



MID-SEASON UPDATE 2024/2025 Season

**Monday, January 20 (Virtual)
7:30pm to 8:30pm**

AGENDA

1. Welcome
2. Mid-Season Update
3. Membership Growth Update
4. Member Experience Update
5. Hockey Operations Update
6. Hockey Standards Update
7. Safe Sport Update
8. Hockey for Life Update
9. MWF Successes
10. Finance Update
11. Questions



Welcome & Introductions

Angela Lewis



2024/2025 Board of Directors:

Angela Lewis, President

Chris Cotton, VP Safe Sport

Kelly Peck, VP Finance

Krista Stewart, VP Hockey For Life

Mike Almond, VP Hockey Standards

Chris Larade, Director of Coach Development

Keri Irwin, Director of Membership Growth

Michelle Lucas, Director of Administration

Michelle Flanagan, Director of Member Experience

Trevor Magarvey, Director of Hockey Operations

Sara MacNevin, Athlete Representative

Key Roles:

Registrar: Jason Smith

Technical Director: Jordan Burke

Recreation Coordinator: Jen Clarkson

Goalie Coordinator: Karin Wallace

U9 Coordinator: Tyler Scott

U7 Coordinator: Sarah Scott

Certifications Coordinator: Susan Rossong

Equipment Coordinator: Brittany Pottie

Special Thank You:

First Shift Program: Carla Alderson

Finance Strategy: Scott Hastings

Treasurer Activities: Christine Bowman

Accessibility: Lisa Park

Mid-Season Update

Angela Lewis



- Welcomed 32 new players in 2025 (most from the First Shift program)
 - 6 new players to U13
 - 16 new players to U9 - created a whole new team
 - 10 new players to U7
 - Thank you to the coaches, managers and players for welcoming these new players!
 - Brings us to 575 registered players for the 2024/2025 season
- MWF Association Activities @ the Mooseheads:
 - U7 Lightning Bugs will be participating in the half-time game on January 23, 2025
 - U13A Red participating in a relay race at the Mooseheads game on March 8, 2025
- Force Cup Tournament Jan 3-5th for U11C, U11A and U13C divisions
 - 19 teams (inc. teams from MWF, MEI, VW, Western, CB, Fundy, QC and NB)
 - 47 games in three days

Membership Growth

Keri Irwin



- New uniforms kits with updated logo/brand implemented for 2024/25 season
- Pre-season Gear Swap held in September
- Come Try Hockey session — U7/U9, hosted in September
 - 9 registered, 5 attended, 3 joined MWF
- Sponsorship/Partnership updates
 - PHL team merchandise options developed for U7/U9 and U11+ teams
 - PHL MWF Online Stores — 3 completed, Winter Store opens w/o Jan 20
 - MWF merchandise (limited) at PHL Dartmouth
 - PHL player cards, Dominos coupons, Made with Local protein cookies
- Accessibility plan — in development
- Force Fund — three grants awarded
- MWF Association Night scheduled at SMU: Feb. 15



Membership Experience

Michelle Flanagan

- **Surveys**
 - 2024 Conditioning Camp Survey
 - 2024 Evaluation Process Survey
- **Mid Season Player Satisfaction Survey**
 - Responses collected for 2 weeks
- **Retaining Girls in Sport Workshop - Sept 2024**
 - Hosted by Canadian Women and Sport in partnership with Nike and Dove
 - More than a safe space, a brave space
- **Youth Advisory Options**
- **Year End Survey**
 - We need to hear from as many people as possible!

Table Timeliness of Communication After Each Session		
	2024	2023
Very Satisfied	25.6%	2.5%
Satisfied	47.5%	28.7%
No Opinion	11.3%	9.4%
Unsatisfied	13.7%	37.5%
Very Unsatisfied	1.9%	25%

"The process was easy to follow and organized. Knowing when updated lists are being released was great."

Communication of Final Placements		
	2024	2023
Very Satisfied	23.1%	3.1%
Satisfied	45%	22.5%
No Opinion	10.6%	5.6%
Unsatisfied	16.2%	34.4%
Very Unsatisfied	5%	34.4%

"I appreciated that everything this year was clearly outlined and followed. I appreciated any communication about teams or levels was not posted during school hours."

Hockey Operations

Trevor Magarvey



- New Jerseys for all U11-U18 teams
- Pant Shells for competitive teams arrived in early Dec
- Regular Season end dates and playoffs start/end dates vary by division
- Playoff Formats
- Key Dates:
 - Provincials (A/AA): April 4-6 Hosted by Hockey NS in Sydney
 - Day of Champions (U11C and U13C): March 22-23 @ SMU
 - U13AAA Provincials: March 20-23 Hosted by QC
 - U15AAA Provincials: March 28-30 Hosted by QC
 - U18AA Provincials: April 4-6 Hosted by MWF
- Rollout of Skedda Ice Booking Site
- Submission for 2025-26 season HRM Ice Allocation by mid April
- Looking for volunteers for next season:
 - U11-U18 Coordinators
 - Ice Scheduler
 - Timekeeper Coordinator *

Hockey Standards

Mike Almond



- Call-up Process
- Player Commitment
- Off-Season Development Opportunities
- U15AAA Competition Level

Financials

Kelly Peck



- Registration - Huge Thanks to Jason for ensuring payment of fees on-time
- New payroll coordinator - Christine Bowman!!!!
 - Referees and Timekeepers are being paid in a very timely manner
- Quickbooks
- Team Socks and Mid-year ice invoices were issued by Trevor and almost all are paid in full
- Cost of Certifications is under-budget, but could mean higher costs next year as more certifications expire and new volunteers are recruited

Financials

Kelly Peck



Current Bank Account Balance	\$ 201,666.00
Forecast of Expenditures	\$ 218,500.00
Ice	\$ 131,000.00
HNS	\$ 1,500.00
Development Costs	\$ 35,000.00
Timekeepers and Referees	\$ 42,000.00
Miscellaneous	\$ 3,000.00
RIC	\$ 5,000.00
Transaction Fees	\$ 1,000.00
Forecast of Receivables	\$ 45,000.00
Team Ice	\$ 30,000.00
Spring Development	\$ 12,000.00
Registration	\$ 3,000.00

Safe Sport

Chris Cotton



Suspensions - 8

- Coaches - 3
- Players - 5
 - Attempt to Injure
 - Head Contact
 - Hitting from Behind x 3

Investigations - 5

- Officials - 1
- Coach Conduct - 1
- Parent Code of Conduct - 2
- Player Code of Conduct - 1

Coaching Development

Chris Larade

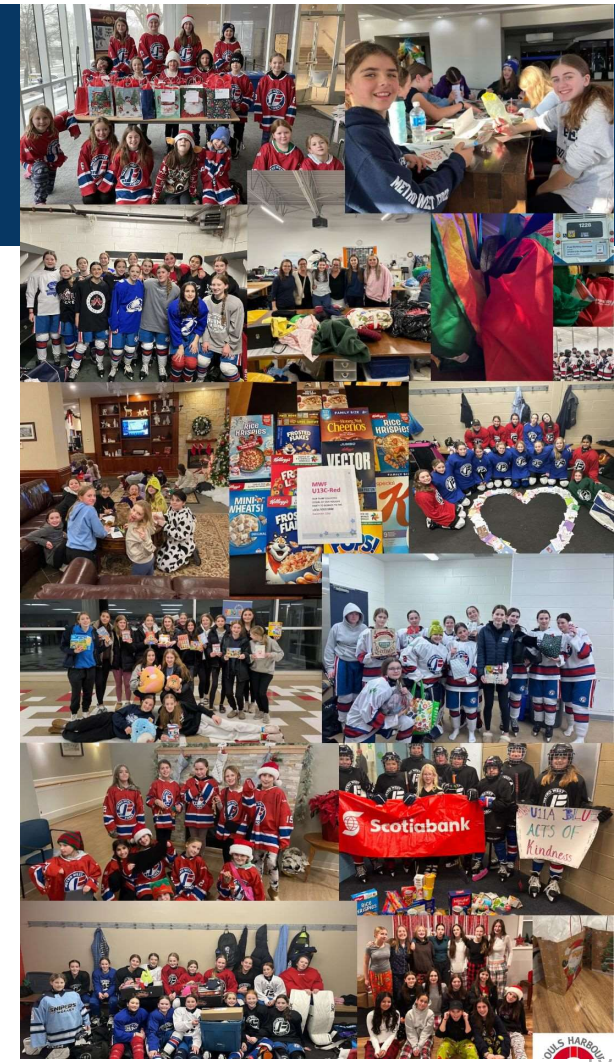


- Bi-weekly coaches' communications have been met with great enthusiasm and curiosity overall which shows the keenness of the coaching staffs. Coaches' engagement and overall dedication is evident at all levels.
 - One of the key goals this year was to try to equip coaches with tools to help their players' development away from the rink/reinforce key teachings. The response and openness has been great!
- Continued work to be done in the following key areas....
 - Overall practice delivery
 - In-game communication and bench responsibilities/focus
- On-going juggling act of providing coaching development opportunities (in-person, webinar, etc.) with not wanting to demand more time than is already given by these dedicated volunteers.
- A **BIG THANK YOU** to those that stepped up to coach within the MWF association this season.
 - Looking ahead to next season....Encouraging more people to consider head coach roles (lots of helping hands this year, but a limited number of people wanting to take on the head coach role).

Hockey for Life

Krista Stewart

- **Acts of Kindness Challenge:**
 - U11C Blue, U11A Blue, U13AA Red*, U18A Blue, U11AA Red, U13A Red, U13C Red, U15A Red, U11A Red, U15A Blue, U15AA*, U13AAA Blue
 - 14 challenges
- **Seniors Celebrations:**
 - U18A - February 22, 2025 (9 players)
 - U18AA - February 16, 2025 (12 players)



Communication

Michelle Lucas



- MWF Facebook Page
- MWF Instagram
- MWF Website
- Member emails
- Regular Newsletters and Updates



Tournament Successes

Michelle Lucas



Fall Freeze - November

- Gold: U18AA Red, U11AA Blue and U11A White
- Silver: U13A Blue

SEDHMA - November

- Silver: U13AAA Blue, U13A Red, U15AAA Red, U15A Red and U18AA Red

Kraken Cup - December

- Gold: U11AA Red
- Silver: U13AA Red

The Force Cup

- U13C Blue - Gold
- U13C Red - Silver
- U11A Red - Silver

DQ Blizzard - January

- U15A White - Gold
- U18A Red - Silver

Good Luck to our MWF Teams heading to the Sobey's Cup this weekend, Sweetheart in February, and Meltdown in March.



Other Upcoming Events

Michelle Lucas



- **Female Celebration Game**

- Friday, January 31
- GEC
- Caps vs Surge



- **Rivalry Series**

- February 6, 2025

- **MWF Association Night at SMU**

- February 15, 2025



QUESTIONS?

