

**KENSINGTON VALLEY HOCKEY ASSOCIATION**

**BOARD OF DIRECTORS MEETING**

**MONDAY, FEBRUARY 20<sup>TH</sup>, 2023**

Travel Director Clement called the meeting to order at 7:33 PM. Minutes recorded by Secretary Galloway.

**DIRECTORS PRESENT:** Travel Director Clement, Secretary Galloway, Treasurer Ozanich, Girls Director Wainwright, House Director McFall, Rink Appointee Sokol.

**ABSENT:** President Popma

**STAFF:** Office Manager Christ, Social Media Manager Michalak,

**MEMBERSHIP/GUEST:** \_\_\_\_\_

**OPEN CALL:** Limit to 5 minutes per person, no discussion (for timeline sake)

**MINUTES:** Review January minutes. **Motion to approve January minutes made by Travel Director Clement, 2<sup>nd</sup> by House Director McFall, YES votes from All, NO votes from None: PASSED.**

**FINANCE/BUDGET:** Treasurer Ozanich reported balance within expected range. Expense credit card purchase update.

**TEAM FINANCIALS:** Treasurer Ozanich reported no late payments. Mid-Season budgets are all in.

**COMMITTEE UPDATES:**

- Jerseys – President Popma had nothing to report.
- Discipline – President Popma reported receiving Game Misconduct reports for **19U Ravens coach** for 12 team penalties in a game, **Midget Raiders player** for Persisting in Unsportsmanlike Conduct, **18U Rebels player** for 4 penalties in a game SafeSport: 2011 Renegades/2009 Raiders Assistant Coach cleared in SafeSport investigation. Supplemental: Complaint of 2013 Rebels player delivering two cross checks to opponent after end of game—discipline hearing held and closed.
- IT/Communications – Social Media Manager Michalak reported: *see attached report*.
- Election – Office Manager Christ reported she had received 3 applications for the KVHA board with a due date of February 22.
- Finance –Treasurer Ozanich had nothing to report.
- Coaching Selection – House Director McFall had nothing to report.
  - Travel Director Clement presented 2014 coaches, consideration of 3<sup>rd</sup> 2013 coach, 2008 Renegades. **Motion by Travel Director Clement approve Billy Shaffer as 2014 Renegades coach, Bob Kelley as 2014 Rebels coach, and Wes Yarnell as 2014 Raiders coach), (Jeff Mynatt as 2013 Raiders coach) Travel**

**Director Clement, 2<sup>nd</sup> by House Director McFall, YES votes from All, NO votes from none: PASSED**

- **(David Spirl as Midget Renegades coach) Under discussion for future consideration**
- **18U midget AA – request for team is not approved**
- All other coaches are returning
- Girls Director Wainwright had nothing to report.
- Charity Event – Committee temporarily inactive.
- House Evaluation/Draft – House Director McFall had nothing to report.
- Arena/Ice Conditions – Rink Appointee Sokol had nothing to report.
- Ice Scheduling – Rink Appointee Sokol reported that tryout ice scheduling is in process.
- Alumni – President Popma had nothing to report.
- Grow the Game – House Director McFall Biggby sponsoring all youth hockey in Ann Arbor.
- House Development: \_\_\_\_\_  
\_\_\_\_\_.

**DIVISION UPDATES:**

- Learn to Play: \_\_\_\_\_
- Mini-Mite/Mite: \_\_\_\_\_
- House: \_\_\_\_\_
- Travel: \_\_\_\_\_
- Girls: \_\_\_\_\_

**TRAINING/SKILLS:**

- Bandits Goalie Training: waiting for last invoice.
- Try Hockey for Free scheduled for February 25, 2023.
- 

**MAHA / USA HOCKEY:**

- MAHA Non-state D4 credentialing to held February 21, 2023.
- MAHA Winter Meeting held January 20-22 in Livonia. MAHA new video streaming provider and hotel travel provider.
- Kensington Valley will host Non-state Round 2 Districts for Squirt B and PeeWee A teams on March 12.
- MAHA Non-state D4 Hockey Day is scheduled for March 18<sup>th</sup> in Farmington Hills.
- Tryout information forwarded to teams.

**PAST BUSINESS:**

- Ice contract. Baseline that will be reviewed before sending to KVIH.
- Hockey director position. Will post this week.
- House budget review and fee structure.

District / State Tournament reimbursement. 9 teams advance to Round 2, 6 to hockey day, 2012  
Renegades and 2009 Raiders won D4 Championship and advance to states.  
2011 Renegades playing runner up tournament 2/25-26.

**Motion provide \$500 to each of the boys teams advancing to the state playoffs  
made by Travel Director Clement, 2<sup>nd</sup> by Rink Appointee Sokol, YES votes from  
All, NO votes from None: PASSED.**

- Consider purchase of \$500 locking storage shed for use in Hartland.

**NEW BUSINESS:**

- Shared tryouts
- Team names and alternate logos
- Live Barn cameras – email sent to teams regarding covering cameras and possible damage to cameras.
- LTP lead instructor position.

**REQUESTS:**

- Request for video from outside association regarding an off-ice altercation not involving any KV teams. **Turned over to KVIH to reply.**

**ADJOURNMENT:** The meeting was adjourned at 9:29 PM.

Updated 2/21/23.



## **Social Media Director Report-Michalak**

### **February Board Meeting**

1. See below for cumulative statistics for current Facebook/Instagram reports.
  - a. As seen with reports, what “works” is pictures of current kids-which parents/families share.
  - b. Plan for the future is to continue growing the Instagram account, reach 2k Facebook followers by summer.
  - c. There has been an increase with cross sharing by associations across the state, and businesses.
2. Plan to spotlight the outgoing seniors in March.
3. In 2023/2024-would like to spotlight “Where are they now” with alumni of the KV program.

## Last 90 Day Activity

### Reach

Post reach ⓘ

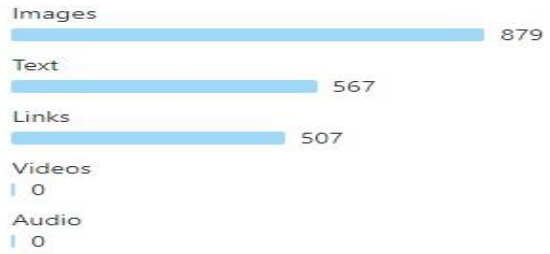
17.5K ↑ 72.5%

Total from last 90 days vs 90 days prior



Median post reach per media type ⓘ

For posts created in the last 90 days



### Engagement

Post reactions, comments and shares ⓘ

4.7K ↑ 98.3%

Total from last 90 days vs 90 days prior



Median post reactions, comments and shares per media type ⓘ

For posts created in the last 90 days



## Current Activity on Facebook and Instagram (2023-2022)

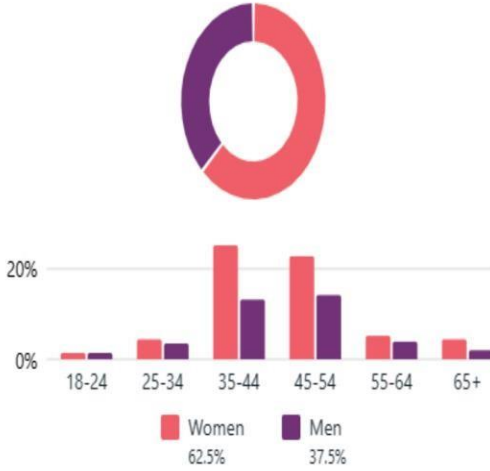
Facebook Page followers ⓘ

1,914

Instagram followers ⓘ

874

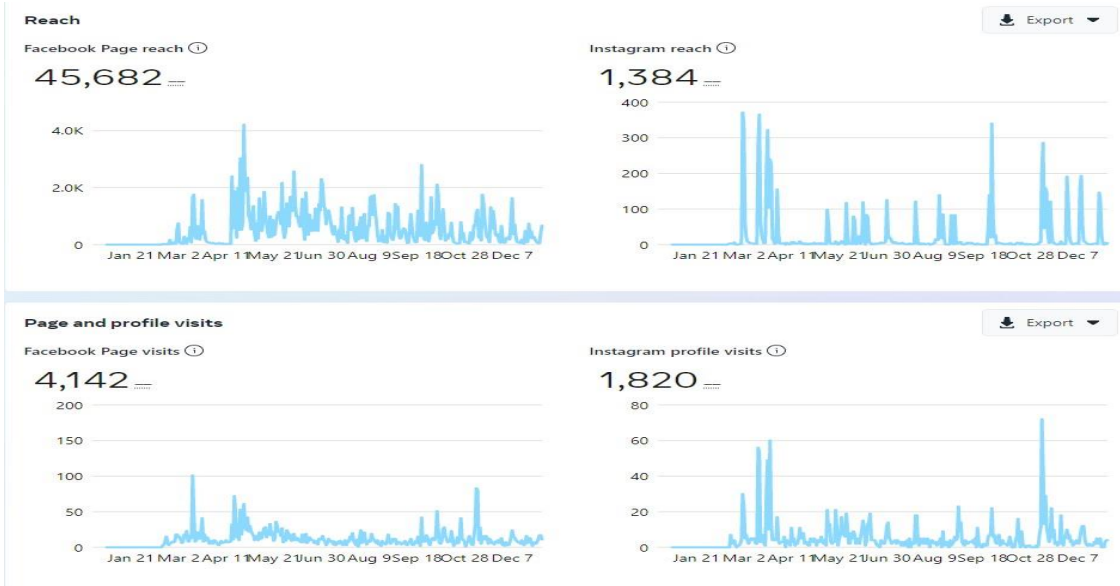
Age & gender ⓘ



Age & gender ⓘ



## Facebook and Instagram Historical Activity 1/1/2021-01/01/2022



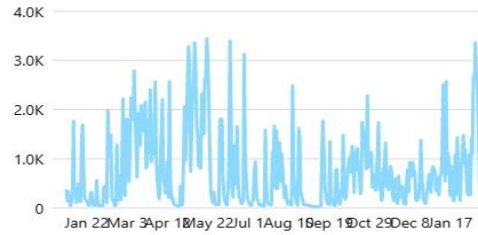
## Facebook and Instagram Activity 01/02/2022-Current

### Reach

Export

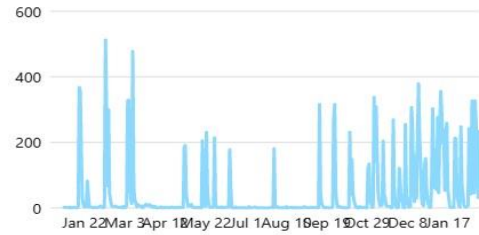
Facebook Page reach ⓘ

72,129 ↑ 57.9%



Instagram reach ⓘ

1,988 ↑ 43.6%

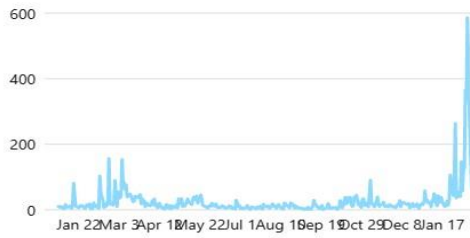


### Page and profile visits

Export

Facebook Page visits ⓘ

10,723 ↑ 158.9%



Instagram profile visits ⓘ

1,559 ↓ 14.3%

