

**Demons Youth Hockey Association  
November 3, 2010 – Board Meeting Minutes  
Holliston Fire Department, Holliston, MA**

**Executive Board of Directors ("BOD") Members in Attendance:**

Jack Bloomer	President	Present
David Allen	First VP	Present
Debbie Amorelli	Second VP	Present
Harry Keates	Program Director	Present
Carolyn Kirk	Registrar	Present
Stu Montgomery	Coaching Coordinator	Present
Kevin Schlicke	Treasurer	Present
Mike Murphy	Secretary	Absent
Lynn McClusky	Rink Coordinator	Present
Joanne Boccelli	Development Director	Present
Vacant	Publicity Director	--

**9 present – quorum**

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**Open Meeting Items**

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**Board Meeting called to order at 7:00 pm**

1. October meeting minutes were reviewed and approved.
2. Items from the Floor
  - a. Dan Gould discussed a proposal for optimizing ice time slots. He believes the current schedule of ice time for new parents is a bit much. He had made Saturday morning proposal that Board did not approve. He also suggests having the 4 hour block divided into 3 sections versus 4. Then, teams could have some days off that way. He stated that USA Hockey promotes the little kids not playing constantly and burning out.
  - b. Dan came with a proposed survey which could be used to take the temperature of how the parents at the younger level are looking at things. Again, Dan stressed that he wants to both wear them out but also teach them something. He believes it's hard to do both in a 50 minute slot. Dan recommends an optimal practice time of about 70 minutes at the age he is coaching. For the survey, we want to include few open ended questions, but mostly should be choices. If the surveys could be dynamic, make it work for coaches versus parent. If not, then make two surveys. Want to get surveys out in next 10 days. All Board members were asked to look at the zoomerang survey and provide comments back to Dan and Jack. Dan is at [dgould@synergyinv.com](mailto:dgould@synergyinv.com).

3. Board action items were reviewed and updated.
  - a. Photo Policy – Debbie Amorelli has updated the website policy to talk about public and secure parts of Web Site. On public you cannot see names, contact info. On secure side can see names, rosters, etc. The policy explains what is in each section. Opt Out form says “I do not want my child in the photos”. Opt Out policy was unanimously approved (9 for, 0 against).
  - b. Publicity Policy – Deb will send out revised policy, and we will vote electronically.
  - c. Conflict of Interest Policy – Kevin Schlicke needs it in place before tax return is filed in December. It says we should not have any financial connection to vendors. It does not say that it cannot happen, but we must publicly note it and make the information available to Board. IRS requires simple forms. The document follows IRS template, copied from a small 5013c. Right now we do not have any situations like this, but we need to have it in place. This covers anyone who is a Board member or has say in decision making process. By end of weekend vote via email. Stu also thinks we are supposed to generate 1099 forms for all vendors in 2011. Kevin to follow up and find out.
  
4. Board Member Reports
  - a. Board member reports were discussed. The following items were reviewed:
    - i. President’s Report:
      - a. Jack Bloomer proposed a question as to whether we should have a free for all skate, run clinic with Pro Ambitions. Give invitations, get kids into our Learn to Skate. Get their names and emails, get them in before Session 2. Do on a Saturday or a Sunday. Harry owns it, Lynn will give sheet of ice. Sunday Dec 12 target.
    - ii. 1<sup>st</sup> Vice President’s Report:
      - a. Jersey discussion: David Allen lead a discussion future jersey purchases. David to work with Kevin and Lynn on proposal from high end jerseys bought by Demons all the way to two cheap jerseys bought by parents.
      - b. David was asked to give the Mass hockey State agenda meeting to Board.
    - iii. 2<sup>nd</sup> Vice President Report:
      - a. Debbie Amorelli has proposed to eliminate fundraising. Deb is not doing it next year, so either someone takes it on or we add it to tuition. Jack pointed out that Comedy is important to get the organization together. Discount cards and calendars are not popular.
      - b. Demons yearbook has been active calling. Demons families are small portion of the calls. Yearbook people should not be using Demons board members names. Company was given feedback. Demons families being called.
    - iv. Coaching Coordinator Report:
      - a. Stu Montgomery asked about the status of the tryout process committee. Jack and Deb will address – still need to do something

with it. We do have formal audit statement. Still need recommendations.

- v. Program Director Report:
  - a. Harry Keates discussed the need for a making a development plan where older goalies help younger goalies. Create relationships between older/younger goalies, there seems to be interest. Young goalies love being associated with older goalies.
- vi. Developmental Coordinator Report:
  - a. Joanne Boccelli discussed the Mosquito cross ice topic. NESC's program is falling apart -- it's just us and the Sparks. NESC will work with us to purchase ice (\$240 per hour \* 20 hours / 2 organizations) and we play the Sparks every week. The kids don't seem care who they are playing.

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### **EXECUTIVE SESSION**

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Meeting Adjourned at 10:00pm