
Meeting called by:	Team	Type of meeting:	First meeting going over idea and creating proposal
Facilitator:	Helen – sets up zoom meetings Elaina – sets and tracks agenda	Note taker:	Elaina DeHoratius
Attendees:	Emma Levine, Evelyn Teti, Damarah Brown, Elaina DeHoratius, Helen Sanders, Christine Williams		
Please read:	Idea Doc created by Elaina – in Team Drive		
Please bring:	Ideas, questions, some quick research about ideas/topics		

Minutes

Agenda item:	Pick topic/organization to write proposal about	Presenter:	Anyone with an idea, Emma (presents NHL idea)
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Discussion:

- Discussed ideas
- Decided on digital fan experience in NHL – an app
- Did some quick initial research and worked on proposal
- Decided when it would be finished/who would upload it – Elaina
 - Elaina will put it in word doc and memo format and email to profs

Quick research:

- Expanding to an official team in Seattle - Established organization, with new team, with new stadium, 23,000 people into a stadium, marketing the team, no team name yet
- Game day, getting people involved watching at home, watching locally, and nationally
- Logistics going to the game, the actual stadium, concessions stands (apps related to stadium)
- App to pick up food, use as ticket, games, alerts for tv breaks
- NHL has been challenges with fan experience compared to NBA and NFL (competitor analysis)
- Two teams (WHL market - engage with them) - sell out, piggy back off of that market
- Las Vegas Golden Knights - NHL, newest in league, looking at successes and failures, strategies, opportunities, most recent in technology era
- How to get husbands to bring wife (two tickets)

Conclusions:

- Decided who would create initial site - Helen
- Decided who would set up/be in charge of setting up zoom meetings (weekly with group and with mentor) - Helen
- Decided who would be in charge of minutes - Elaina
- Helen made an excel sheet with due dates for assignments and sent it to everybody