



MTMHA AGM BOARD MEETING

Date: May 2, 2025

Time: 7:00PM

Location: Mooretown Sports Complex

Board members present marked with an 'X'					
Marty Passmore	X	Brad Ouelette	x	Mike Thompson	
Jay Vandenberg	X			Stacey Skeates	X
Derek Gibbs	X	Angela Gibbs	X	Brent MacDonald	X
Dustin McEvoy	X	Kaylen Burgess		<i>Brad Ysebeart</i>	
Jay Passingham		Asa Stokes			
Stacey Mullen	X	Jamie Bailey	X		
Tonya Lahey	X	Randy Pauling	X	Macy Gauvin	
Nadine Powers	X	<i>Greg Armstrong</i>		<i>Jason Bourdage</i>	
<i>Bob Gladwish</i>		<i>Rick Harris</i>			

1. **Call to order**

Meeting called to order by Marty Passmore at 7:05 PM

Marty expressed his thanks to all members for their compassion and commitment to the game. He thanked parents, guardians, team staff, volunteers, St. Clair Township and to the MTMHA board members. This year was a year of building best practices to try make things run smoothly.

Strategic Priority was shared:

- Putting Players First: to provide the best opportunities for players
- Focus on development: development is key to our success. To create a pipeline of skilled players who can compete at their highest level.
- Transparency: builds trust, to have open communication with all stakeholders. Clear and timely updates on all matters including financial.
- Value: Looking at the cost to ice ratio. Strive to optimize resources to ensure every dollar spent and that there is meaningful access to all players. MTMHA also strives to remain one of the few organizations with dedicated in-house ice.
- Fiscal responsibility: crucial to sustainability. Maintain a healthy financial position. Hiring accountants and creating a financial committee
- Community focus: our community is our foundation. It is important to have a positive impact on our society and community.
- Keep costs affordable: for all players and families. Innovative fundraising to help make hockey accessible to everyone, to help with this MTMHA has donated 40K to help with registration.

Professionalism, in everything we do, ensures that our conduct reflects the values and integrity of our association.

Thanks to unwavering support and dedication.

Call to Action - Marty encourages everyone within the organization to share ideas and collaborate to achieve our goals.

Marty went over meeting expectations to ask members to conduct themselves in respectful and civil manner and ask for questions at the end.

2. Approval of agenda / conflict of interest

No conflicts of interest declared.

Motion made by Brett M

Seconded by Jav V

CARRIED

4. Approval of Prior Meeting Minutes

Approval of the meeting minutes motioned by: Brett M

Second by: Derek G.

CARRIED

Director Reports

a) President – Marty Passmore

Marty's report was shared in the Call-to-Action section above.

b) VP of Hockey Operations – Jay Vandenberg

Jay started off by reiterating all of the hard work from the board this past season and a thank you for all of the volunteer hours that were put in. Also, thanks to the spouses and families, for being behind the scenes and at home. Marty has been a true leader and very levelheaded. He involved everyone in decisions and took time to include everyone.

Congratulations teams 12 /18 have winning records, organization as a whole had a winning record, and 3 teams advanced to the OMHA finals. Congrats to all.

The Hockey Committee – is working right now looking at the number of teams, sizes and the tryout process. With the introduction of open borders, the decision was made to move forward with spring tryouts. One of the hardest decisions this past season was to not run a u11 B2 team – parents were initially upset, but a decision was made based on the tryout registration numbers – there were just not enough kids to run two travel teams. Do you have two teams struggle or have two teams that are most likely to succeed – choose the later. Those two teams ended with a great record and the kids had fun and developed.

Open Borders was introduced to all hockey organizations. This came with a ton of decisions that the hockey committee had to make. Early 2025 began looking at this and decided on spring tryouts to help plan for season, schedule tournaments and be ready to go come September. The goal was to have the organization ready in the event that other organizations announced spring tryouts, organizations started posting for coaches but not posting tryouts. MTMHA decided to go ahead and have the tryouts in the spring. The Hockey Committee created an 80/20 rule where each team would have 80% of previously registered Mooretown players to be fair to Mooretown families and 20% could be from outside the organization. We have a great program to offer with the two ice pads, competitive teams, home tournaments etc., could potentially see an influx of try out registrants.

Registration has just started, and tryouts are just starting so this made it more difficult to know what our team sizes would be, did as much research to try and figure it out.

The coaches' selection took place, and coaches were selected with hopes of a culture change. Currently it has been heard that MTMHA identity is somewhat of a goon center with undisciplined teams – we want to move away from this.

c) Risk Management – Derek Gibbs

Derek explained the role of risk management. Overall, it was a great year for MTMHA. Lots of winning teams and some champions. Thanks to all board members and staff and committees. Transparency has increased with the sharing of meeting minutes and could stay up to date with what has occurred.

Reviewed the Constitution and there were some changes that needed to be made/voted on by the membership.

- Constitution to be updated to today's date.
- Want to remove Tri – County and Change to Four County.
- Division names have been changed to align with current division names i.e. U9, U11 etc.
- Confidentiality agreement for board members has been added.
- Travel permits –
- House league has been removed as it is now part of Four County
- Remove Director of House League – this role has not been utilized over 5 years (requires a vote)

VOTE to remove Director of House League – All in favour - CARRIED.

- Novice Representative – since realignment, have created a Director of Fundamentals – Novice Rep is no longer needed – empty for over 5 years.

VOTE to remove Novice Representative – All in favour - CARRIED.

- Instructional representative – could be appointed by the Director of Fundamentals
- Director of Equipment – renamed to Director of Resources.
- Removed hockey moms.
- Secretary is an appointment role.
- Treasurer is an appointment role and can be combined with Director of Finance, because we do now have a finance committee in place.
- Director of Fundraising and Sponsorship - with open borders there is a shift of how organizations proceed. Requesting the Fundraiser includes Sponsorship and Community Engagement and then a committee can be formed if needed. Propose to put together as one Director of Fundraiser -**VOTED –All in Favour - CARRIED** Stacey Skeates will stay in her role on the director of fundraising.
- Director of Volunteers was added.
- Statement on open borders was also added.

VOTED ON ALL CHANGES – CARRIED

When we are at the arena, if you see children doing anything inappropriately, please speak out. Membership has paid for 4 windows total – some can be billed back to another organization. This does come from membership funds.

2024/2025 – looking forward to future seasons.

d) Registrar – Dustin McEvoy

Dustin shared that we had over 330 players registered for last season.

e) Director of Communications – Kaylen B.

Regrets

Marty shared that Kaylen is stepping down after 15 years on board and she posts everything on the website and adds her own spin on it. She is also responsible for social media posts as well.

f) Director of Travel Teams – Brad Ouelette

It was a successful season for the Shamrock teams this year. He spoke briefly about the success of each team and shared winning records.

Coaches' evaluations were added this year early to receive feedback and also helped with the being ready for spring tryouts. Coaching interviews were held earlier, introduced new research, called references and more time was taken.

Decision to move forward with spring tryouts, proud to be one of the first centers to help retain some of our players.

g) Director of Resources -Angela Gibbs

Thank you to the coaches and managers for all their time and hard work. All teams (minus a few players) have returned the jerseys and gear – which is amazing! All the volunteers that helped to repair jerseys were great! And the 10th anniversary jersey was well received.

MTMHA is committed to keep costs low for families contributing \$40K to registration. With the new jersey's there is an additional cost, but players have the opportunity to get jersey sponsor with all funds going back to player therefore it would be zero costs for families. Letters for sponsorship will be on the website in the near future and will be handled with managers.

Jersey sizing days start tomorrow at noon and May 3,4 5 – Please fill out a form using a link that is provided once registration for hockey is complete. The registration date stamp will select numbers, so register early. Pictures are available if anyone still needs to pick up pictures.

Marty also took time to thank Angela for the special touches on the coach's room/storage room and unwavering commitment to try and get the best deal.

h) Director of Development – Asa Stokes

Sent his regrets but provided an update, this role is also now available.

In Mooretown for the development side, we ran one checking clinic from Total Package Hockey which is required for U15, but included U13 to prep them for body contact the following year. The total price was \$450.

We ran 23 weeks of skill development clinics with Jeff Perry and the JR C Flags, Aaron Brand and Dan Veenema. These clinics showed tons of growth from our players and coaches at a low cost. Our clinics were \$26-27 for an hour and a half while these coaches charge \$35-\$40 an hour for their own separate clinics. The total price was \$12,000.

We did team up with lady flags and provide weekly goalie clinics.

i) Director of Fundamentals – Jamie Bailey

I want to thank all coaches U5 to U9 for their efforts during the 2024-2025 hockey season. We saw great improvement in our players. We saw our registration numbers down slightly, but we are constantly working to try and grow our fundamentals program. We received a lot of constructive feedback and will continue to improve and adapt it with the changes from Hockey Canada. Thanks again to parents and coaches for a great season.

j) Director of Tournaments – Randy Pauling

Thanks, Nadine, for setting up volunteers and to Stacey S for always being there, as well as Marty and Derek. We also had great help from Brian and Melissa.

Hosted two tournaments this year:

Rise Up Cup – attendance was down this year and thinking that it was because most Four County teams are not formed in time. There was a \$1265.00 profit. Next year it is scheduled for March 6 -8, 2026

Stanley tagger – 27 teams 4 divisions with a profit of over \$14 000.00. Next year it is scheduled for Jan 30 – Feb1, 2026.

Exciting to announce that MTMHA will be adding a REP tournament which will be held on Nov 21 – 23, 2025. If U9 has full ice they will be included.

k) Director of Fundraising – Stacey Skeates

Recap of events this past season:

- Golf tournament a success – thankful to have chance to honor Rob Klompstra – Aug 16 next tournament.
- BBQ for tryouts – unfilled volunteer shifts – MTMHA community appreciated the tournament – no profit – reviewing for future.
- Sting association game – positive feedback – everyone seemed to enjoy it hopeful to continue that and do stuff with the flags.
- Apparel – did some bulk orders and still have items available for purchase moving forward. Randy had good suggestions for the tournament.
- Tournament kitchens – were not profitable and operated at a loss – difficult to compete with snack bar – people always came up for burgers and breakfast sandwiches. Hard time to fill volunteer spots. Need to revisit.
- Team fundraising – most teams participated, and some held their own multiple fundraisers – need to move forward and figure out how to manage that time.
- Silverstick – thanks to the Silverstick committee for everything they did for this. Did not make money in the kitchen but Silverstick runs a 50/50 and MTMHA runs it and receives the money – over almost \$2000 after cost of lottery license.
- Cysco fundraiser – not as successful as last year – end of season so much fundraising with individual teams.
- Fund parents – thanks to all fund parents. Unfortunately, there was a breakdown with fund parents and some teams. The program needs to be revamped. Confusion on who is to organize the individual fundraising – need to look at.
- Online 50/50 – help of Melisa, able to have online 50/50 again – communicated with raffle box and explored other options – would like to move forward with this season coming up and a way for players to receive a portion that comes off of their registration. Trying to work out the logistics of everything and might eliminate team fundraising.
- Engraved yetis – are available at Corunna Home Hardware and \$10 from each sale is donated to MTMHA - huge thanks!

Overall, \$16 529.68 was made in fundraising – Looking at past years to see what was different this year.

Looking at a plan to move forward for next year. Thanks for all the support, listening to ideas and showing up at tournaments. Marty thanked Stacey for all the energy and keeping registration down to try and put the money back in the pocket of our families.

I) Director of Sponsorship – Mike Thompson

Mike sent regrets and sent in report – he is stepping down from role and this position is now moving forward with fundraising.

Team Sponsorship Program

The 2024–2025 season saw low participation in the pilot team sponsorship program. Overall, there was not much overlap between team sponsors and association sponsors. The request

from teams to MTMHA for sponsors turned out to take more time than it was worth and should likely be removed moving forward. This specially makes sense with the New Jersey sponsor program.

General Sponsorship Program

Although there was initially some hesitation from some companies stating hearsay on management of funds in the past, I was able to quickly and accurately debunk these notions based on the great work that was completed by the finance director this year. Overall, local businesses and organizations continue to show support for Mooretown Minor Hockey, reflecting our program's reputation and community presence.

Vendors

We tried a new vendor this year for wall boards, rink signs, jersey bars, etc. This also did not work out as planned. Deadlines and even complete orders were missed leading to significant delays and even sponsorship refund requests. There was an RFP issued for next season which includes holding vendors to timelines, and significant discounts/penalties for missing deadlines.

Sponsors

We retained the majority of our past sponsors, with a few new additions this season. There's no reason to believe this trend won't continue.

Recommendations

- **Early Renewal Campaign:** Launch a sponsor renewal campaign in June to secure commitments ahead of the busy fall period.
- **Vendor Agreements:** Formalize agreements with vendors earlier to avoid delivery delays and ensure clarity on timelines and pricing. The RFP mentioned previously is not an exclusive agreement.
- **Sponsor Appreciation Event:** Consider working with the Flags to host a small appreciation event or recognition night to thank sponsors and build long-term relationships.

m) Director of Four Counties – Brent MacDonald

Thanks again to the board for all the support and learning curves along the way. U9 year end was a little chaotic to start with but overall, a lot of great volunteers which equaled a great tournament in the end.

U11 – some concerns may should have run a different program, didn't have the numbers but the end of the year finished 1 and 2nd.

U13, 15,18 finished well – great turn out for support and great year.

n) Director of Volunteers – Nadine Power

It appears that the U5 group didn't have enough information about volunteer hours and ended up scrambling to get hours.

Moving forward next year with tournaments being booked may not be as many hours next year because there are no BBQs at the tryouts.

Will have a list of opportunities and sign-up dates, hoping to add more transparency of volunteer hours in advance as feedback received that opportunities were posted and filled to fast.

There were a lot of empty spots due to people not being able to run the clock – going to try and work on something to make it easier and look at how to make this a job that people can do.

There will be no cash cheque for volunteer hours.

Jersey fitting this weekend – anyone want cheques returned they will be there.

Marty stressed that Nadine did her hours tenfold over – thanks for all of her hard work and took ownership.

o) Director of OMHA - Jay Passingham

Jay was not present, Marty praised him for this year's ice, it was done really well, very little open ice. Very diligent to get emails out to coaches with open ice so it could get eaten up.

5. Financial Report

a) Director of Finance – Jamie Bailey

Marty shared how Jamie, because he is a finance guy, agreed to take on this role after being asked.

Mid 2024 started to work back and get the last few years entered into an accounting system. Continually doing that, able to get the past two years in and they are currently with an accounting firm and working to get our own necessary tax files figured out. Been leaving HST credits on the table and working back to get those funds back to the organization.

2024 -2025 ended a day ago – have to get them the updated stuff –

Established a Finance Committee – helpful to get a direction on making any decision so it's not falling on one person working through budget, expense approval.

Slow going at the beginning of the year and now moving in the right direction.

Reviewed numbers –

- Gross profit 398K (registration, hockey schools camps etc.) less direct costs

- Expenses 385K (ice times, refs,) costs very tight this year not any spending that didn't need to be done.
- 13k in the green – reflection of everyone effort.
- 193K in the bank after the end including some ice from 2025/2026.

Forecasting depends on registration numbers – it's not there to make money it's there to lose money each year but because of work that we are doing with sponsorship and fundraising able to kick back 40K every year for the next 3 years to help keep rates lower to help keep more ice time as well.

6. Committee Report

a) Hockey Committee – Jay Vandenberg

Jay shared the purpose of this committee above.

b) Financial Committee

The committee will meet after tryouts to continue to plan financially.

7. Unfinished Business

Question and Answer Period

Ice times – have we considered younger age U7 U9 U11 sharing ice to meet 2:1 hockey Canada ratio? Especially if 10-12 kids on the ice and no flood after – if share this we can look at getting more ice time.

Marty talked about this at the hockey committee- and all we can do is try and encourage coaches.

Why is it a coach's decision – what is best for our players? We are hearing what is best for coaches. What is best for players?

In Petrolia, they have it and half the parents hate it and half love it. There are a lot of complaints. The difference is we have two pads, and they have one. Jay added that it does make sense with the younger teams, could encourage coaches to collaborate and do shared ice, but ultimately depends on the numbers.

For the BBQ were you competing with the canteen?

Yes, we had to rent the kitchen, and it wasn't covering the costs.

Coaches review – many constructive? Gave the opportunity – were there negative reviews?

Yes, is there a system in place to have guidance or oversight to say maybe this is what we want right now - maybe suggest a way to provide guidance on practices, before it gets to review and coaches are bombarded. The goal was to not let a season of frustration fester, the idea of an initial coaches meeting to put towards a system to stay consistent. Whether that is sitting down with coaches.

8. **New Business Arising / Motions**

None

9. **Any Other Business**

ELECTION

Motion to destroy ballots - Brett.

Seconded - Derek

CARRIED - ballots destroyed.

10. Adjournment

Adjourned at 8:50 PM

Draw for free registration - winner, Kelly Jones