

RIVER FALLS YOUTH HOCKEY ASSOCIATION

JUNE 2014 MINUTES



DATE: Wednesday, June 11th, 2014

LOCATION: Wildcat Centre

Board Members Present in red: Steve Magnuson, **President**; Jody Christiansen, **Vice President**; Neil Accola, **Treasurer**; Janell Rasmussen, **Secretary**; Paul Wilson, Frank Linn, Tim LaVold, Mike Lien, Mike Marsollek, Josh Cleveland, Kathy Bennett, Laura Gulick

AGENDA

1. Welcome, Intro, Agenda Review Magnuson
Meeting called to order at 6:35pm
2. Consent Items(All can be approved in one motion, unless an items is removed by a board member for further discussion) Magnuson
 - A. Agenda Approval
Action Item: Approve March Agenda and any supplementary materials
 - B. Approval of Minutes
Action Item
Motion to approve by Accola, second by Lien, all in favor.
3. Guest Comments Guests
 - a. Jim Joseph, RF High School Coach
Jim Joseph introduced himself to the board as the new high school hockey coach. He talked about his experience, contacts within River Falls and his goals for the season. Jim feels strongly that his players need to be a part of a bigger team, the community and be role models for the younger kids. Jim asked that we update the website with his information.
4. Learn To Skate All
Rasmussen provided an update on the Learn to Skate Program. Over 1,000 fliers were distributed to every child in 4YK to 2nd grade in Ellsworth and Prescott School District. Flyers were available at the River Falls Schools for pick up but the district would not allow handing them out to each child. The program filled within the first two days. A decision was made to increase the capacity from 30 to 60 kids as a recommendation from the Learn to Skate Committee. Additional marketing and promotions will be done in River Falls to fill the remaining spots with the increase.
5. Hockey Operations – On Ice LaVold
Tim provided an update from the MN D2 meeting. There may be a split between B1/B2.
6. Hockey Operations – Off Ice Christensen
Dodge ball event was a success and will be an annual event, possibly monthly in the summer.
7. Financial Operations Accola
Accola provided financial spreadsheet handouts for the operation budget and capital campaign.
8. Building Events Operations Linn
Linn was not present.

Accola reported that the wrestling event lost money. Rasmussen advised that she received feedback from two sponsors of the RFYHA who indicated they paid the event organizers a fee to participate, promises were made by the event organizer that never occurred (e.g., after event autographing signing where no one showed up) and the businesses also lost money on the event. Rasmussen asked that Linn contact the event organizer and request the business sponsors be reimbursed for the participation fee as this was not what was agreed during the event discussions. Discussion also occurred that if the event organizers do not refund the money, RFYHA should consider providing feedback on the business to the Better Business Bureau.

9. Building Operations

Wilson

Wilson was not present at the meeting.

10. Public Relations/Advertising

Rasmussen

- A. UMG installed a digital advertising display and will begin selling advertising in July. Rasmussen discussed details of the agreement including the ability to run RFYHA announcements and concession specials. During the installation of the display, the AED was relocated. During the relocation, it was found that the AED needed a software upgrade and it had expired pads. The software was upgraded. Mike Lein will work on this further and provide an update at the next meeting.
- B. We will begin the full sponsorship push in August to secure our 2014-15 sponsors. Rasmussen asked each board member to identify 3 businesses that they work with or do business with in River Falls for potential solicitation.
- C. After an analysis of the sponsorship prices, we are going to adjust our prices to be more in line with other organizations. Those adjustments will be made this season.
- D. Last season, we only replaced paid sponsor signs and did not replace several deteriorated signs. This season, we will be replacing the deteriorated signs and putting protective lexon on to extend the life of the dasher sign and provide a professional appearance. It is critical that the signs and arena are in good shape to help us secure future sponsorships.
- E. Website – Andy Stacy has agreed to manage the website. Rasmussen is working with him to set up our home page with a scrolling newsfeed. This would allow for team managers to submit current team info, etc.
- F. At this time, there is no interest from anyone to coordinate the parade. We will send one last email and if we have no takers, we will not be having a float in the parade.
- G. Rasmussen reported that she would like to strengthen our social media outreach (e.g, facebook) which is not currently highly utilized. Rasmussen will look into this further.

11. Fundraising Operations

Thompson

a. Car Show

Bennett

Bennett provided an update and handout on the car show. The car show will take place this year at the Bowling Alley on September 7th from 9am to 3pm. RFYHA is responsible for soliciting donations for door prizes, handing out flyers at other car shows, plan activities and staff the event.

The 1st National Bank has donated \$1,700 to the event to pay for the trophyies. The revenue from the event is estimated at anywhere between 3500-9000. There is a meeting with the coordinator (George) at 7pm on June 23rd. Bennett asked all Board members who were able to attend.

b. Tables

Bennett

Bennett requested to purchase tables for the Car Show (and other) event(s). Accola indicated there was no money at this time.

12. Other Items

a. Pro Shop Proposal

Cleveland

Cleveland was not present. This will be tabled until the next meeting.

13. Adjourn

Rasmussen made a motion to adjourn at 8:05pm, Marsollek second, all in favor.