



# **NOBLEKING MINOR HOCKEY ASSOCIATION**

Annual General Meeting

25 Feb 2010

7:00 p.m., Nobleton Arena



# Agenda



- Call to order
  - All attendees required to sign in – member's list at front door
  - Motion to approve the Agenda as presented
- Executive Summary of Meeting
- Brief review of incorporation as not for profit – J. Bush
- Secretary/Treasurer's Report – S. Paglia
- Review of correspondence – M. Russell
- President's Report – M. Russell
- Head Coach Applications Received – J. Harris
- Jr. Knights / Local League Convenors Report – S. Critelli, R. Celebre, T. Hyslop
- York Simcoe / OMHA Report for Rep Hockey – W. Germinario
- Sponsorship and Fundraising Report – D. Harris, F. Cafaro
- Tournament Report – M. Laceby, P. Ralph
- Motions
  - General motion to approve all acts, actions, policies, rules, regulations and similar matters properly approved by the Principal Officers and Board of Directors
  - Review of motions submitted in advance of the meeting
  - Review of motions from the floor
- Election of Principal Officers (annual election)
  - Note: Appointed by the Principal Officers at first meeting – Referee in Chief and Administrator
- Date of next Annual General Meeting, 17 Feb 2011, King City
- Motion to Adjourn



# Executive Summary

Mark Russell



- NobleKing Minor Hockey will operate this season at slightly above break even level (<\$7,000 surplus)
- Even with the uncertain economic environment, the executive committed to holding registration fees in 2009/2010 – in order to achieve this, prudent cost management was necessary (details in treasurer’s report)
- In addition, the executive wanted to ensure more value was derived from the hockey experience for member families. This was improved through introducing individual development programs, team development programs, improving photo quality and process, introducing a “Raise the Banner Day”, new Jr. Knights program (formally the IP program), enforcement of team size caps.
- Member communication was also improved through an updated website and the “sendmenews” mailing list that families could subscribe to



# Incorporation and New Constitution

John Bush



- NobleKing Minor Hockey incorporated as a not-for-profit corporation
  - voted and approved last AGM
  - provides the organization with a legal existence (removes the personal liability to which members and directors were previously exposed)
  - protects individual members from a potential tax liability.
- We still have our existing constitution
  - we have a starting point for our new constitution
  - time for members to bring this to life
  - an ad hoc committee of members to review and finalize the document
- Establish a mandate to have a final version ready for the membership
  - to approve at a special general meeting before the start of the next hockey season (1 Sep 10)
  - Volunteers?



# Review of correspondence

Mark Russell



None to review

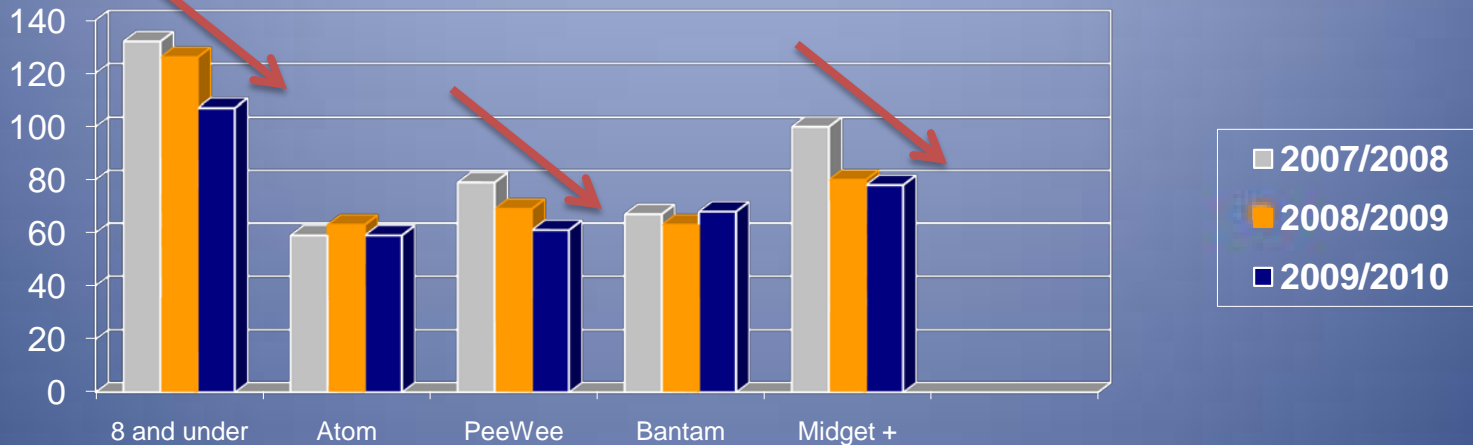


# Secretary/Treasurer Report

Sante Paglia



Registration Numbers by Age



- Registration for 2009/2010 was 370 players. The average decline in NobleKing over the last 2 years is 3.5%.
- NobleKing's registration declines are much lower than the rest of the OMHA where registration has declined 10 to 15% annually on average for the last 2 years. Cost is the #1 factor causing declining enrollment in the OMHA.
- Lack of real estate development in Nobleton / King City and increasing costs to play hockey are the primary reasons for the decline in NobleKing.



# Secretary/Treasurer Report

Sante Paglia



## REVENUES – down by 4% this year

- **Registration revenue** represents 81% of all money generated by the Association (was 80% in 2008). Registration fees have not increased since 2007/2008.
- **Fundraising revenues** consist primarily of the raffle and dinner dance. 2008/9 - \$12,200; 2009/10 - \$8500.
- **Sponsorship revenue** has declined significantly (down \$7,750) in 2009/2010 – economic climate, very few local league sponsors, no volunteer sponsorship director until late October
- **Tournament** committee found new revenue streams to increase revenue and offset the sponsorship shortfall in 2009/2010. Profit from tournament in 2010 was \$14,112 (vs. \$4,596 in 2009)



# Secretary/Treasurer Report

Sante Paglia



## EXPENSES – down by 5% this year

• **Hockey Operations Expenses** are the core expenses that are required to field teams in any hockey association – ice costs, OMHA/YS/SRMHL fees, Insurance, On line Enrollment Fees and Uniforms/Equipment

– **Ice costs** – see next slide

– **OMHA and League Fees** – set by OMHA/YS/SRMHL and are per registered player

– **Insurance** – set by the OMHA, per registered player

– **On Line Enrollment Fees** – set by Hockey Canada and are per registered player

– **Jerseys and Socks** – reduced jersey costs over 2 years (direct to CCM/RBK for socks, direct to adidas for jerseys). Reusing Velcro name and sponsor bars reduced bar printing cost and no need to pay to remove bars



# Secretary/Treasurer Report

Sante Paglia



## A Word on our Ice Costs

- Ice costs are the primary expense of any hockey organization. Our ice contract is negotiated annually with the Township in April (registration typically runs to end of August so we have to take a risk on player numbers). A few facts:
  - Ice cost increases are set by Town Council every February for the following season
  - Ice costs have been approved to increase by 3% in 2010/2011 (approximately the same increase as in 2009/2010)
  - NobleKing has had little (read NO) flexibility within the contract. Examples are:
    - Need to sign up for consistent weekly time slots throughout the year
    - Contract runs from the Tuesday following Labour Day until the first weekend in April
    - No ability to “sell back” ice that will be unused (especially at Christmas, later in playoffs). Other centres are able to do this without penalty in many cases.
  - Proposed 13% HST will increase ice costs (and all other expenses)
  - NobleKing currently pays \$171 per hour for ice including tax. Based on the above, our hourly cost will increase to **\$189.55** . This is approximately a **\$29,000 increase to the Association or almost \$80 per player.**



# Secretary/Treasurer Report

Sante Paglia



- The executive has been very active in trying to reduce ice costs. The following has been undertaken:
  - Reduction of 5 hours per week in the 2009/2010 contract
  - Introducing development program to offset ice costs at times when ice wasn't being used
  - Increased ice utilization rate in 2009/2010 vs. prior year (better ice scheduling)
  - Meeting with Mayor Black (2X) to try to push amalgamation with Schomberg (unsuccessful)
  - Representation/Presentation at "User Fees" Meeting held by King Council in Feb 2010 to debate ice cost increase (and lack of township support for minor hockey) – figure skating going through same process
  - Negotiation of Thanksgiving weekend being excluded from the ice contract
  - Reduction in contract timing by 1 week at the start of the contract from previous seasons.



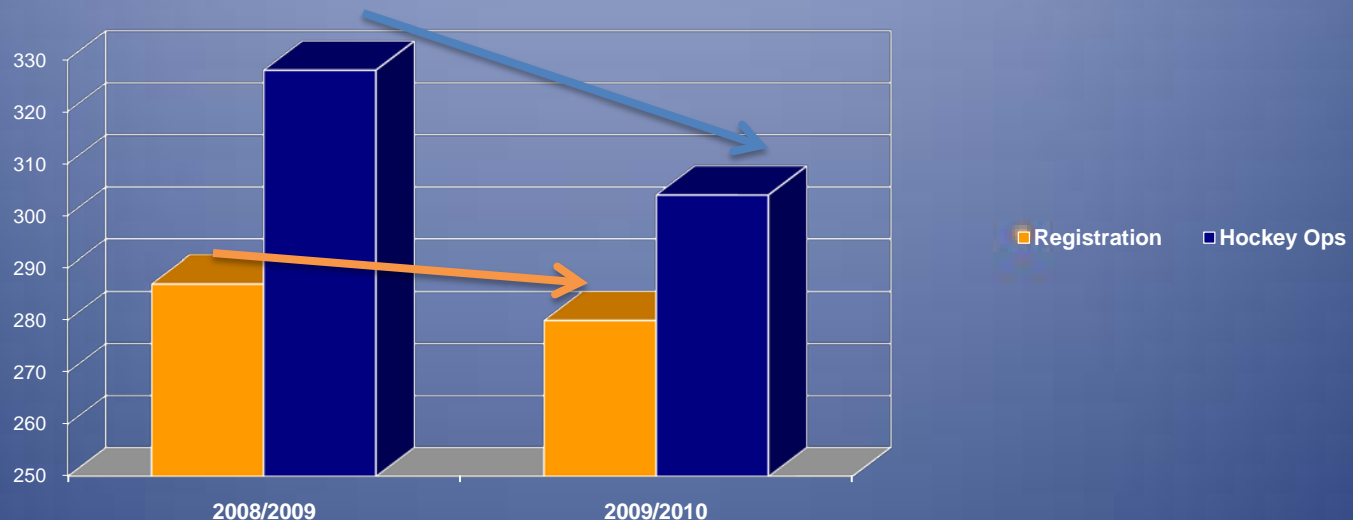
# Secretary/Treasurer Report

Sante Paglia

## Key point to take away

Registration Revenue does not cover Hockey Operations

Hockey operations costs have declined more than registration revenue.



**Hockey Operations costs represent 121%** of registration fees. Shortfall each year must be made up with other revenue streams (fundraising, sponsorship, tournaments). We have reduced our operating costs at a greater rate than the decline in our enrolment.

All of our non-registration revenue streams are **highly** dependent on volunteers.



# President's Report

Mark Russell



Overall we have had a successful season however we do face ongoing challenges

- » Decline in membership and revenue
- » Competitiveness challenge at Rep level



# President's Report

Mark Russell



- We experienced a decline in registered players this season of 8%, this is in line with an overall minor hockey decline in the province of a reported 10 to 15%. We are holding our own however this trend looks to continue until new development brings players into our Association.
- A decline in players is also reflected in an overall decline in parent volunteers in all areas
  - At last year's AGM we did not fill the Development Director and Sponsorship Director roles – nobody stepped up
  - It is NOT REASONABLE for a few executive members to be expected to handle multiple portfolios – without a key volunteer, things will not get done.
  - At the Rep tournament this year, many volunteer hours were filled in by the same handful of people – we used to have at least two volunteers per team per hour at each arena
  - We have not had applicants to Head Coach for all projected teams next season (details later). Head Coaches must be certified by August this year – we need to know now if there is someone for each projected team or we have to cut off registration to match coaches who have applied



# President's Report

Mark Russell

## The Competitiveness Challenge at Rep

- 6 out of 9 Rep teams were done playing hockey by mid-February! Only 1 team is still competing at the OMHA Level.
- At 370 players we are extremely small vs. other OMHA A centres (average size is 607). As an A Centre, we are required to field a Major and Minor team and this has a follow on impact on our Local League teams as we push a higher % of registered players towards the Rep program. The average number of Rep players in all A centres is 28%, ours is projected at 43% for next season if we make no changes.
- We struggled to fill 2 Rep teams this season and may have an issue with as many as 3 teams next year. Part of this struggle is definitely related to the fact that teams cannot compete effectively – kids are dropping out of the Rep program because they know their season will end early. Our overall winning percentage in Rep this year was .376 and only 2 teams out of 9 were above .500.
- To meet our OMHA requirements, Major teams must roster first. We are running the Major team tryouts first in April and all players (minor and major age) are asked to tryout for the Major team (no age restriction). If player numbers permit, we will run Minor (or AE) team tryouts the following week – all ice is booked and will be posted on the NobleKing website shortly.

2009/2010 Registered Players by Birth Year and 2010 Category (all players assumed to return)												
Midget	Midget	Minor Midget	Bantam	Minor Bantam	Peewee	Minor Peewee	Atom	Minor Atom	Novice	Minor Novice	Jr Knights	All
1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004+	1993-2006
30	29	36	34	28	34	29	30	32	28	22	23	
59		36	62		63		62		50		23	355
Rep Teams at Minor If we assume a Rep Team size of 15 on roster, % of Registered players required to play shown												
Midget	Midget	Minor Midget	Bantam	Minor Bantam	Peewee	Minor Peewee	Atom	Minor Atom	Novice	Minor Novice	Average Required	
1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003		
15		15	15	15	15	15	15	15	15			
25%		42%	44%	54%	44%	52%	50%	47%	30%		43%	



# President's Report

Mark Russell



## The Competitiveness Challenge at Rep – What to do?

- We have made no changes to the program other than to adjust the tryout schedule to have our Major teams skate first. This is a necessary and prudent step given our enrolment numbers. This gives all of our minor age players a chance to try out for two teams – this is not less hockey for them, it is more opportunity!
- League play for the regular season will be within the York Simcoe loop no matter what – any changes to the program undertaken ONLY impact on the OMHA playoffs.
- Your new executive needs to continue to be creative and work with the OMHA for a solution that works best for NobleKing Rep hockey. This might be Major only teams, Major/Minor as today or Major/Minor/AE teams mixed throughout. Flexibility is key!
- Fixing the Rep challenge will help Local League as we move to a more realistic % of players in the Rep program.



# President's Report

Mark Russell



## To summarize:

- In anticipation of a decline in enrolment, your executive took many actions to limit cost increases and/or to take cost out of the system this year
  - Big challenge for next season is to re-invigorate Sponsorship and Fundraising activities to help continue to offset the direct cost of hockey to our families
  - We are going to be more aggressive in our ice contract request with the Township next season and expect to take further hours out of the weekly and annual ice contract if feasible
- We continue to be committed to a cap on Local League team sizes of 14 registered players per team. To encourage early registration, we will continue to use waiting lists. Given the need to control costs, it is inevitable that some late registrants will be denied hockey if we don't have the room within our ice contract to accommodate more teams or adding players will reduce the hockey experience for all. Teams that are too big or too small make for a difficult year.
- The Hockey Canada registry system is evolving and we expect that the user experience will be improved vs. this past year. Online registration is here to stay.
- We need to continue to explore the best options for our Rep and LL programs to offer a good hockey experience at a reasonable cost



# President's Report

Mark Russell



## In closing

I am in my final year on the NobleKing Executive and will not stand again for election. It has been a busy and fulfilling six years. I've enjoyed meeting all of you and your children and want to thank you for the opportunity you've given me to contribute in some small way to the organization. See you around the rinks!

Mark



# Head Coach (Coach Coordinator) Report

Jonathan Harris



## Head Coach Applications

- Application forms for Head Coach positions for next season were posted online in early January with a deadline of 5 Feb 10. Here is a summary of applications received, there are **many gaps!** All roster staff required to be certified by August this year. We need to identify head coaches now to ensure we are able to offer teams at each level. Interviews are starting next week.
- The OMHA would really like to see more of our coaches take advantage of the excellent development programs they run all year long. Details always available on the OMHA website.

Team/Division	Coaches Needed	Applicants		
		LL	Rep	Gap
Tyke / Jr.Knights (2004 or younger)	2	0	-	2 LL
Novice (2002 or younger)	4	0	1	3 LL
Atom (2000 or younger)	4	2	2	
Minor Atom (2001)		-	2	
Peewee (1998 or younger)	4	1	4	2 LL
Minor Peewee (1999)		-	1	
Bantam (1996 or younger)	4	0	2	3 LL
Minor Bantam (1997)		-	0	1 R
Minor Midget (1995 or younger)	2	1	0	1 R
Midget (1993 or younger)	4	0	2	3 LL



# Jr. Knights / Local League Report

Sabrina Critelli, Rob Celebre, Tim Hyslop



## Jr. Knights program – a great first year!

- Program had Friday night practices (2 hours) and Saturday morning, 3 on 3 game format (2 hours) - half ice, two games at a time, 3 games played every week. Started up in late September, will run to end of March. 42 children have participated this season.
- What needs to be reviewed – dividing players by home town did not work as it didn't allow for proper balancing; look at possibly going to a 2 hour per week format; hire a professional development person for first 8 weeks; end the season at end of February; certification of all on ice helpers – at a minimum, each will need SpeakOut/PRS next season.





# Jr. Knights / Local League Report

Sabrina Critelli, Rob Celebre, Tim Hyslop



## Local League – Strong as Ever!

- With 14 teams in the Simcoe Region Minor Hockey League from Tyke to Midget we are a big centre
  - Overall winning percentage was .519 with 7 teams above and 7 below .500 - a perfect balance.
- This season we
    - Added a Junior Convenor for younger divisions and it worked well
    - All divisions were balanced at the early deadline, 21 Dec 09
    - Had very little player movement (1 trade each in Novice and Atom)
    - No Stars Day Event – tried for exhibition games with Georgian Bay Region but they backed out
    - Scheduling ran smoothly – Administrator had us organised and ready
    - Very few game change requests, very few fines from the League



# Jr. Knights / Local League Report

Sabrina Critelli, Rob Celebre, Tim Hyslop



## Local League – Strong as Ever!

- Next season
  - Novice will be 7 and 8 year olds
  - Tyke a question mark – will we have enough 6 year olds who wish to travel to play?
  - Will there be enough SRMHL centres to even have a 6 yr old Tyke loop?
  - We should enhance our pre-season balancing / team selection ice time. 1 or 2 practice sessions then some ‘temporary’ team exhibition games
- Right now
  - We need Head Coach evaluation forms completed by ALL parents – has been available to complete online since January
  - Coaches must complete player evaluations
  - All roster staff MUST have certifications up to date before September – book your courses in the spring and summer!
  - All team awards – plaques, trophies, etc. are to be returned to the LL Convenors the day after being presented to the team so that they can be displayed in an arena trophy case.



# Rep Hockey Report

William Germinario



## York Simcoe / OMHA

- 5 out of 9 teams qualified for York Simcoe OMHA play downs
- Minor Midget A has entered the OMHA quarter finals vs. the eastern champion, Whitby Wildcats
- Minor Atom A is in the quarter finals of the York Simcoe championships and Midget A is playing in the semi finals

## Suspensions

- General decline in this area including match penalties across the YS league over past two years
- NobleKing has not received a single match penalty carrying multiple suspensions this season

## OMHA / OHF 'Made for Ontario Plan'

- OMHA remains committed to the fundamental concept of Hometown Hockey however it and the rest of the OHF is looking at increasing player mobility options
- there is no change for the coming season
- Biggest concern is maintaining centre identities and curtailing recruiting between centres
- Members are encouraged to learn more by visiting the OMHA website, talking with Will and even attending the annual general meeting of the OMHA in Richmond Hill, Saturday, June 12 from 8:30 to 4:00 p.m.



# Sponsorship and Fundraising Reports

Frank Cafaro, Dottie Harris



## Sponsorship

- Declines have been documented in the reports already presented. In the past, most Local League teams found their own sponsors – this year it rarely happened.

## Fundraising

- We have tried a few new things (Raise the Banners, food at tournament) and had a relatively successful raffle again this year
- We are planning to have a very successful Mardi Gras Night – Saturday, 6 March 2010. If you need more tickets, please see one of the people on the committee tonight!
- Would love to have more volunteers to help organise things earlier for next season.



# Rep Tournament Report

Penny Ralph, Mike Laceby



## Tournament Revenue

Registration fees are the main source of revenue totaling \$37,500.

Food sales can be an enormous source of revenue during the tournament. We had an opportunity in Nobleton this past year to sell food and realized great success with \$2,129 in revenue, even though the cantina was upstairs. Progress needs to be made with the township to allow us access to the downstairs kitchen in Nobleton. Steps have been taken. King City currently has NO revenue potential from food sales due to an exclusivity contract with the current food vendor. We receive no money from the current vendor.

Additional vendors can also be considered, but we must pay for the additional space upstairs in the rinks, so the rebates or benefits, must outweigh the costs (approx. \$330+ per arena, per weekend).

Hotel rebates will be further investigated, including exclusivity deals with hotel chains. We received almost \$4,000 in rebates this year, with even greater potential. 11 teams (out of 37 non-NobleKing teams) used our recommended hotels this past year.



# Rep Tournament Report

Penny Ralph, Mike Laceby



## Tournament Expenses

Ice Costs – Additional ice costs were \$10,580.

Refs/TK - Thanks to the reduction of the # of officials for some Pee wee games, we saved over \$1,000. Total costs for officials was \$6,166.

Trophies/Medals/Pucks - This year the total for these was \$2,661 vs \$7,000 last year due to a change in supplier and donated participant giveaways. All feedback was very positive. The cost for participant giveaways will need to be built in for next. Thanks to adidas for toques for the 900+ participants and donations are always welcome.

Program - Cost \$1.23 to print each. The format now exists and can be adapted for next year. Saved significantly over last year's \$4,200 since an outside supplier was not used for production. Sponsorship/advertising are potential ways of offsetting this cost, as well.

Food - All bought at Costco and Superstore/No Frills. Great potential for savings if lead times are longer than last year. Total cost of food was \$979.



# Rep Tournament Report

Penny Ralph, Mike Lacey



## Summary

Ice is currently being sourced in the area since the date has been tentatively set for 2011. We are interested in obtaining later ice on the Friday and more on Saturday. The early time on the Friday presented the biggest hurdle for most teams - after 10 or 11am is much more marketable, especially on a school/work day.

We need to maximize the potential to increase revenue from the hundreds (closer to 1,000) visitors to our arenas during the tournament weekend. Sponsorship could also be a source of revenue with the tournament committee working with the association's Sponsorship Director in order to maximize potential. Co-ordination with the Fundraising Director is also imperative in order to increase revenue. Many volunteers will be required in order to achieve success with fundraising efforts.

Overall, the tournament has had excellent feedback. The tournament was already 95% full in September for the January 2010 weekend (we did sell out). We had many returning teams who find our tournament to be highly competitive, well organized and on-time. Adding another rep level tournament could also be considered.



# Motions

1. General motion to approve all acts, actions, policies, rules, regulations and similar matters properly approved by the Principal Officers and/or Board of Directors
2. Motion to empower the ad hoc committee and make it responsible for finalising the Rules and Regulations as set out in the Constitution to be presented and approved at a special general meeting in August, 2010
3. Review of motions submitted in advance of the meeting
4. Review of motions from the floor



# Election of Principal Officers

1. President
2. Vice President
3. Secretary/Treasurer
4. AAA Zone Representative
5. Chief Timekeeper
6. Convenors - Jr. Knights, Junior Local League, Senior Local League
7. York Simcoe Minor Hockey / OMHA Representative
8. Development Director
9. Equipment Manager
10. Fundraising / Events Director
11. Head Coach (formally known as Coach Coordinator)
12. Registrar
13. Sponsorship Director
14. Tournament Director



## Final Meeting Items



Date of next Annual General Meeting  
**17 Feb 2011, King City**

Motion to Adjourn?