitment.
- Promotional ACTIONS to encourage new girls to join.
- Development of Coaches.
- Try-out Jerseys (1 set per level)
- Motivational speakers
- Assisting low income families financially play girls hockey
- Purchase of equipment as needed
- Supporting the operations of the Cobourg Community Centre

APPENDIX 3

Policy Exemption for New Players

1. A player requesting to move up an age group, or a player requesting to tryout for a team that has already had tryouts may apply for an exemption to be considered for a team. The player MUST be a skilled player and fall within the top 5* for skill as compared to the entire team.
2. A player may apply for a special exemption to try out for a WNGHA team after the team's tryouts if the player is NOT an import. The player must be moving to the WNGHA catchment? If she is moving then the parent(s) or guardian(s) will provide proof of address prior to tryouts.
3. The player must show valid birth certificate to make sure she is trying out for appropriate age group.
4. The player must pay all the tryout fees before the assessment.
5. The coach must hold a full roster practice / tryout so the player can be assessed against the whole team, including existing top players. This may be done as early as, but not before Aug 15th.
6. The player will NOT be identified to the evaluators prior to evaluation. Also, it is recommended that the player not wear any jersey or special colour equipment, where possible, to allow for fair evaluation.
7. The coach must hold a combined practice of skills and drills and scrimmage for proper assessment.
8. The evaluation process will be coordinated by the Director of Coach and Player Development. Evaluators will consist of no less than 3 Board members, including the Director of Coach and Player Development, to represent WNGHA. Up to 2 outside evaluators may be chosen to assist in the process. These 2 outside evaluators will be approved by the Director of Coach and Player Development.
9. The evaluators will score the top 5 players on the team during the practice / tryout and they will be evaluated on a set of criteria that will consist of the Hockey Canada skills check list form for the appropriate age level. Top 5 players will be given a score to provide a tangible number rather than an opinion on whether this player falls in top 5.
10. Final decision will be brought to the executive for approval before any decision is made. After the decision of the board is made, the decision is final and the coach will deliver the final results to the player and parents.

*Top 5 means top 5 based on skill of player for the entire team. Top 5 will not apply to a specific position the player is trying out for eg. Not "top 5 defense".

APPENDIX 4

Clothing Committee Report:

The premise of the meeting, Sunday, August 7 was to review and make a decision for the Bantam B team request to wear an alternate Warm Up Suit. This direction came from the previous WNGHA Executive meeting. The Bantam B team had selected a CCM suit instead of the existing approved KEWL suit, and sought an exemption to wear the alternate suit.

There was much discussion around the table:

- individual thoughts on the selected CCM suit, i.e. like/dislike
- thoughts on the existing approved outfits: the KEWL suit, and the soft shell jacket/yoga pants
- everyone agree the KEWL suit is in fact outdated
- everyone also agreed that the yoga pants needed to be changed up; that they are not reflective of proper hockey apparel
- Kelly was able to bring in what she thought might be an alternate pant to wear with the soft shell jacket; no one really “loved” those pants either – they were a ‘boyish’ cut
- Kelly shared that Trudy has a more feminine pant that her team wears; but that Trudy was unable to attend

- in the end we all agreed that the WNGHA attire needs to be reviewed; and in fact we would like to consider an entire “REBRANDING” for WNGHA. This would possibly include a redesigned logo (we could pitch it to the Arts students at the local high schools – as a contest/competition – with a ‘winner’).
- this will be the mandate of the committee moving forward – for the 2017 – 2018 season. (with WNGHA Executive Approval)

- given this decision, the five members took a vote on the Bantam B request for alternate warm up suit: it was denied by a vote of 3 – 2.

- the rationale being that why grant one team approval, to wear something different, when in fact, past practices have proven that then other teams will also request an exemption and before you know, too many teams are wearing **that** suit; when in fact the Committee **will be** making changes.