



MINUTES

LVC Spring Board Meeting 2016

June 6, 2016

7:00 p.m. – 9:40 p.m.

167 Central Ave.

CHAIR: Patrick Johnston

RECORDER: Amanda Bélanger

ATTENDEES: Dave Bellehumeur, Pete Jordan, Kyra Makrakos & Lori Carter

REGRETS: Nicole Smyrnios, Rick Ferris

ABSENT:


ACTION TO BE TAKEN

1	<p>First order of business was the discussion of an additional board member in lieu of the departure of Joe Wrigley to maintain the existing 7-person structure. Pete Richards (current 14U parent) was brought up as a potential board member for the upcoming season due to his vast experiences on numerous boards.</p>	<p>- Pat Johnston to reach out to Pete Richards as potential board member.</p>
2	<p>New to the OVA in 2015 was the "16 month rule". Athletes born after September 1 are eligible to "play down" an age level. It was clear in discussions this will present many problems with the tryout process. A major concern noted was the potential for clubs/coaches to recruit athletes. Another major concern presented was the potential for an athlete who is eligible to play down to take away position on a certain team of another athlete playing in their age division. It was identified that there are currently 40 LVC athletes that fall into the "16 month rule" category.</p> <p>The OVA rule was read aloud. It was agreed that it is clear the rule was created to be determined on an individual basis and assessed on a case-by-case basis. Although no policy was created, it was agreed that athletes who do qualify for this rule be considered on individual assessment as well as the need to fill positions on teams.</p>	
3	<p>Summer Advertising; it was decided advertising directly</p>	<p>- Pat Johnston to look into expanding</p>

	<p>with elementary schools would not have enough impact. Continuing with the use of social media as well as directly via email for athletes that already have Fire IDs is more impactful. It was briefly discussed the possibility of reaching out to athletes currently playing other sports, and possibly expanding the criteria for hits on Facebook or placing ads on other club sites. The discussion shifted to the focus of recruiting younger athletes that are already part of LVC programing (RE. Feed the Fire Festival in August)</p>	<p>Facebook ads as well as inquire about Instagram ads.</p>
<p>4</p>	<p>A Feed the Fire Festival will be planned for August. Email will go out inviting current Feed the Fire athletes as well as use of social media ads to draw new athletes. This is to hopefully increase numbers of 12U and 13U athletes at tryouts for completeive programing. It was mentioned this would be a good opportunity to educate families about the OVA and structure of the competitive season.</p>	<p>-Pat Johnston to email and set up ads regarding Feed the Fire Festival.</p>
<p>5</p>	<p>School gym availability and quality has become an increasing issue as the club has grown. City gyms as opposed to school gyms were determined as preferable, and it was agreed that although they will cost the club more money it worth the cost. Reasons given were:</p> <ul style="list-style-type: none"> - City gym contracts last year round and can be used for spring and summer programing. - Gyms remain open even when school is closed and are generally more reliable. - No hassles with equipment/staff <p>It was decided that accessing Carling Heights Community Center twice a week (Tuesday and Thursday) from 5:30-10:00 would be ideal as 9 teams per night could practice. However securing these times could be challenging.</p> <p>Some other city gyms mentioned were North London Community Center and Stronach Community Center. Other possibilities suggested were to expand practicing times to include weekday mornings, Friday evenings and Saturdays.</p>	<p>-Pete Jordan to get in touch with contact at the City of London to discuss City gym availability.</p>
<p>6</p>	<p>With the rapid growth of LVC, the demand for volunteers and coaches has greatly increased, especially the need for qualified coaches. Because of this a need for an "All-Call" or advertisement for volunteers and coaches was agreed upon.</p> <p>It was put forward that there are many parents and other community members that could potentially coach and or volunteer. However it was recommended that a short application be created on the website for screening.</p> <p>The possibility of reaching out the LVC alumni was proposed, however most are still out of town at school.</p>	<p>-Pat to follow-up with current coaches and graduating players -Possible follow-up on the application for coaches and volunteers.</p>

	<p>It was also suggested we reach out the current players in their graduating year to see if coaching or mentoring with the club would interest them. Pat Johnston recently put out the coaches "Wish List" for 2016-2017 is waiting to hear back.</p>	
7	<p>There was a brief discussion of the current financial status as well as financial outlook for LVC. But a more in-depth look it required to determine planning for potential expenses. It was identified that LVC would benefit from investing more in paid positions.</p>	-Pat Johnston to meet with Rick Ferris to further discuss financial status.
8	<p>There was a discussion around the relationship between LVC and outside businesses; With LVC's increasing growth it was considered that more precautions and policies need to be put in place when it comes to promoting for other businesses. Possible suggestion was that an advertising tier system (Bronze, Silver, Gold) for contributing businesses be put in place. It was identified that LVC should consider only promoting businesses that have contributed financially. It was also decided that increased attention to quality of the businesses promoted is essential.</p>	
9	<p>The meeting closed with a request for suggestions for possible volunteer or non-volunteer positions on operations board or otherwise. Examples given were apparel rep, travel rep and possibly accountant.</p>	

9:40 PM – meeting adjourned.

CONFIRMED  CHAIR