



Kent Valley Hockey Association

Town Hall Meeting

16 October, 2014

Agenda

Welcome

Introductions

KVHA Status for 2014/2015

- 2014/2015 is the 14th season of Kent Valley Hockey Association; over 800 players have participated in our youth hockey program. Tonight is our first association-wide Town Hall Meeting.
- Enrollment for 2014 is 126 as of today (we were 129 at this time last season)
- 1 LTP program, 2 Mite teams, 1 Squirt team, 1 PeeWee team, 2 Bantam teams, 1 Midget team and 1 Midget U16 Tier-I team.
- Over the summer we released = 5 Mites, 5 Squirts, 10 PeeWees, 2 Bantams and 5 Midgets for a total of 27; the bulk of these transferred to SnoKing.
- 2014 is the first season in a long time without an Ice Fee rate increase.
- We promoted our youth hockey program at the Federal Way Kids Day event in June.
- The Seattle Thunderbirds handed out Kent Valley Learn to Play flyers at a variety of summer events. They will continue to do this at home games throughout the season.
- KVHA and KVIC shared the cost of purchasing the inside cover of the 2014 Seattle Thunderbirds Fan Guide to promote our programs, and we are included in the City of Kent Parks & Rec Guide.
- We obtained a supply of skates for the Learn to Play program.
- We purchased new jerseys for all of our hockey teams, including a last minute order for a second Bantam team.
- The oft delayed and re-scheduled 2013/2014 Fundraising Auction occurred under sunny skies at Kent Valley Ice Centre on August 16th and it was a success. Thanks to everyone.
- Contributions to our KVHA "Fund a Player" Fund made it possible for us to satisfy the grant requests we received from members for partial player funding for the 2014/2015 hockey season.

KVHA 2013/2014 Financial Report

- KVHA had income of \$279,326.73 and expense of \$279,765.00 for a Net Loss of <\$438.27>
- We have approximately \$2,000 in unpaid member ice fees still outstanding, some of which will be collected over the next few months as payments are made, some may go to collections.

Summary of Discussion Issues for Town Hall Meeting (July 2014)

- KVHA Financial Issues - "Where does the money go?"
- Governance of KVHA
- Future Growth and Plans for KVHA
- Volunteer issues
- Contingency Plans
- Quality of Hockey Program
- Kent Valley Ice Centre Issues – physical and financial

A KVHA member recently said to me; "Let me sum up the issues for you. They are:

1. Costs
2. Transparency
3. Tier-II Teams
4. What's the plan?"

The Plan!

KVHA propose the formation of the following three Advisory Councils and solicitation of participation from KVHA members. We would like a minimum of 3 KVHA members on each Advisory Council.

Finance Advisory Council

“Costs” – The Finance Advisory Council will address cost related issues and explore fundraising alternatives for the association, including but not limited to; sponsorships, advertising and auctions.

- Fundraising
 - Association fundraising
 - Team fundraising
- Sponsorships
- Advertising – rink board ads, etc.
- Tournaments
- Other revenue opportunities
 - Employer matching fundraising
 - United Way Pledges, etc.
- Financial reporting to KVHA membership

Program Advisory Council

“Transparency” and “What’s the Plan?” – The Program Advisory Council will address issues related to the KVHA hockey program: communications, planning for future growth, player development and retention, coaching recruitment, development, certification and retention, ADM, SafeSports, etc.

- Communications via Social Media (KVHA Web, KVHA Newsletter and KVHA Facebook)
- Strategic Planning
- Player Development
- Coaching Development
- KVHA Policies and Procedures
- Awards and Recognition (KVHA Record Book, KVHA Hall of Fame)

Representative Teams Advisory Council

“Tier-II Teams” – The Representative Teams Advisory Council will address the specific and emergent issues related to the formation and perpetuation of Representative/Tier teams. This is a current issue with KVHA members and needs to be addressed with urgency in order to avoid further erosion of our membership.

- Create strategies for developing Tier-II teams for the near term (2015/2016) and beyond.
 - Explore the feasibility of affiliation with other local associations
 - How would we share expenses, ice time, coaches, etc.
 - Identify “key” members/coaches willing to groom parents and players for participation in developing Tier-II teams (the Speer method)
 - Study the feasibility of “Spring Teams” as a route to Tier-II programs.
 - Encourage summer programs like Day Camp, “3 on 3”, Accelerated Training, Goalie Skills and others as a way to groom players for Tier-II programs

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Volunteer Registration Form

Name: _____

Contact Phone: _____

Contact E-Mail: _____

KVHA Team: _____

I'd like to volunteer to serve as an advisory member on the:

(Please **X** your preference below:)

Finance Advisory Council

Program Advisory Council

Representative Teams Advisory Council

I would specifically like to volunteer to help with the 2014/2015 KVHA Auction

Please include any comments you have regarding the KVHA Town Hall Meeting:

Please leave your completed form on the front table. Thank you!

Kent Valley Hockey Association
Operating Statement as of 10/14/14
For the 2013/2014 Hockey Season

INCOME

Member Registration & Related Fees	269,681.61	96.55%
Donations	50.00	0.02%
KVHA Auction (Income to date)	9,595.12	3.44%
	279,326.73	

EXPENSES

Postage	188.41	0.07%	
Office Supplies	182.12	0.07%	
Website/Advertising	530.16	0.19%	
Mileage	646.74	0.23%	
Jersey/Hockey Equip & Related	12,602.61	4.50%	See Note 1 below
Phone	1,314.60	0.47%	
League Fees	2,348.78	0.84%	
Bank Fees	3,820.92	1.37%	
Professional Fees (extra ordinary)	7,627.00	2.73%	See Note 2 below
Officials (Referees)	8,350.00	2.98%	
Payroll & Insurance	62,582.56	22.37%	
Ice Rental	179,571.10	64.19%	See Note 3 below
	279,765.00		

NET INCOME/(LOSS) (438.27)

Note 1: The Jersey/Hockey Equip & Related expense was higher than usual as a result of purchasing new jerseys for 8 teams.

Note 2: In a typical year Professional Fees are less than \$500. The bulk of the expense for this year was the result of Kent Valley Hockey Association(KVHA) retaining an attorney related to the SnoKing propoganda attack and attorney fees related to the prospect of KVHA purchasing the ice rink. Less than \$500 of this amount went for various annual state fees, taxes, etc.

Note 3: The Kent Valley Ice Centre provides office space, equipment storage, telecommunications service, printing/copying, file/record storage, computer services, office supplies and trophy/awards display area as part of the bundled Ice Rental expense.

Discussion Issues for KVHA Town Hall Meeting

The following is a summary of issues raised during a survey of KVHA members during the summer of 2014. Concerns and issues were group into the following major categories for discussion at the October 16, 2014 KVHA Town Hall Meeting.

KVHA Financial Issues:

- How can we get our fees more in line with less expensive associations (we seem to lose good families every year due to cost)?
- How can we recruit an auction chair and reenergize the membership to support the auction or similar fundraiser
- Are there other fundraising options such as hosting tournaments?
- Are appropriate financial control measures in place?
- What ideas are bouncing around to create a stronger income flow?
- What elements (confining parameters) are restricting some creative avenues regarding income generation?

Governance of KVHA:

- How can we create a more open and transparent board, with annual elections, public meetings, and input from the membership?

Future Growth and Plans for KVHA:

- How can we recruit new families and grow our association?
- What are the current plans for next season?

Volunteers:

- How can we better compensate coaches, assistant coaches, and team managers that put in a significant amount of personal time to assist their teams and the association overall?
- How can the membership help?

Contingency Plans:

- Is there a possibility of the rink being sold in the middle of the hockey season, and it affecting the teams in Kent? (Not being able to complete the season.)
- I'm also concerned about the future of KVHA and The Ice Centre.

Quality of Hockey Program:

- Does KVHA put too much emphasis on fielding Tier teams at the expense of growing the organization through its 'C' program?
- Is KVHA all in on ADM?
- What is being done to recruit and retain quality coaches, as well as, mentor and train them to become better coaches?
- How will the creation of Danny's new team affect ice time for the association?
- Opportunities for growth and development compared to expense/travel etc.
- My concerns would revolve around cost versus quality for my boy's.

Kent Valley Ice Centre Issues:

- Ice rink maintenance, repair, upkeep
- Locker rooms, bathrooms, sinks (water flow)
- Ice surface (edges, Zamboni tracking dirt onto ice), boards, gates, nets, ...
- Parking lot potholes
- What business plan changes are slated to ensure the facility doesn't end up right back where it was headed?