



# La Ronge Ice Wolves Junior Hockey Club

## Meeting Minutes

May 20, 2015 7:00 PM

### ATTENDANCE:

Officers of the Club	President:	Mike Bell	On Phone
	Vice President:	Rob Wilson	Absent
	Treasurer:	Peggy Hunt	Absent
	Secretary:	Mike Clark	Present
Board of Directors	Dee Johns	Present	
	Mark LeBlanc	Absent	
	Tim Fiske	Present (7:30pm)	
	Kevin Roberts	Present	
	Barrett Halkett	Present	
	Betty Kopeck	Absent	

### AGENDA:

Welcome	7:00pm
Review Minutes	Minutes from the May 4, 2015 were reviewed and approved.
<b>Event Updates and Action Item Follow up</b>	<p><b>Golf Tournament:</b></p> <ul style="list-style-type: none"> <li>• Mike Clark updated the Golf Tournament.</li> <li>• 27 golfers on the first day and 21 golfers on the second day, so there was no Calcutta.</li> <li>• Weather may have played a factor in the low turnout.</li> <li>• 10 hole sponsors for a \$5000.00 profit.</li> <li>• Recommendations for next year include maintaining a Sponsor Sign Inventory so they're readily accessible and available; having one golf tournament per year; and advertising of an Alumni golf tournament.</li> </ul> <p><b>Jail and Bail Update:</b></p> <ul style="list-style-type: none"> <li>• Tim Fiske updated the Jail and Bail event.</li> <li>• \$1800.00 profit; lower than other years possibly due to other Town event conflicts.</li> <li>• Recommendations for next year include advertising the event earlier and advertising the BBQ to the high school students.</li> </ul> <p><b>La Ronge Children's Festival – Lead Tim Fiske</b></p> <ul style="list-style-type: none"> <li>• July 1, 2015</li> <li>• Patterson Park La Ronge</li> <li>• Snowcones, hotdogs, hamburgers, pop</li> <li>• Tim Fiske will lead the planning of the event, but volunteers are desperately needed.</li> <li>• The Board to help with the volunteering of the event.</li> <li>• Tim Fiske coordinated an order for Lays Chips.</li> <li>• Recommendation to delay the Coop order as close as possible to the date so it can be modified with the weather report.</li> </ul>



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<b>Event Updates and Action Item Follow up</b>	<p><b>Boat Poker Derby – Lead Dee Johns</b></p> <ul style="list-style-type: none"><li>• July 4, 2015</li><li>• Lac La Ronge</li><li>• 10:00am – 6:00pm</li><li>• <b>Dee</b> to keep Board updated on the event planning, and ‘assign’ roles as needed. This event is in cooperation with La Ronge Minor Hockey.</li></ul> <p><b>La Ronge Elks Fair – Food Booth – Lead Betty Kopeck</b></p> <ul style="list-style-type: none"><li>• July 17, 2015 - La Ronge Elks Ground</li><li>• Booth to be opened all hours fair is open.</li><li>• <b>Betty</b> to keep Board updated on the event planning, and ‘assign’ roles as needed</li></ul> <p><b>Elk Fair Beer Gardens Planning: - Lead Mike Bell.</b></p> <ul style="list-style-type: none"><li>• <b>Action Item: Mike Bell</b> to write a letter to the Elks to confirm the Beer Gardens opportunity this summer.</li><li>• <b>Action Item: Mike Bell</b> to submit the application for a liquor license, which has to be submitted a minimum of one month before the event.</li></ul> <p><b>AGM – Lead Mike Bell</b></p> <ul style="list-style-type: none"><li>• Postponed from May 12, 2015 to June 2, 2015 because the Head Coach, President and Treasurer had scheduling conflicts.</li><li>• Curling Lounge June 2, 2015 7:00pm</li><li>• Board has approved the proposed draft constitution for public review and consultation. <b>Action Item – Dee Johns</b> to put the proposed Constitution on the webiste.</li><li>• Financial Reports – <b>Action Item – Peggy Hunt</b> to provide the Board with current financial reports and have copies available for the AGM.</li></ul> <p><b>Texas Hold ‘Em Poker – Lead Barrett Halkett and Kevin Roberts</b></p> <ul style="list-style-type: none"><li>• September 19, 2015 - JRMCC</li><li>• <b>Barrett and Kevin</b> to keep Board updated on the event planning, and ‘assign’ roles as needed.</li></ul> <p><b>Concession Update:</b></p> <ul style="list-style-type: none"><li>• Dee Johns contacted Vern’s Pizza representative and updated the Board on the opportunity to sell pizza by the slice. Board supported the bulk order of frozen Vern’s pizzas.</li></ul> <p><b>Website Update:</b></p> <ul style="list-style-type: none"><li>• Dee Johns will continue to assist with updating the website.</li></ul>
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### New Business

#### Hockey School:

##### Proposal:

- Advertise in the community schools for month of June.
- Run camp 9:00am – 5:00pm.
- Friday morning – scrimmage for each age group. Finish at 12:00pm.
- Two on-ice training and two dry land training activities daily.
- Power skating in the morning.
- Shawn will run the on-ice component.
- Ice time is built into the Wolves contract.
- Details will be confirmed after the league AGM.

#### Marketing:

- Dee Johns presented a marketing spreadsheet that compiled all information of sponsors, contracts, overdue receivables, missed opportunities, current advertisements, and new opportunities.
- Board went through Marketing Booklet and updated added, and deleted opportunities and prices.
- **Action Item: Dee Johns** to design a new Marketing Booklet for 2015-2016 season.
- Discussion on unfulfilled contract commitments from previous seasons. The Board suggested options for acknowledging and appreciating our sponsors. Each situation will be handled individually and personally by a Board member.
- **Action Item: Dee Johns to:**
  - establish how many feet of rink board is available for marketing opportunities;
  - request Town moves the league sponsor signs to the fan seating side of the rink boards to make room available for local business signs;
  - complete the inventory of existing signs in the rink and make contact with those businesses.
- **Action Item: Mike Bell** to contact the League and establish exactly how many, and of what size, Ice Logo's must be reserved for League sponsors; and how many feet of rink board.
- Discussion on the importance of local business and partnerships.
- Discussion on moving forward options including:
  - Hiring a marketing company – Board wasn't supportive as it is too informal, and impersonal for our local companies;
  - Hiring a marketer – Board will advertise through word of mouth again, as internet ads and newspaper ads are continually unsuccessful; or
  - Board members begin working on marketing until the position is filled. Each Board member will 'assign' themselves between 5-20 businesses from Dee's spreadsheet and begin contact.
- Main point of focus: communication and follow up.



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	<p><b>Ticket Prices:</b></p> <ul style="list-style-type: none"><li>• Ticket prices were lowered this season to draw crowds into the seats.</li><li>• <b>Action Item: Dee Johns</b> to advertise ticket prices on website, Facebook and email.</li></ul> <p><b>Rink Painting:</b></p> <ul style="list-style-type: none"><li>• <b>Action Item: Dee Johns</b> to talk to the Town and find ways to work together to have the seats painted this summer.</li></ul> <p><b>Ice Wolves Sign:</b></p> <ul style="list-style-type: none"><li>• Discussion on the main updating the sign above the main entrance to the Ice Wolves office.</li><li>• Options include a digital sign and fixing and repairing existing signs.</li></ul> <p><b>Assistant Coach:</b></p> <ul style="list-style-type: none"><li>• Discussion about hiring an Assistant Coach. There is an eligible candidate. Contract has been drafted and will be presented to the candidate in the next two weeks.</li></ul>
Next meeting date:	AGM June 2, 2015
Adjournment:	10:30pm