



SAGINAW BAY ICE ARENA

Home of the Greater Saginaw Amateur Hockey Association

6129 Bay Rd Saginaw, MI 48604 (989) 799-8950 www.saginawbayicearena.com

GSAHA Board of Directors Monthly Meeting Minutes

Date: January 13, 2025

Time: 7:30 p.m.

Location: Saginaw Bay Ice Arena

Members Present: Kenny Benson, Elizabeth LaPouttre, Jamie Furbush, Jim Bailey, Dana Causley, Layne Neuwirth
Members Absent: Kim Richter, Megan Kuhn, Kyle Smith

Call to Order

The meeting was called to order by Jamie Furbush at 7:30 p.m.

Secretary's Report (Bailey)

- Jim Bailey shared the minutes from the December 2024 meeting.
 - **Motion to approve:** Elizabeth LaPouttre
 - **Seconded by:** Matt Lockwood
 - **Approval:** Unanimously approved.

Treasurer's Report (Smith)

- Kenny Benson provided an update on the financials.

Arena Manager/Program Report (Benson)

- **Learn to Skate:** Record registration with 135 participants.
 - **Friendship Tournament:**
 - Begins this week with full registration.
 - Teams from across Michigan are participating.
 - **Spring Flyer:** Expected to be ready for the next meeting.
 - **Upcoming Fundraiser:** Horse Race fundraiser is being planned.
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Referee Report (Smith)

- Rich Vervinck is leading referee coordination for the Friendship Tournament.
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House Liaison (Bailey)

- Bantam and Midget teams are piloting a new practice program:
 - Bantams: 40 minutes of full-ice practice
 - Bantam/Midget combined for 30 minutes of combined station-based practice.
 - Midgets: 40 minutes of full-ice practice.
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Travel Liaison (Bamberger)

- No update provided.
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Coaching Director (Furbush)

- No update provided.
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Marketing Director (LaPouttre)

- **December Social Media Activity:**
 - **Facebook:**
 - 20 posts.
 - Reach: 23.6K (down 34.3%).
 - Interactions: 1.2K (down 15.1%).
 - Clicks: 46 (up 15%).
 - New followers: 44.
 - Page visits: Up 12.9%.
 - **Instagram:**
 - Overall activity down.
 - Visits up 31.7%.
- **Highlights:**
 - Jr. Wheels Thanksgiving Tournament post: 4K reach, 118 reactions.
 - Santa Skate Highlight Reel: 585 reach, 28 reactions.
 - Approximately 30% of reel viewers are non-followers, consistent with the previous month.
- **Friendship Skate:**
 - 68 public skaters and 37 rentals.
 - Positive feedback despite challenges with timing and weather.
- **Upcoming Promotions:**
 - 90's Skate in February.
- **Other Updates:**
 - Collaboration with SVSU for a youth Skate with the Players event.

- Plans to create a bulletin board for event updates, fundraisers, and player highlights. Assistance needed for Cricut skills.
 - Exploring a Player of the Week program, starting with house teams if feasible this season.
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Safe Sport Director (Causley)

- No update provided.
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Fundraising Report (Kuhn)

- **Upcoming Events:**
 - February 17: Buffalo Wild Wings fundraiser.
 - April 12: Night at the Races.
 - September 12: Golf outing.
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Discipline Report (Lockwood)

- No reports.
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Old Business

- None.
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New Business for Next Meeting

- None noted.
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Adjournment

The meeting was adjourned at 8:04 p.m.

Next Meeting

Date: Monday, February 10, 2025

Time: 7:30 p.m.

Location: Saginaw Bay Ice Arena