

SMHA Planning Session
Sunday August 4, 2013 6pm
BBB JQ

Attendees: Paul Wang (FY), Mark Simon (FY), Stan Ma (STMHA), Erik Eliason (STMHA), Yang Yang (guest), Jerry (Yang Yang's husband – guest)

Apologies: Kevin Parker, Zack Cheng

Fall Schedule –

A summary of the fall session (attached) prepared based on earlier FY communication was reviewed.

Agreed Action Item: Mark to confirm schedule summary is accurate

A summary of other Fei Yang tenants including the SHC Adult Hockey League, Shanghai Ice Dragons (Asian Professional League), FY Learn to Skate Program, and an Asia Pacific Professional Curling event in the month of November (will drive hockey activities to FY training rink) was shared.

Registration Status –

It was reported that registrations to date were low.

Agreed Action Items:

Erik to engage Lindsey to restructure SMHA registration form header around the concept of the SMHA association, in strong partnership with the Fei Yang facility, and the Thunderbirds brand

Lindsey to make restructured registration form available on STMHA website

Erik to draft letter to STMHA membership, attaching restructured registration form, clarifying need to submit registration ASAP

SMHA marketing & new player recruitment was discussed. All agreed that FY's 'Learn to Skate' and 'Learn to Play Hockey' programs were clearly sources of future players once appropriate competency was demonstrated. Ideas about SMHA banners advertising the minor hockey program around the rink, and FY open houses, and having SMHA registration forms available at the rink were received well. Finally, all agreed that hosting a free 'Sticks and Pucks' event sometime during the week of August 19 would be a good opportunity to enable players from other teams to experience the new rink, with SMHA hockey parents present to hand out registration forms and answer questions.

Fall Fees –

A potential fall fee sensitivity analysis was presented (attached) based on the fall session summary referenced above, ranges of potential FY ice rental charges, and varying player registration targets.

Formal FY ice rental quote is to be confirmed

Agreed that 'equipment allowance' to cover jersey/socks and miscellaneous SMHA logo'd merchandise would be incorporated into house league registration fee and select player fee

Preliminary sensitivity analysis was demonstrating the expected scale economies of a larger association. This combined with achieving co-location at the premiere ice facility in the greater Shanghai region, in the attractive Sanlin location, with incremental coaches and a league registrar being made available

makes the preliminary registration fee estimate very attractive when appropriately explained/communicated to players.

The strong efforts by the FY operators to minimize SMHA ice cost were noted.

A proposal was made to increase House League fees and lower Select fees to mirror the 2:1 ice-time ratio. It was agreed that it would not be advantageous to have the House League subsidize the Select programs and the Select fee structure would need to be clearly explained to all players.

Initial fall session registration deposit set at RMB 2,500

Once FY ice rental quotation is received, SMHA House League and Select player fees can be discussed and agreed

Agreed Action Items:

Paul to confirm formal FY ice rental quotation to SMHA

Paul to advise FY ice rental payment terms for SMHA

Equipment -

It was reported that Lindsey and Mark held extensive discussions with local supplier Totema in May to predetermine key requirements to enable efficient pre-season ordering.

Uniform design concepts were shared for both House League and Select uniforms.

House league uniforms to follow NHL Original Six color schemes, to be augmented with additional schemes from present day NHL (i.e., San Jose Sharks teal/black) as required to facilitate 3 HL teams at each of 4 age groups (ordering 12 sets of HL jerseys for future planning, above and beyond the 8 sets required for the fall session, needs to be confirmed as financially viable prior to commencing ordering)

House league jerseys will have Thunderbirds Select third jersey crest, Fei Yang banner on lower rear and will not include player names

Select jerseys will follow STMHA Select third jersey design (home - yellow, road - white), replacing CityBull banner with Fei Yang

Placement of Chinese flag and player's home country flag required further discussion and alignment

Goaltender jerseys with unique tailoring/cut are required

Agreed Action Item:

Mark and Lindsey to finalize jersey design, provide cost information, and obtain approval prior to commencing ordering

It was suggested that the stadium rink have 4-6 nets available to facilitate practices, the training rink 2-4. FY reported 2 NHL-approved nets will arrive from Canada in the coming weeks to serve as the primary nets for the Stadium rink, with the existing nets available to facilitate practices with stations as necessary. Additional Harbin sourced nets will be kicked off as well.

It was discussed that progress on an STMHA equipment room was desired (no specific action item taken)

It was agreed that SMHA would strictly adopt the Hockey Canada and USA Hockey policies regarding mandatory usage of mouthpieces and neck guards

Coaching -

Discussed briefly, agreed that this was an item requiring further progress near term (no specific action items agreed)

Travel / Tournaments -

A list of potential travel events for the 2013/14 season was presented, including pan-Asian events (Bangkok – October, Singapore – February, Hong Kong – May, Korea - TBI, Japan - TBI) as well as events outside the region. Key elements to consider are quality of the hockey or reputation of the event, known competition committed to attending, and destination appeal.

All in attendance were strongly in favor of hosting our own tournament in Shanghai in April, noting the high level of volunteer support that would be required.

A peewee tournament in Quebec for early 2014 was discussed, but given the need to commit to the event (including a non-refundable team deposit) by end-August it was acknowledged that this was not something we could support given the existing parameters, but Mark would inquire with the tourney organizers about an extension of the deposit deadline

It was agreed that the new SMHA BoD should seek to assign responsibility to one person to handle all tournament research, viability, communication, etc. as it is not containable within the Convener's existing roles and responsibilities

SMHA Governance -

It was informed that the STMHA BoD had formally appointed Stan Ma as a transitional BoD member to help facilitate the transition to, or development of, a new minor hockey association

It was acknowledged that formalizing the SMHA governance structure would be required – including identification of a couple of non-STMHA representatives.

It was reported that there were two Lightning parents and one Century Star parent interested.

Further discussion and agreement on next steps required at next SMHA planning meeting.

Meeting adjourned at approximately 9:30pm

Minutes prepared by Erik Eliason, STMHA Vice President