

# UVHA Board Meeting Minutes

March 24, 2021 ~ 6:00 PM



## Zoom Meeting

1. **Attendance:** Brock Barton, Jay Zanleoni, Jason Gramling, Ethan McNaughton, Kylie Young, Aaron Panitz, Will Meyer, Sarah Morlock
  
2. **Meeting called to order:** 6:05 PM
  - a. The February 25<sup>th</sup> meeting minutes were approved (motioned by Brock, seconded by Jay).
  
3. **Monthly Reports:**
  - a. **Coaching Coordinator**-No report.
  
  - b. **Equipment Manager**-Jason proposed that the Board consider moving to a member-purchased, sublimated jersey. The company Owayo has high quality, sublimated jerseys. Jason explained a number of benefits to the member-purchased jersey. Players would keep their numbers throughout the duration of their Storm careers. Jerseys are customized with sublimated names, eliminating the need for stitched name plates. The organization would no longer need to inventory, evaluate, store, and replace jerseys. Members would replace their players' jerseys, at their own expense, only when ill-fitted or worn. Sarah expressed concern for the added expense families would incur, on top of the registration fee, which could pose a challenge for some. Ethan agreed and suggested surveying the membership. The Board will survey the Association regarding Jason's proposed uniform change and revisit the topic in the future, including the idea of fundraising to purchase players' initial jerseys.
  
  - c. **SafeSport Coordinator**-No report.

- d. **Girls Development**-No report.
- e. **Treasurer**-No report.
- f. **Fundraising**-While the “Storm Nation Skate” didn’t compare to the grandeur of the Skate-a-thon, it proved to be a fundraising success thanks to the membership’s commitment to collecting pledge donations. Sarah reported that the event raised more than \$9,000, impressive considering player participation was only at 60%. Sarah and Brock had previously written a letter to the Jack and Dorothy Byrne Foundation, requesting a match contribution. There’s been no response from Mrs. Byrne, as of yet.
- g. **Registrar**-Brock explained the complexities of rolling forward families’ registration refunds and asked the Board how to deal with this. Kylie suggested issuing individual coupon codes at registration. After some discussion, the group agreed this would be the most manageable approach.
- h. **Scheduler**-No report.
- i. **Marketing/Social Media Manager**-Aaron was applauded for the livestream game footage he got up on Facebook. This has been greatly appreciated by parents and extended families. The Board would like to see live-streaming to continue going forward, even if social-distancing restrictions are lifted next season.

4. **New Business:**

- a. **End of Season Survey**-Sarah will share an example of the previous year’s end of season survey with Brock. The Board will have the opportunity to review to suggest additional questions before this is sent out. The member-purchased jersey survey will be sent separately.
- b. **Storm Academy**-Looking ahead, the Board recognized the need for coaches at the Storm Academy level. A call for coaches at this level should go out well before the season starts, perhaps even included on the season-end survey. Although we weren’t able to host a free event this year, Kylie reminded the group of the benefits of USA Hockey’s “Try it Free” event in November. This has been most successfully marketed around Halloween. There was also resounding hope to once again offer the fall equipment day event in association with Stateline Sports.
- c. **Annual Meeting**-The annual meeting will be set on Wednesday, April 28<sup>th</sup>. Sarah will share the list of positions up for election. Notice will be put in the paper at least 10 days prior to the meeting.

d. **Early Registration**-Early registration will be open to all returning families, including the New Hampshire families who originally registered but were released. The Board will vote on rates at the next regular meeting, before early registration opens.

5. **Meeting Adjourned**: 8:04 PM