

## DVHL MEMBERSHIP MEETING MINUTES – JUNE 12, 2024 @ ICEWORKS

1. The June 2024 DVHL Membership Meeting was conducted in person at the Ice Works Complex on June 12, 2024 @ 7:30 p.m. This meeting was convened by President Jay Finnigan.
2. Minutes from the prior meeting of May 2024 were sent out via email to the membership. Those minutes were unanimously approved as submitted (Central Penn, Wilkes-Barre)
3. The Treasurer's Report was likewise sent out to the membership via email and unanimously approved (Dynamites, Delco).
4. A role call was taken. The Hershey Jr. Bears were not in attendance at the beginning of the meeting.
5. The Executive Committee members were asked to make comments on the prior month's events. V.P. D'Angelo spoke about MAHA and how this collaborative effort was successful and will continue to be successful. V.P. Spagnolo advised the membership that for the 2024 – 2025 Placement tournaments, those bids were awarded to Hatfield Ice (Squirts), Power Play Rinks (PeeWees) (both from 05 02 25 – 05 04 25), and Ice Works (Bantams, 05 16 25 – 05 18 25). In addition, the Mite Placement Tournament for the 2024 – 2025 season will be held at Ice Works from 09 06 24 – 09 08 24. V.P. Sechuck advised on our continuing partnership with Dick's and Wawas. In addition, he solicited the membership on who could potentially do our announcing at our playoff games.
6. President Finnigan advised on the election of the Zone representatives for next year and handed out ballots. President Finnigan then reviewed with the membership the three bids we received for Marketing of the DVHL. The winning bid was placed by Youngerworks and that bid outlined the following path they would take;

1. Redesign of the DVHL website (<https://www.dvhl.org/>); 2. Eblast Campaign; 3. Public Relations (Create an ongoing message of players and family first to the); 4. Create a Video and Visual Content Program. Outside of the website and SoMe campaign, video content is one area of social media where the DVHL has an excellent opportunity to advance its marketing. The DVHL has not yet delved deeply into this content type. The DVHL has acknowledged the need for an increase in video content. It would benefit us to select a few key locations and hire an agency for coverage. We can develop a content strategy, manage the project, and produce this content. W.Y. recommends a two-pronged approach: A. Influencer Campaign – Get kids involved! Implement a content campaign by partnering with the players in the League. While this could be risky, the long-term benefits could be huge. The DVHL has the opportunity to partner with these content creators to create videos they broadcast on their Instagram and provide to the DVHL as a "Collaborator" on Instagram to share on its channel – tapping into their audiences while engaging ours. Upon approval of the plan, W. Younger will coordinate and prepare communications to the families and players. We can project manage the relationships, ensuring appropriate DVHL messaging is distributed via social media (and approvals). B. League and Photos Videos—W.Y. recommends a series of short-form (20-40 sec) video content showing League activities such as gameplay and events, some glimpses of the DVHL, and educational and informative content focusing on the League. This will help keep a consistent flow of rich, engaging content relevant to the players and families on SoMe. W.Y. would recommend one video of this nature a month. 1. There are various photographers/videographers I would recommend: Creative Sports Photography, SportsXsport, Scot Gordon Photophaphy. 2. All fees from vendors will be charged direct (with estimate) mark-up free.

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7. V.P. Sechuk was very much in agreement with this plan and advised that we have worked on going in this direction for a number of years. Chris Saitta (Exton Kings). Was also in agreement with this plan and spoke on the importance of getting our brand and message out to our hockey community. V.P. Jackson advised that for this marketing plan to be successful, our clubs must be compliant and when asked to provide names on standout players, coaches, and family members, they must do so in a timely fashion. For this to work, it starts with the clubs
8. President Finnigan advised that any and all proposals for rule changes must be in by 070124.
9. President Finnigan also advised that roster and background checks have to be completed for any officer of any organizations and that organization must create a roster and submit it to Karen Fund, Atlantic District Registrar. This is a US Center for Safesport Audit Item. Also, Locker Room monitors are now mandatory for all teams and those club members must get background checks. It is acceptable to have more than one locker room monitor per team.
10. Budget Discussion – there were several requests from organizations to include the placement tournament cost in our budget. In doing so, the organizations would be charged up front. Currently, some organizations pay for those placement tournaments for their teams and some organizations have their teams pay for it. President Finnigan will send out a survey to the membership to discover their preference.
11. MAHA – Brian Peca (AAHA Secretary & Hatfield Ice Rink manager) spoke to the membership about how this alliance was progressing. Since there are differences in how the leagues are run, there will be differences in the scheduling process. For the NJYHL, all divisions from 14 “A” National to Squirt have “placement” games in the first two to three weeks of the season. Because of this, our 12AA and 10AA teams (who are playing in the NJYHL) will be following their process and our “A” National teams at the U14, U12, & U10 level will have to wait until the NJYHL divisions are established before they can schedule those cross-league games. This is also applicable to our “A” American and “B” teams if they wish to schedule cross league games with the NJYHL. In regard to using GameSheet to score the games, there are four different events in GameSheet to use Mark Montagna (Genesis) asked on how this affects district qualifiers. President Finnigan advised that all path through districts for DVHL organizations go through the DVHL playoff process.
12. President Finnigan advised that our 2024 – 2025 rosters have a Player Verification Requirement that also needs to be sent to Karen Fund.
13. For the 2024 – 2025 season, USA Hockey has allowed for full ice mite games starting in January 2025 under the following guidelines: without exception, the only Mite players allowed to participate are those who, by age, would be playing at the Squirt level for the 2025 – 2026 season. A player whose organization would attempt to petition them up for the 2025-2026 season from the Mite level would not qualify to play in these full ice games. As a side note, there were twelve mites who successfully petitioned to play at the Squirt level for the upcoming season
14. A survey will be sent out to each organization proposing several game counts at each division. All organizations must respond in a timely fashion (by Sat., 06 15 24 @ 5:00 p.m.) so that we can begin the process of scheduling.