

Yankton Area Ice Association

Board Meeting

June 10, 2014 – 6:30 pm

Ice Rink

Board Members Present: Dave Withrow, Max Roesler, Ryan List, Rob Barger, Julie Perakslis, Mike Krajewski and Heath Larson. Guests: Brian Wenisch, Randy Eichacker and Pam Erickson

I. Approval of May board meeting minutes: Motion made by Ryan to approve minutes; Mike seconded, motion passed. We held a brief discussion on when to post minutes to the website. It was decided we would post a draft version within a week after the meeting and updated to final copy following approval of Minutes at the following month's meeting.

II. Old Business

A. Finalize handbook: We will table this until Bryan Schoenfelder is available.

B. Riverboat Days cleanup: Dave Withrow will coordinate this. We will ask that Bantam Team Players on up help with the cleanup. Sign-ups will be done in 2 hour shifts and Randy will set-up dibs for this in mid-July. Kristina & Jeff Kopektja from Hockey and Tanya Taggart from Figure Skating volunteered to coordinate the **Riverboat days float**. Rob suggested they would likely be able to use the rink area to put it together.

Baldwin Filters Picnic: Max might be out-of-town that week and asked for someone to volunteer as backup coordinator.

C. Positions to fill-Discovery hockey coordinator, disciplinary committee chair, Safe Sport Coordinator, Team coordinators (one each level). Emails were sent out to the association members requesting volunteers for some of the open committee positions.

Discover Hockey Coordinator position: nobody volunteered for this position. Max suggested changing the title to Recruiting Coordinator and expanding the role beyond Discover Hockey to include more recruiting and promotion opportunities. This was agreed upon and a new volunteer request will be sent out.

Disciplinary Chair and Safesport have been combined into same position. Nobody responded to this position either. Dave will re-post.

Team Coordinators: Randy suggested we create a Team Coordinator Position that will help up-front in gathering paperwork, distributing calendars, any registration and season opening issues for the Registrar and the coaches. The team coordinator will then move into the Team Parent role for their child's team. At levels where there are more than one team in a level, a team parent will be found for the other (A, B or C) team(s) at that level once the teams are set and the season is starting. Until that point, the Team Coordinator will handle all teams at their level. It was suggested that since this position is needed during the registration period and prior to official start of the season; a coordinator needs to be in-place and prepared soon. For the first year, specific people will need to be approached to act as Team Coordinator for their level in order to ensure this important role is filled. Kristina Kopetjtka has already volunteered for Boys JV; Julie Perakslis volunteered for the Mites and will contact Amy Johnson about coordinating Girls JV. Max will ask Heidi Berry to coordinate PeeWees and Lori Pederson to coordinate

Mites. Dave will talk to Laura Nedved about Bantams and Heath will approach the Renkens to handle the MiniMites. Once we have each team's coordinator set, Randy will organize a meeting for them prior to registration

D. Mite/Squirt travel policy approval: Largely the same as last year but Squirts were added as there was no documented policy in the handbook for Squirts. Difference with previous Squirt policy outlined in last year's Minutes is an increase to 20 games -- association will still pay for one Squirt tournament. Max provided an analysis on how other SDAHA associations are handling Mite & Squirt travel:

- Rushmore has 80 kids in their Mite program. They do not travel, but they do have a lot of in-house games. Rushmore Squirts played 5 tournaments and 2 jamborees.
- Pierre limit is 20 games for Mites and no more than 3 out of town tournaments. Pierre Squirts have a 20 game limit and no more than 4 tournaments.
- Sioux Falls has a 15 game limit for Mites and 5 tournaments. Squirts 35 games and 6 tournaments
- Brookings also has a 15 game limit for Mites with no limit on tournaments. Squirts have a 20 game limit and no limit on tournaments.
- Sioux Center has a 12 game limit for Mites and 3 tournaments which includes a home tournament. Squirt policy is the same as Mites.
- Mitchell one 1 home tournament for Mites and 2-3 away round robins. Squirts get one home, two away and 4 round robin events, no game limit for either team.
- Huron no limit on Mite games—they usually have 4 Mite fests , one of them in Huron. Squirts no limit and usually 12-15 games.

Squirt Travel Policy: There was a lot of discussion surrounding terms in the proposed travel policy for Squirts. Brian Wenisch, Squirt coach, noted that the Squirt level is already a travel league. There was some concern regarding the decline in attendance following the February 1-3 Yankton Tournament for Squirts since there were no more games and the kids "had nothing to look forward to." The concern with the previous Squirt policy was that it is too limiting on tournament and game opportunities. There was also discussion on adding the 140 mile radius into the policy. Yankton rink to Brookings rink is 130miles. A number of tournament and game opportunities sit within this radius including: Mitchell, Sioux Falls, Luverne, Sioux Center and Brookings. There was also some discussion on hosting a Yankton Jamboree near the end of the season and charging only \$5/kid to participate with no entry fee to visitors: the goal would be to get teams to come initially due to the low cost and build it down the road into an annual (revenue-generating) event. Following a lively discussion, Heath made a motion to add the 140 mile radius travel distance into the policy and include a maximum of 20 games with no limit on tournaments or Jamborees. Motion was seconded by Max and passed.

Mite Travel Policy: An optional Travel League was proposed for Mites in which players need to decide whether to participate by December 1st. Teams would be divided based on birth date with a target of 10-12 players per team. 15 games per team was proposed with a maximum travel radius of 140 miles. Parents of the Mite Travel League would be responsible for all tournament and travel costs. There was discussion on whether 15 games and 3 tournaments were too many. A deadline for participation was necessary for the Mite league as tournaments fill-up and participating teams need to commit early—which Mites can only do when they know how many are participating. There was also a discussion on how this might impact parents/players who elect not to travel during the Mite level. A "Civil War" in house set of games was proposed for the end of the season to ensure all players have an opportunity to participate in a game whether or not they elect to travel. Coaches will also make sure there are coaches available to run practices for the Mites who do not travel

while the Travel League is away. For those who elect to participate in the travel league, Max made a motion for a 12 game limit with two out-of-town events and a maximum 140 mile travel radius. Ryan seconded the motion. Motion approved and passed.

E. Registration: Walk-in will be Sept 14th 3pm-6pm and online registration is available now. Rink set-up will be the same night.

III. New Business

A. Committee Report

1. **Coaching:** Chad is out-of-town, but is working on the Red White Scrimmage and Colorado Hockey Group events.

- Level of play for our teams: Chad is looking at playing down JV, having possibly two JV teams. Some concern expressed on how this might be handled as these teams would likely play and compete against each other and we want to keep the culture of the organization positive and healthy. Chad is also asking the state to play down the two Bantam teams. These are the only two levels in which we will play down.

Scheduling: Sunday there is open time from 4pm-6pm -- Figure Skaters would like to schedule private ice and private lessons during that time when it is available. There was some question on proposed practice time for Bantam's ending at 9:30pm given the late hour, time to change and young drivers -- young drivers cannot be on the road after 10pm. Bantam time needs to be changed. There was discussion on alternating the later practice hour with other teams in addition to when the newly forming U12 girls league could practice. 4pm-4:45pm on Monday could be available for the U12 girls league. There was also discussion on adding Open Skate at times that are available, if/when the regular time is not available. We will have further discussion on this later. Dave will talk to Chad about rotating PeeWees, Bantams & Girls JV so each only has one late night a week. Figure Skating is setting their time block now and will determine specific lessons/programs within those blocks later.

2. **Registrar:** Nothing to report

3. **Equipment:** Nothing to report

4. **Figure skating:** Pam put together a budget and sent it to Mike. They had a discussion on combining Figure Skating and Hockey accounts. Sue & Pam are okay with this as long as information/communication on expenses and deposits is clear. Hockey will not sell the chocolate bars this year. Pam also suggested a YAIA logo that incorporates both programs be created. We will contact Jamie to see if she can design a unified logo for YAIA.

5. **Disciplinary:** Nothing to report

6. **Financial;** \$5,781.65 in main account, \$6,974.46 in figure skating account. We received a \$250 donation from Northwestern Energy for Brad Wenande's volunteer time with the association. We need to return WOW's modem, they sent us a \$75 bill for it.

7. Other:

Open Skate: Revenues down over the previous year. Rob suggested possibly having City rent the facility for a fixed cost and they retain the income. YAIA taking-over Open Skate is not an option at this time given the high insurance cost involved in running it. There was some discussion on how we market open skate and how to drive higher attendance: Family nights? Teen/Pre-teen sessions, nights? Valentine's skate night? We are thinking of ways to market Open Skate and increase attendance. Mike suggested given the cost of newspaper advertising that those dollars might be better spent on other programs to drive attendance to games and Open Skate: Discussion on possibly giving players one free pass and/or selling student passes. We will discuss this issue later. Regarding the lower Open Skate revenues over the previous year, there was discussion on whether the cold weather was a factor. It was decided we stick with the current program. We will ask the City workers to clean the bathrooms and the rink as part of the duties for which they are being paid. We will put New Year's Day back on the schedule, but keep Christmas Eve off. We should not offer the "free" New Year's Eve skate, but have it as a paid night. We will ask The Optimists about sponsoring skate days like they do with the SAC.

Hockey 605: They are running a statewide hockey marketing campaign. Post tournaments on our site. They will have a hockey "game of the week." We will need the wireless upgraded to support this for a dedicated line for Hockey 605 and expand our bandwidth. Equipment costs to film and live-stream games ourselves could be up to \$2,000. We would like games taped for people to watch on closed circuit TV in the warming area and for the coaches to use as a tool. Ryan said Mt. Marty does this kind of taping; we would have to pay them for the live broadcast, but could ask them about it. Rob will check with a person he knows in Sioux Falls. Sioux Center has done this. The hardest part is getting bandwidth to work correctly. Mike suggested there is an opportunity for selling ads if we're streaming online. Closed circuit TV into the warming area would be the first step. Ryan said Mt. Marty could help with that as well. Ryan will contact Mt. Marty about this.

*Updated playing rules are on the state website if anyone wants to look.

Kitchen Project: Saturday, June 14th at 1pm the kitchen committee will start moving things into the newly renovated kitchen and cleaning up. They would like some help. There was discussion on holding a cookies and coffee "open house" for investors and members to come see the final project they supported.

Bleacher Project: Do we want to borrow money to do lights and bleachers and just get it going? We are looking at stationary bleachers with no storage beneath them—there isn't the space for it. We are looking at aluminum bleachers. Dave Spencer supports borrowing the money and just doing it all now—bleachers, boards, glass and lights. It is more efficient and cost-effective to do it all together at one time. Rob will get estimates for doing it all at once. This will necessitate a special meeting in a couple of

weeks once Rob has numbers back so we can get started. Current ball-park estimate is \$240,000. Randy suggested we add closed-circuit tv to this campaign.

Agendas: A request was made to send meeting agenda's out a week before the meeting so association members and/or coaches know what is being discussed and can attend & prepare based on what will be discussed.

Next meeting: Tuesday, July 8th at 6:30pm at Rink

Respectfully submitted,

Julie Perakslis