**SPHA Agenda – November Meeting**

1. Welcome Back & Hello (quick updates)
   1. Good things in life these days
      1. Joey – Going to Winthrop
      2. Steven L – Going to Winthrop
      3. Steven T – Going to Winthrop
      4. Randy C – Going to Winthrop
      5. Becca M – Going to Winthrop
      6. Alexis H – Happy to a part of the SPHA

1. State of SPHA
   1. Vision for the future/Pillars for Org
      1. Inclusivity
      2. Education
      3. Opportunity
   2. $$$, Taxes, Cash Flow, Etc.
      1. Taxes
         1. Alex connected SPHA to Tatiana Dudley – does taxes for SWHC
      2. Attorney – Getting us re-setup as as C3 (currently a c7)
         1. C3 will allow us to get subscriptions (Adobe/Microsoft/etc)
         2. Allow to be Tax exempt
         3. All donations are tax deductible
      3. Bank
         1. Bank account now setup for the organization
         2. $6k in the bank (donation from Symetra)
      4. Cash Flow
         1. Netted out even after SPHA Classic
         2. Website payments
         3. Future events
         4. Pending $240 from Hockey Wolf from SPHA Classic Jersey Sales
   3. Schedule meeting cadence (monthly meetings)
      1. Monthly Meetings
         1. Second Monday’s at 8p
      2. How we Operate as a Board
         1. Board Positions/descriptions
         2. Board voting process
         3. How long board members have seats
         4. How do our 3 pillars impact our goals/the community
         5. etc . (overall need regulations around these elements)
            1. [Templates](https://drive.google.com/file/d/1PNNw_CBTVCG30Gpj3Tfib_cYZjhveHT4/view?usp=sharing) from Alexis:

1. 2021 Pride Classic Debrief
   * 1. Survey Stats – [LINK TO RESULTS](https://docs.google.com/spreadsheets/d/1nH8DtwE0mAnCt5BbStrCM7-1i8aIek_k/edit?usp=sharing&ouid=101808520746845577810&rtpof=true&sd=true)
        1. 43 out of 56 return on survey
        2. 4.7 average
        3. 100% want to play next year
        4. Sponsor recall avg above 30-40%
        5. Nearly 100% said event was fairly priced/affordable
        6. Demographics
           1. Male heavy
           2. 1 in 4 identify as queer
           3. Some trans
           4. Ethnicity - mainly white

Overall need to reach out to other communities

* + 1. For future
       1. Adjust registration to first open to LGBTQ+ people/communities and/or request other communities (i.e. sist white males, etc.) to not register until a specific later date
       2. Volunteers will get priority for next years registration
    2. Growth from 2021
       1. Open up to more teams (2021 was 4 teams) and more people
       2. Larger event in general – date shows that many more people (of all identifications) want to participate
       3. Build off momentum on of 2021 (i.e. Kraken marketing/videos, etc.)

1. 2022 Pride Classic Planning
   1. When
      1. Pride weekend is on 6/24
      2. Holding the weekend prior – Third weekend in June (6/18 & 6/19)
   2. Where
      1. KCI
         1. Potential Hurdles
            1. manager of ice time only has a money priority (TBD name, but might be an asshole…?)
            2. May not be able to have “full run” like we did at OVA (decorations, time)
         2. Strategy to get in
            1. Go through Kraken Community Fan Engagement team (Kyle Boyd) to get with One Roof Foundation

One Roof Foundation: the organization associated with the Kraken who work with underrepresented communities, homelessness, and Climate agenda

Maximum get through strategy - full event

Minimum get through strategy – Host the Championship games

* + 1. Back-up plan would then fall to something like a Lynnwood/OVA combo, etc.
  1. Partners
     1. Apparel/Merch for making a basic merch piece (t-shirt, etc.)
        1. Could potentially partner with BDI/Team store if we do it at KCI who could potentially support the apparel generation
     2. Symetra partnership will stay on-going
     3. Topics for Future Meetings
        1. Who do we welcome back?
        2. Are we exclusive with specific partners?
        3. Future engagements
  2. Messaging – develop messaging plan (Before/During/After)
     1. Update site with dates immediately (save the date w/ “more details to come”)
        1. Getting some dates on a calendar for
     2. Timetable for registration
  3. DEI Lens – how can 2022 be more inclusive? Review 2021 learnings.

1. Beyond the Seattle Pride Classic
   1. How does the org come to life?/How do we support our mission beyond the June event?
      1. Quarterly events
         1. Ideas for the quarterly events (different each time)
            1. pride skate
            2. scrimmage
            3. happy hour
            4. Meetup to watch a Kraken away game
      2. Yearly Events
         1. Coached Session/Workshop (i.e. Learn to Play, stick and puck, etc.)
         2. Seattle Pride Classic (Obvi!)
      3. Youth LGBTQI+ Learn to Play in Seattle Junior
      4. Kraken involvement, Pride Night 4/9/22
   2. General
      1. Randy spoke with Elizabeth Johnston - Works under Kym Davis at the NHL
      2. Momentum is important in how we can build off each event for the next one

**ACTION ITEMS FROM MEETING:**

* Scheduling the monthly meetings – Joey/Steven T??
  + We’ll be moving from Teams to Zoom
* Building Agenda for December Meeting – Joey/Steven L
* Steven T and Joey to reach out to Kyle Boyd about starting point (but they may be reaching out as well in the “near future”)
* Main items for December Meeting
  + Setup Working groups
    - Board Rules/Regs + documentation
    - Messaging plan for Calendar of setting up Seattle Pride Classic 2022
    - Plan for additional quarterly/yearly SPHA Activities
    - Partnership Mgmt.
    - Merch/Apparel
    - Underrepresented Community Outreach