

CCHA Board Meeting Minutes
Monday, July 19, 2004
CMSE Room #30

Board Members Present

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|------------------|-----------------------------|
| Craig Lervick | President |
| Robert Jones | President Elect |
| Kelli Mork | Vice President |
| Mike Ehrmantraut | Treasurer |
| Paul Berens | Commissioner -- Junior Gold |
| Steve Lundeen | Commissioner -- Bantam |
| Tom Burke | Commissioner -- PeeWee |
| Kevin Buesgen | Commissioner -- Mites |
| Bob Hanson | Commissioner -- Mini Mites |

Others Present

| | |
|----------------|-------------------------------|
| Steve Olinger | Director of Hockey Operations |
| Dave Snuggerud | High School Coach |
| Marty Traina | Fundraising |
| Susie Blake | Member |
| Siu-Linn Chong | Guest |
| Chris Erickson | Sticks and Clubs |

Discussion

Meeting was called to order at 7:00pm

President Report

Motion to approve July 19, 2004 Board Meeting Minutes. Motion carried

Motion to approve June Financials. Motion carried.

August 19th Touch a Truck Festival to replace "Register Fest" CCHA to set up a booth for new registrations.5:00-7:30

Jerry Bohn, Victoria Mayor proposes CCHA to reduce ice at Victoria Rink, working with Bob Lanzi.

Director of Recruitment position still open.

President Elect

Read through Minnesota Hockey Packet following items to be noted:

- HEP Hockey Education Program
- Skill Development
- Coaching Excellence Coach and Parent Education
- Fair Play

Coaches Certification: Saturday, September 25, 2004 at Xcel Energy Center All Minnesota Hockey coaches, officials, parents of youth hockey players and program administrators should attend. This will be sent out in Confirmation Packet

Vice President Report

Asked for update on Acceleration MN presentation from June Board Meeting, follow through. Steve Olinger replied discussion will take place at August Hockey Operations Meeting.

Coach's applications need to be out there as they were not included in Registration materials. Steve Olinger said he is going to work on an online application process will contact Shelly West

Next Board Meeting Monday, August 16, 2004 at CMSE #30

Treasurer

Injured players get opportunity to have credit. Consistent policy ice costs pro-rated number of hours skated. This policy should be added to Registration packet next year. Important dates for late fees on three assessments.

A parent would like to sell more gold cards. These will be mailed to her upon start of selling period. This will be communicated to Melissa.

Director of Hockey Operations

Move up Policy – Mite to Squirt ---Skill based policy will be strictly enforced. Coach's recommendation must be valid and player should be able to score in the top 5 skaters of the Squirt class.

No response to coaching applications

Motion by Hanson to offer Jesse Willis Bantam A coaching position. Second by Lundeen. Unanimous

Will put coaching applications on website. Talk to Shelly West.

Hockey Operations Committee must change bylaws to add a fourth member to committee. This is a cost issue

Tryouts will be discussed at the August Hockey Operations Committee Meeting.

Off – Ice Update

Proposal all are good (Sticks and Clubs, Acceleration MN St. Francis facility) Finding way to supplement ice time is important to development of players. Criteria: Cost effective,

value, what will get the most development for our athletes, coaching, etc

Hockey Operations Committee defined: development of players, set up tryouts and selection of coaches.

Jr. Gold Commissioner

Tournament report partnering with Edina is underway

Bantam Commissioner

President of District 6, Brad Hewitt, said there is a liability issue with Brad Edstrom. Paul Berens will contact Amy and Tom Edstrom with decision made

Discussion about posting meeting minutes on website prior to Board approval.

Pewee Commissioner

Currently working on tournaments. Negative feedback on B1 tournaments from past year, looking at alternate options. Looking into registration numbers at B1 and B2 levels. Will discuss questions with Steve Olinger.

Squirt Commissioner – absent

Currently working on tournament bookings

Girls Commissioner

U10 and U12 teams will carry two teams at each level A and B
All girl mite program have had several meetings with Waconia and Minnetonka to do ice time at Victoria—need help and attention to continue to pursue. Is there someone in Association that would take on this as a project.

U14 update

Looking to merge program with Prior Lake. 6-8 girls interested and eligible from CCHA. Prior Lake has 15 girls in their association eligible. Would like to field an A and B team. Several things under consideration tryouts, ice time, registration across Districts, CCHA registration. Prior Lake has had two meetings on this issue. Motion to support Steve to continue pursuing U14 plans. Motion carried. Steve will communicate clearly through email progression made in this matter.

Mite Commissioner

There will be 1 MASH fall team and 1-2 Showcase teams (not associated with CCHA.)

Mini Mite Commissioner

Date to be determined for year end pizza party. Needs to be put on Calendar.

Other:

Tax forms will be completed within a day or two.

District 6 official vote on Prior Lake and Shakopee has not happened

Motion to file 501C3 needs to be filed before next meeting. Motion carried.

All correspondence should be mailed to POBox

New Business**Fundraising**

Summary from Bob Jones and Marty Traina:

Need help from Association Members. There are 40-50 businesses in community which equates to two to three calls a day. How can we effectively and efficiently hit all businesses? The following ways should be explored: Sponsorships \$250-\$300 commitment, Golf Tournament, Silent Auctions, spaghetti dinner, Pull Tabs.

Pull Tab Summary:

1. Income Potential for CCHA a70-100K per year
2. Required Sites need three separate sites to generate revenue above
3. Resources need one full time Pull Tab person. Salaried at \$1000.00 /month for each site they manage. Bonus setup is a must! Typical bonus is 50% of take after 55-60K in revenue is reached by CCHA
4. State a person needs to report to State for start up information, legal requirements and sites that are expiring.
5. Sites – person needs to aggressively go after sites until we are up to three sites.
6. Pull Tab Mentor – no need to reinvent the wheel if the board wants to pursue, we have a good resource here.

We would need a gaming position on board

Gambling license: we need to look at how to regain this license.

What sites do we look at? We may look outside the community at different cities for sites.

Why don't we have sponsorships?

1. We did have team sponsors – two years ago
2. Add contracts team sponsors go on the side

3. Do we tap resources we have within association?
4. Look into BAA format for Chaska? All 4 sports worked together and pooled resources?
5. 1 year dasher board option
6. Business advertisements on website
7. Portable PUCK wall

A committee needs to be formed to work together on various fundraising options, and to formulate a plan for future fundraising. Fall parent meeting would be a good opportunity to gather people for committee.

Dave Snuggerud – gaming contact
Paul Berens – Pull tab contacts

Tahitian Noni presentation for fundraising – Susie Blake

Tahitian Noni juice is fast becoming a favorite healthy beverage among numerous world-class athletes and health-conscious people around the world. There is no added sugar, no preservatives and nothing artificial about it.

Individuals and teams are turning to Tahitian Noni juice to boost athletic performance, prevent and overcome injuries and enhance their healthy lifestyles. From the novice to the professional, athletes at every level are finding improvements in their strength, conditioning, endurance, recovery rates, and overall performance.

In addition to helping our athletes skate at peak performance, Tahitian Noni juice presents the CCHA with a unique opportunity to provide a fundraising opportunity unmatched by any other by providing residual income on a long term basis.

What's In It for the CCHA?

Proposal—

1. Set CCHA up as a distributor for Tahitian Noni International
2. Provide Susie Blake with the opportunity to tell the Noni story to CCHA membership
3. Benefits to CCHA Member
 - a. Ability to purchase product at cost without signing up as a distributor
 - b. Improved Performance – many professional athletes have publicly endorsed the product
 - c. Each purchase makes money for CCHA general fund
4. Benefit to CCHA Bottom Line
 - a. Personal Rebate
 - b. Fast Start Bonus
 - c. Unilevel Commission

(the above presentation summarized by Susie Blake, complete notes given to each Board Member)