

SGMHA Executive Meeting – Oct 14th, 2025
Zoom meeting – 7:00 pm

Attendance: Mike W, Jordan, Brandi, Chris E, Chris C, Brendan, Christine, April, Dallas, Chelsea, Lacy, Dan, James, Scott, Taylor, Craig,

Guests: Jenn, Christel, James Penner (on behalf of PAC)

Regrets: Mark, Mike M, Jocelyn

Call to Order 7:07 pm.

We have reached quorum. Yes

Approval of Agenda: Chris E motions, Christine seconds. All in favour. Motion passed.

Approval of the Minutes of the Executive Meeting held on Aug 12th, 2025. Dan motions, Christine seconds. All in favour. Motion passed.

Amendments: None at this time

Updates:

President Update:

- We're through evaluations, and we're well into the start of the season with the tiering rounds. Any information I receive I have forwarded to all level directors
- Team formations are done, and we're moving on and the season is underway. Slows down a bit now until the tiering round is done.
- Minimal complaints at my end, so that is a positive. Thank you all for your hard work its appreciated.
- We officially received our invitation to Edmonton Minor Hockey Week. Participation is once again on a per team basis. The office has reached out to teams to confirm interest, and once responses collected, will send an email on behalf of the association indicating how many teams will be participating this year.
- We have a meeting in Red Deer next week with Hockey Alberta. We will update you all if anything comes out of that meeting. The only thing we're obviously hoping for is, that U9 half ice hockey turns a little bit earlier this season.

PAC Update:

- Season just started; all the teams are formed.
- In terms of the operations side, every team has a sponsor. A couple teams are applying for some Hockey Alberta events – Alberta Cup and Prospects so that is exciting for those teams.
- Lots of ice, lots of vendor activities.

Old Business: None at this time

New Business

Marketing and Brand Updates (Brendan):

- For those who missed the Vital Sports meeting, we'll start with a board survey to identify priorities, define what represents our brand, and highlight what makes Spruce Grove unique. Brendan will send it out soon, and we'll schedule follow-up meetings for any questions.
- We currently have seven sponsorships confirmed:
 - KS Fitness – Group discount rates for athlete training sessions
 - Spinfinite – Discounted group training rates
 - Pro Hockey Life – 15% discount card for athletes + free skate sharpening
 - Next Level Athlete – Discounted on-ice skills instruction for Spruce Grove teams
 - MCN – Additional skills sessions for Spruce Grove teams
 - Millar Powerskating – Power skating instruction for Spruce Grove teams
 - Stacked – Team breakfast; free kids' meals for athletes with a parent meal
- I'll draft an email for the office to send to managers with all the above details.

Social media “job” (Jenn):

- Add to next months Old Business – lots of discussions were taking place.

Spruce Saints' discussion (Mike W):

- Email sent regarding a couple things the Spruce Grove Saints have presented to us this year, as far as a fundraising opportunity where teams sell \$15 vouchers for Saints games and receive money back in fundraising.
- The other one was a skills practice they will be putting on. Its running Monday – Wednesday at the Grant Fuhr, there is a cost associated to that which I circulated to everyone. Looking for feedback. Is this something we want to push out to our teams? No cost to us, its 100% a team decision if they want to explore it. Just looking to establish a relationship between the Spruce Grove Saints, and the local hockey community. There have been a lot of conversations between myself and their group to do better overall for the hockey community.

Lots of discussion occurred around this topic – motion was made to push this out to teams

Chris Eyre motioned that SGMHA share the Saints fundraising opportunity with all teams. Participation will be at the discretion of each team, and the association's role will be limited to providing the information. Christine seconded. All in favor. Motion passed.

Chris Eyre motioned that SGMHA share Saints skill development opportunities with all teams. Participation will be at the discretion of each team, and the association's role will be limited to providing the information. Christine seconded. All in favor. Motion passed.

Additions to the Agenda:

Next Meetings:

- November 4th
- December 9th
- January 13th (MHW is Jan 10th – 18th – move up to 1st Tuesday is Jan 6th)