

# Annual General Meeting Executive Reports 2024-25

## President's Report 2024-25 Season

The 2024–25 season was one of progress, stability, and new ideas for the Cape Breton County Minor Hockey Association (CBCMHA). Our association introduced initiatives that not only strengthened governance and oversight but also advanced community engagement, discipline, and long-term planning. Some efforts were immediately successful, others remain in progress, and a few did not achieve all the outcomes we had hoped for. Together, however, they reflect our willingness to innovate and to put the needs of our players and community first.

The most significant achievement this past year was the strengthening of our governance and overall stability. One of the first steps the Board took was the creation of standing committees, including a dedicated Governance Committee. Midway through the season, this committee completed a thorough review of the association's bylaws, which had not been revisited since 2014. The review resulted in a series of important recommendations—among them the formal adoption of the standing committee structure piloted by the Board last season. These efforts have already proven effective in improving accountability, ensuring that programs are executed consistently, and laying the groundwork for long-term improvement. Adopting these recommendations will allow us to move with greater stability, clarity, and full attention on the needs of our own association.

For the first time in many years, the Board operated at full capacity. This added strength allowed us to tackle more initiatives, stabilize programs, and provide stronger oversight. A special acknowledgment is owed to Jack Chafe and Steve Schaller, who stepped into the difficult and often thankless responsibility of stabilizing our “C” program. Their efforts have already brought structure and growth, setting the stage for a stronger future.

This year, CBCMHA took meaningful steps toward building greater inclusion and strengthening community connections. We created an Indigenous Liaison position to help foster stronger relationships with the Eskasoni community and to reduce barriers to participation in our programs. This initiative reflects our ongoing

commitment to reconciliation and to ensuring that our association is welcoming and inclusive for all. The role is continuing to evolve and is helping to guide our efforts in Equity, Diversity, Inclusion, and Accessibility (EDIA), including our participation in the Orange Jersey Project, which marked an important first step on this journey. We are confident that this foundation will support the growth of many more meaningful initiatives in the months and years ahead.

Our governance reforms were further supported by the rollout of a new Code of Conduct, Fair Play Policy, and Discipline Policy, all of which were reinforced in in-person coach meetings. A transparent and structured discipline process was established with incident tracking and reporting. This work has already contributed to a cultural shift within the association, with improved behavior from players, coaches, and spectators, and a more consistent approach when issues do arise. At the strategic level, the association drafted a new Mission, Vision, and Values statement that will be reviewed by the Board and shared with membership in coming weeks.

Looking forward, I believe the association must look to expand upon its committee based structure. Simply, this approach gets more done with less pressure on individuals. The result is more profound programming for players and community alike. With that, there are three areas of focus I believe our community can engage with our Board that would have immediate and sustainable impact:

- Participation on a Committee or Sub Committee
- Fundraising/Revenue ideas
- Ideas/Feedback

In summary, the 2024–25 season was a year of stabilization, stronger governance, and fresh ideas. CBCMHA took important steps to build capacity, expand community engagement, reinforce discipline, and plan strategically for the future. While not every initiative produced immediate results, each reflected the association's commitment to growth, inclusivity, and the long-term success of hockey in Cape Breton County.

## VP Of Rep Report 2024-25 Season

### Coaching Selections.

This year We have added a document of standardized questions and a point ranking system during the interview process.

We ran an in-person coaches meeting at the beginning of the season, went over the expectations of the coaches and in-depth Code of Conduct.

### Development.

This season we had 3 Rep teams (U13AAA, U11AA, U15AA) in DOC/Provincials. All the other Rep teams had excellent showings at the CB cup. Congratulations to all the Coaches, and players. The Development team lead by Kyle, along with Johnny and Adam are instrumental in these teams' success.

We would like to thank Johnny Kibyuk for his leadership and guidance the past few seasons. John was such a professional on and off the ice and will be missed.

Next year Adam Bateman will be taking over for Johnny, this is a great addition for our MHA, Adam brings an extent of hockey knowledge, and we can't wait to get it going next season.

### 2024/2025 Areas of Improvement

More Volunteer help will be needed during the tryout process.

### 2025/2026 Looking Forward

This tryout season we will be using Gray Jay to do the evaluations.

I feel very fortunate to work with this great board again, and the hockey ops committee.

## VP of House Report 2024/2025 Season

- November 2024 – Two VPs assigned for U11,U13, U15 and U18 house leagues.
- There were no CB Cups run by county house leagues.
- We heard from several parents that felt the u11c roster size was too small.
- A Pilot Program for U11/U13 Development was put in place from January to March 2025.

- The program was run during regular practice ice time for U13C and U11C3 but was available to all.
- The program was run with Keigan Nicholson providing on ice direction at least every second week. Sometimes more frequently depending on his schedule.
- Feedback was positive for those who attended.

### 2024/2025 Areas of Improvement

- Better ice options for games versus practices. With remote teams in our divisions, 7:45pm weekday regular game slots are not acceptable. Many had to be cancelled and the lateness resulted in poor attendance.
- Roster Size: Each year we get players who register, get placed on a team then not show up all year long. Pre-season skates will be “mandatory” to assess proper numbers at the beginning of the season.

### 2025/2026 Looking Forward

- We plan to continue with development practices and are looking to expand the program for U15. It is not expected that U18 will want it.
  - We are looking to have a standing ice time each week that we can rotate the house teams though.
  - Ice is hard to find. Currently look at Eskasoni or the Pier as an option.
- In person coaches meeting at the beginning of the season.
  - Ice Budget
  - Who needs to reschedule
  - How do you affiliate
- RULE OF TWO
- Development
- Communications
- Team contracts.

## Registrar's Report 2024-25 Season

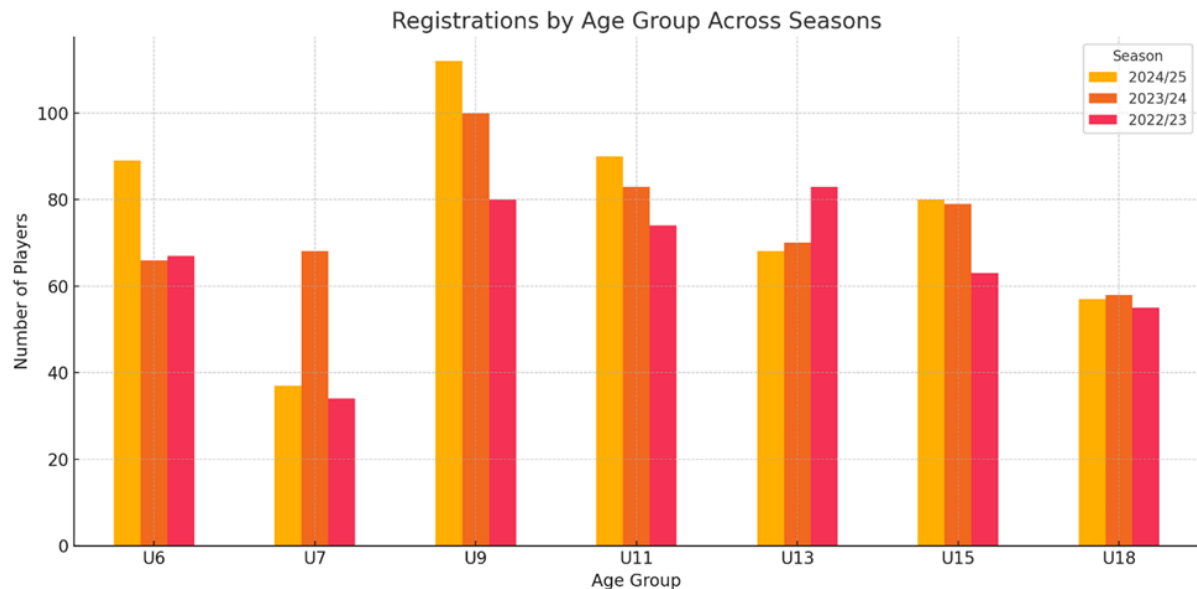
### Registration Summary by Season and Age Division

Season Total Reg. U6 U7 U9 U11 U13 U15 U18 Female Male

2024/25 533 89 37 112 90 68 80 57 46 487

2023/24 524 66 68 100 83 70 79 58 38 486

2022/23 456 67 34 80 74 83 63 55 26 430



### Key Highlights:

- Overall Growth: Registrations have increased steadily over the last three seasons, from 456 in 2022/23 to 533 in 2024/25 — an overall growth of nearly 17%.
- U6 and U9 Growth: The U6 and U9 divisions saw the most notable increases:
  - U6: Up from 66 (2023/24) to 89 (2024/25)
  - U9: Grew consistently from 80 (2022/23) to 112 (2024/25)
- Balanced Numbers in U11–U18: Stable registration in the older divisions, with minor fluctuations in U11 through U18.
- Gender Distribution:
  - Female Participation: Steady increase each year, from 26 in 2022/23 to 46 in 2024/25 (a 77% increase over 3 years)
  - Male Registration: Consistently strong, ranging between 430 and 487 over the period

### Goals for 25/26 Season:

- The Registrar will focus on accurate and easy data collection. This will be achieved through
  - Efficient flow of data from Team Managers/Coaches
  - Additional training on the use of the Hockey Registry

### Summary:

The data reflects a positive trend in youth hockey participation. Early-age engagement (U6–U9) has grown significantly, suggesting successful outreach and program development at entry levels. Continued efforts to encourage female participation are paying off, and maintaining engagement in the older age brackets remains a priority moving forward.

### Risk Management Report 2024-25 Season

Risk Management refers to the safety of the game and ensuring that the game is organized and played in the safest manner possible. Policies require that coaches, and all bench staff members complete a Criminal Records Check, Vulnerable Sector Check, Respect in Sport (Coach/Volunteer), Coaching Courses and Hockey Safety Certification, as required by bench staff position. All volunteers must have requirements updated by December 1st.

Any volunteer not fully credentialed by December 1st will be suspended - meaning that they are ineligible to be on the bench until proper certification is completed. Head Coaches also risk being suspended (5 games) if an ineligible member of the bench staff is on the bench after December 1st.

Several of the above requirements are offered online and can be completed once HNS makes these clinics available. This usually occurs in early September. Coaching Courses require volunteers to complete both an online and an in-class portion and both requirements have to be completed to be considered fully certified.

Clinic schedules for the 2025-26 season will be posted on Social Media (Facebook) and the website once a schedule is finalized by Hockey Nova Scotia. Clinics/Courses are offered both online and in-person.

Payment changes for course registration implemented by HNS will remain the same for the upcoming season - meaning volunteers are required to pay for courses at the time of registration and will be reimbursed by the Association once receipts are submitted and courses/clinics completed.

This year, HNS implemented the requirement of one bench staff member of each team needing to be certified with CPR (Level C) & AED and Emergency First Aid. Many volunteers already had this certification through their workplace. For those needing the certification, courses through Safety Check and St. John Ambulance (as well as online options) were organized and made available.

Hockey NS has instituted a new policy re: First Aid/CPR/AED certification. Presently, one team volunteer is required to have certification and be present for all on-ice and off-ice team activities. As of the 2025/26 season all team volunteers will require certification. Ensuring training pathways for all volunteers is a large undertaking and will require a dedicated plan going forward. There is the opportunity to look at hybrid models and potentially mix and match CPR/AED training from one granting body, with First Aid from another. With that said, safety must be the guiding principle when exploring options, not cost or convenience. The Risk Manager will continue to explore options over the course of the spring and bring recommendations and a plan to the Board for approval prior to the start of the 2025/26 season.

### Social Media and Communications Report 2024-25 Season

Over the past season, CBCMHA has continued to grow its presence across social media platforms and website to improve communication, increase community engagement, and promote our players, teams, and events.

Platforms & Growth:

- Facebook remains our primary platform for updates, reaching over 1.2k followers.
- Website updates were consistent with registration info, schedules, policies, and key announcements.

#### Key Highlights:

- Promoted all major events including Registration information, Tryouts, 50/50 Draws, and Development Camps.
- Celebrated player achievements, team successes, and alumni highlights throughout the year.
- Increased use of visuals and videos to boost engagement and reach.
- Maintained consistent messaging and timely updates.

#### Challenges:

- Balancing timely updates when content comes in.
- Receiving timely information from teams or managers regarding tournament updates.
- Ensuring accuracy across platforms and managing user questions promptly.
- Reaching new families and engaging with older age divisions. Educating our association on rules and policy.

#### Looking Ahead:

- Continued focus on promoting positive hockey experiences and team culture. Improved cross-promotion with local partners and sponsors.
- Explore expanded use of video content, player/coach spotlights, and user-generated posts.
- Encourage teams to submit photos/stories to increase engagement and representation.
- Develop a parent and player survey to gather feedback and insights that will help us improve our association both on and off the ice.

#### Conclusion:

Strong communication and consistent social media use remain vital in keeping our hockey community informed, connected, along with educating and celebrating our teams. Thank you to all volunteers and families who contribute to making our online presence a success.

### Ice Allocation Report 2024-25 Season

The demand for additional ice time to accommodate all CBCMHA program/team requests continues to be a challenge – with weekday ice time (Monday-Thursday 5:00-8:00pm) being the hardest time to secure ice. This is prime time and the most favored by many on-ice programs. Over the past few years CBCMHA has struggled



to secure the ice needed to accommodate any additional requests for practice and development programs.

We are hopeful with the opening of the CBU Rink for Female Hockey, ice previously used by Blizzards at other facilities will open and be made available to other associations hoping to secure additional ice time.

House League (U11-U18) schedules often have scheduling conflicts. Most Associations tend to schedule games on the weekends to accommodate travel for Divisions who have teams participating from the Strait and Cape Breton West Region. With most Associations offering weekend games, scheduling can be challenging, often resulting in conflicts with games needing to be rescheduled. Scheduling more weekday games for divisions that don't have traveling teams, would assist with some of the scheduling conflicts.

All teams/programs are allocated ice time – which includes practice and game ice. Ice time used over and above the budgeted hours is a cost to the team (Rep Fees). This situation occurs mainly with Rep Teams that seek additional ice time for practice and development. This is a team expense that is an additional cost to parents. Rep Fees are determined by the team.

Team/ Program	
U5	
U6	
U7	
U9 (7 Teams)	
U11C (3 Teams)	
U11A (2 Teams)	
U11AA	
U13C	
U13B	
U13A	
U13AAA	
U15C (3 Teams)	
U15A	
U15AA	
U18C (2 Teams)	
U18AA	

Weekly Ice Schedule	Hours
U5-U9	14
Practice Ice	18
Game Ice	28
Development Ice	4
Total	64
Weekly Ice Hours/ Venue	
County Arena	40
C200	11
Membertou	13
Total	64

Ice Costs/ Venues	Cost
CBRM (County/ C200)	284532.83
Membertou	66925.21
Other	1347.50
Total	352805.04

## Strategic Planning Committee Report 2024-25 Season

### Mission, Vision & Values

- Draft Mission, Vision, and Values statements have been developed.
- These require review and formal approval by the board.

## Ice Cost Concerns

- A letter was sent to Paul MacDonald and Paul Carroll outlining concerns regarding rising ice rental costs.
- Both individuals expressed a willingness to meet with board members to discuss the issue further.
- As of this report, no meeting arrangements have been made.

## Amalgamation Discussions with SMHA

Objective: The committee explored the potential amalgamation between CBCMHA and SMHA to assess alignment on shared goals, including:

- Inclusive hockey opportunities
- Community unity
- Stronger player development
- Enhanced team formation
- Future-ready organizational structure
- Streamlined administration
- Improved financial stability
- Expanded volunteer base
- Greater access to funding, grants, and sponsorships
- Addressing declining enrollment
- Alignment with Hockey Nova Scotia's goals

## Key Strategic Themes:

- Accessibility
- Development
- Unity/Community

Board Decision: After careful consideration, the board has voted to pause all amalgamation discussions for a period of two years. Rationale for Moratorium:

- Feasibility & Timing: SMHA expressed interest in implementing amalgamation by the upcoming season. CBCMHA believes a 2+ year planning period is necessary for thoughtful execution.
- Stability: The CBCMHA board is operating effectively, with strong support for continuing on our current path. Member feedback suggests preference for internal improvement over structural change.
- Structural & Branding Uncertainty
- Limited Communication & Progress

## Future Plans & Initiatives

- Apparel
  - A new RFQ/RFP will be issued to local vendors for apparel supply, following delays related to amalgamation and branding discussions

- Sponsorship & Advertising
  - Jersey Sponsorship: Explore opportunities for a single corporate sponsor across all jerseys.
  - Pop-up Banners: Place at main entrances of County Arena; consider portable banners for travel teams.
  - Photo Backdrop: Design a fabric backdrop for tournament and event photography.
  - Monthly Sponsorships: Businesses can "sponsor a month" with visibility on our website and social media platforms.
  - CBRM Collaboration: Work with CBRM on codes of conduct, banners, flags, and signage within public arenas.
  
- Fundraising Ideas
  - Community auction
  - Social event at County Arena
  - Road hockey tournament
  - Youth hockey camps
  - Multi-sport event at CBU Dome (skills competitions for youth)
  - Boost CBMHP 50/50 sales with seller incentives and more frequent bonus draws

#### Community Recreation Facility Proposal

- Arrange a meeting with MLA Brian Comer to discuss the proposed new recreation facility in Coxheath, which could include:
  - Dual ice surfaces
  - Indoor turf soccer field
  - Basketball court
  - Swimming pool
  - Gymnasium

#### Novice Report 2024-25 Season

The 2024 / 2025 season was successful

New addition – 2 advanced teams, 2 intermediate teams, 4 developing teams. This was essential in providing quality development opportunities for all skill levels.

New addition – 3 skates per week for all U9 players. 3 practices until the games started December 1st which changed things to 2 practices / 1 game.

We continued with our County Islanders Holiday Hustle, bringing in coaches / volunteers to help put on a great tournament for families around Christmas time.

As normal, we celebrated our U9's with a "graduation party" at the DOME where we had multiple games / sports for the players. Each player left with a goodie bag as a token to remember their time in our U9 program.

U5 / U6 / U7 / U9 were celebrated at different times throughout the year. Picture Day, Christmas, Year End.

U7/U6 2 times per week. U5 1 time per week. My understanding was the U5's showed interest in a 2nd skate, and this can be reviewed in the new year depending on ice time and interest from the new group.

While there is no score kept in U9, I know both in our practices / games the season was extremely successful. I want to thank all the coaches and managers for taking their team and making it their own and providing a memorable experience for the hockey players.

The county's "novice" program continues to be the standard not only in our local area but all over the province.

I would personally like to thank Andy Morrison, Sandy MacPherson, Deanna Steiger, Christine Phalen, and Liam Walker for their time and dedication. Without you all these programs don't work.

One key focus was to stay in communication with coaches from U5/U6/U7/U9 asking that they work together and build a strong program. I look forward to meeting with the returning / new coaches to build a go forward plan for our programs.

### Discipline Committee Report 2024-25 Season

The 2024/25 season marked a significant milestone for our Association with the introduction of a new Code of Conduct (parents/players/coaches/board), Fair Play Policy and Discipline Policy. The Discipline Committee was tasked with rolling out these policies ensuring consistent application across all divisions, and promoting a positive culture of respect, fair play and sportsmanship on and off the ice.

Our committee is pleased to report that the implementation of these new guidelines has already enacted a measurable impact on player, coach, and spectator behaviour throughout the season.

### Case Management

The committee met weekly throughout the season to review reports. All reported incidents were handled using the new discipline framework, ensuring consistency in process and sanctions. All were received in writing via the dedicated email address (countymenorhockeydiscipline@gmail.com).

### Data Summary

There were 25 total reported incidents reviewed; suspensions per below:

Categories	Suspensions Levied
Player	6
Coach	4
Parent	11

Note: The above table does not include the suspension of an entire team of parents for a period of time, banning them from practices.

Sanctions ranged from 7-days to indefinite suspensions. The vast majority (2/3rds) occurred in the U-13 (n=8) and U-15 (n=6) divisions.

In select instances, letters of reprimand were issued carrying no suspension.

### Recommendations for Next Season

The Committee acknowledges this was the first season with new policies and procedures and as such there is room for improvement. With that said, the framework was implemented and enforced consistently for all reported incidents.

Despite broad communication, some individuals were unaware of the new policy during the season. As such, we will host a mandatory pre-season refresher for all coaches, parents, and players. We will explore a hybrid approach with a mix of online and in-person team meetings.

Some incidents went unreported or were reported late, making investigations more difficult and the sheer volume of active issues for a small number of volunteers proved to be extremely time-consuming. As such we will actively expand the committee from 4 individuals to a minimum of 7, drawing both board members and interested folks from the general membership. In addition, we will implement project management software to ensure streamlined reporting and case management.

As this is the first year of granularly tracking data, we will continue to enhance data collection to allow year-over-year comparisons and identify trends early. As per the data presented above, the U-13 and U-15 divisions are areas that require attention.

The Committee thanks the Board for their support and the patience and compliance of those involved in the disciplinary process. We are confident as we continue down this path of culture change the Association will benefit from a psychologically safe environment, fostering the development of respectful players and overall persons, as per the vision of County Minor Hockey.

## CBMHP 50/50 Report 2024-25 Season

### Overview

This report presents a comparative summary of the CBMHP 50/50 draws from fiscal years 2022–23, 2023–24, and 2024–25. The data includes:

- **Player Share:** Total amount awarded to ticket sellers
  - **Association Share:** Revenue retained by the association
  - **Winner Portion:** Total prize value distributed
- 

1. Financial Summary by Fiscal Year

Year	Player Share	Association Share	Winner Portion	Final Notes
2024–25	\$161,146.75	\$128,917.40	\$816,511.50	Full year
2023–24	\$173,792.25	\$139,033.80	\$887,872.50	Full year
2022–23	\$151,185.00	\$120,948.00	\$834,188.50	Full year
Net Total (2022–2025)	\$486,124.00	\$388,899.20	\$2,538,572.50	

Year-over-Year Comparison (2024–25 vs. 2023–24)

Category	2023–24	2024–25 (YTD)	Change	% Difference
Player Share	\$173,792.25	\$161,146.75	-\$12,645.50	-7.28% decrease
Association Share	\$139,033.80	\$128,917.40	-\$10,116.40	-7.28% decrease
Winner Portion	\$887,872.50	\$816,511.50	-\$71,361.00	-8.04% decrease

Key Observations

- **2024–25:** Currently trending slightly behind 2023–24 in total revenue but maintaining steady draw participation. Average weekly player share is ~\$5,755. Average weekly association share is ~\$4,611.
- **2023–24:** Peak performance year in terms of total income, with the highest Association Share and Winner Portion totals recorded.
- **2022–23:** A strong year with consistent weekly earnings. Notable peak draw on Dec. 18 (\$95,518 Winner Portion).
- **Draw Growth:** The December period (holiday season) continues to be the highest-performing period annually (decrease seen in holiday draw past 3

years..... Dec 22/24 \$69,329 compared to Dec 17/23 \$89,119.50 and Dec 18/22 \$95,518).

- **Player Engagement:** Approximately 25% of CBCMHA players are not selling tickets.

#### Strategic Note

- Continued marketing and community engagement needed for growth potential.
- Consider spotlighting large payout histories, benefits to association and individual players to increase participation.
- Consider better seller incentives to boost engagement, motivation, and ultimately ticket sales. (eg. incentives for top seller of the month, rookie of the month, most improved seller)
- Recommend exploring digital or online options to maintain or grow momentum year-over-year.

#### Conclusion

Year-over-year 50/50 results remain robust, however there was a significant decrease in numbers in the 24-25 season. The association has generated nearly **\$389,000** in internal revenue across the three years, supporting program sustainability. To keep registration affordable and continue delivering quality programs, we must re-engage our CBCMHA community in ticket participation.

### Tournament Report 2024-25 Season

Cape Breton County Minor Hockey Association held its three signature hockey tournaments as well as two Cape Breton Cup tournaments in 2024-2025 to great success.



The Ossie Fraser Memorial U15 tournament was held November 22-24, 2024, with five teams participating at the AA division and eight teams at the A division.

The Allan Sullivan Memorial U11 tournament was held December 6-8, 2024, with eight teams participating in both the A and AA divisions.

The MacDonald Gallagher U13 tournament was held January 17-19, 2025, with ten teams participating at the A division and nine teams participating in the B division.

CBCMHA would like to thank the many volunteers who gives countless hours to make these tournaments a great experience for the over 800 players who participated. We would also like to thank the many sponsors for their contributions towards the success of each tournament.

Finally, congratulations to the winning teams in each division

U15AA – Cape Breton County Islanders

U15A - Bedford Blues

U13A – Cape Breton County Islanders

U13B – Dartmouth Whalers

U11AA – Sackville Flyers

U11A – Sackville Flyers