

White Bear Lake Area Hockey Association
MONTHLY GAMBLING & MEMBERSHIP MEETING
February 13, 2019

Present: Patrick Conlan, Tracy Peltier, Jason Peltier, Jason Sampson, Tim Simpkins, Chad Marquardt, Lorrain Rolfer, Nicole Kopp, Cathy Lydon, Steve Kotzmacher, Scott Ide, Joel Cessna, Chris Gist, Rob Thilmany, Brian Griffin, Sarah Fordham

GAMBLING MEMBERSHIP MEETING

1. Call to order (**Chris Gist**)
2. Approval of monthly minutes- December 2019
3. Gambling Report (Chris Olson)
 - a. Donate
 - b. Move to put 25K towards WBSC Ice bill (Scott Ide, Joel Cessna)**
4. New Business
5. Adjourn (**Sarah Fordham, Steve Kotzmacher**)

MONTHLY MEMBERSHIP BOARD MEETING

1. Call to order (**Chris Gist**)
2. Approval of Agenda (**Joel Cessna, Brian Griffin**)
3. Approval of meeting minutes- January 2019 (**Joel Cessna, Brian Griffin**)
4. Member Forum:
 - a. Local representative from Fairway Mortgage Company (branch of Kim Larson) to discuss a program where you get mortgage through her company and a local realtor will donate 20% of commission to the association, if the realtor agrees to it.
 - b. Jason Sampson
 - i. Gentry is making it really hard to use their boards. There are inconsistencies. Jason had questions about if we agreed to waive fees for Terry and Kevin's time for rostering their teams, and asking to waive the fees for the use of our boards.
 - ii. Jason is still interested in purchasing Mite Boards for association through a grant from USA Hockey with funds split from 8U Girls Jamboree and funds from the Mite Jamboree. The initial deposit due is \$1000, and if we order the boards we could possibly receive them by July. If we wait until summer to order them, it will take much longer. The total cost will be \$5400. Jason thinks the 8U girls should have about half the cost from the jamboree.
 - iii. Jason raised concern of being forced to take full-sheet ice at Vadnais the weekend of March 1-3 last minute. Joel Cessna: This is based on the direction that we are not going to eat dead ice costs. Chad Marquardt has given an hour of ice to every team that did not have an event. Jason has already purchased 3 extra hours of dead ice and would like permission to give it back. Tracy Peltier brought up the possibility to open the ice for clinic kids and charge \$5/person.

Chad Marquardt agrees that we could give/sell the ice to anyone pretty much. Another option is open hockey for older levels. Joel Cessna would recommend not charging for skaters, as we'd then have to man the ice to collect admission.

Motion for association to take 2 hours back from the 8U girls teams (Steve Kotzmacher, Joel Cessna)

- c. Lorrain Rolfer: Lorrain has sent an email with members' concerns that she's received. She doesn't want to address them all here and now, but wants to pass them on to the board. One question she has been asked is *what happens to opt-out funds?* Lorrain explained that the money goes into a few places including a security account, paying concessions workers when there are no DIBS volunteers, and for other planning purposes when there are not volunteers.
 - i. One family in particular says they walked at two parades and a grand opening but didn't sign in for anything despite very clear sign-in instructions and all other volunteers signing in. No one can vouch for them being present, as the events were so long ago. How does the board advise resolving this with the family? Solution: Family to work a few games for DIBS credits and agree it is a wash.
 - ii. Concessions: It has been a major benefit having the high school games at the sports center this year!
 - iii. Volunteer director: Can we work towards more clarity for this position? It's not posted, nobody knows who is responsible for what or how to contact them. Lorrain doesn't want them contacting her.
 - iv. Terri Dresen's Notes: We are getting a new (our old) account rep at SportsEngine. She will post open board positions soon.
 - v. Registrar is a volunteer position. As an association, she thinks there should be 2 part time or ¾ time paid employees for a lot of these admin-type roles, as it entails a lot of times spent.
- d. Member concerns sent via Email: (via proxy of Chris Gist and Joel Cessna) Joel is disappointed that members didn't show up to voice their feelings. [See email addendum]
 - i. End of Year report card for every skater: Joel has reached out to coaches, it's about 50/50 for who is willing to provide that feedback. Parents have different opinions than coaches. Idea- here's what you did well, how you contributed to the team, and here are a couple of things to work on over the summer.
 - ii. Benchmarking: White Bear Girls vs. other programs- what are they doing successfully? Joel feels bluntly: other associations put in effort in the off-season. We have very few interested and willing to put in the work. Sarah Fordham- Please clarify, is it that they're playing year-round, and what age groups? (not necessarily, and squirts on up) AAA Hockey- as a board we cannot run it. Other great towns do. Other towns have more set and guaranteed summer programs- we don't know what we're doing, we don't know what ice we have, etc.

- iii. More skater development- paid 3rd party, etc. Joel says ironically, we're doing that already, and we're getting complaints about it. Player development is something we made a commitment to sink money into. We did this year and we had things to learn and ideas for improvement.
- iv. Train the coaches to be on the same page team to team: Joel confirms that we did that this year. An email was sent to coaches at the beginning of the season. Yes, we agree they should be on the same page, but there is flexibility on how they train, how far they can push, etc.
- v. Engaging with HS coaches on how they want the players developed. We are starting to build relationship with assistant coaches. A major hurdle is the head boys coach is unwilling to effectively communicate with the Association.
- vi. Transparency in grading/scoring methods and results for Tryouts: Joel says Squirts is a bit different as the kids are still young. Essentially- you drop the puck and play though. As for posting players' scores from tryouts- Joel says there really is not an exact scoring system. Joel looked at a system a couple of years ago that was expensive. Graders used an ipad for scoring and families could see their scores and notes. Joel is not in favor of this method for fear of the pressure that parents place on the kids. Chris Gist explained that we assess and tweak tryouts *every year* to consistently make it more effective. Chris has been involved in scoring/grading of four different associations and affirms that it is not just numbers. While it is great to be objective, there are somethings where subjectivity is necessary.
- vii. Open tryouts: Joel is in strong disagreement of this method. Every kid he has asked absolutely does not want their parents in the stands. Parents see things differently than coaches which potentially leads to confusion and conflict. Joel believes there should be graders that are not necessarily associated with that level. Some associations use paid evaluators, but there are complications with that method as well.
- viii. Assign coaches and volunteers after tryouts: Joel that is very difficult.
- ix. Hire coaches if there aren't qualified parent coaches. Joel has had an in *Let's Play Hockey* for the past 3 weeks. We have had zero interested and zero applicants. Last year, we did have one non-parent coach apply, but he went elsewhere with higher pay.
- x. Goalies: Some associations pay half the cost for goalie development fees. Joel reiterated that we've been talking about goalies. We are working on developing processes for training, cost assistance, coaching, etc.
- xi. Swap/trade evaluators with another district: We did look into that- it was very difficult to find another association the same size. Osseo- Maple Grove would maybe be the closest in size.

5. Treasurer's Report (Alisha Kennedy/Cathy Lydon)

- a. Account Totals:

- i. General Fund \$91,348.30
 - ii. Concessions \$19,888.84
 - iii. Tournament \$93,574.28
 - iv. Rob Sunds \$7,099.08
 - v. Rink Improvement \$90,641.11
 - b. 200 hours (\$42,000) dead ice- Alisha, Cathy, and Chad are/need to continue to work towards reconciling this major difference. Chris would like to set a timeframe for completion. Chad Marquardt suggest two months. **Confirmed plan to have decision/total amount owed at April meeting.**
 - c. Standardizing team fees
 - d. Chad Marquardt discussed the challenges of ice scheduling and ice scheduling software.
6. Vice President of Business Operations Robort (Rob Thilmany)
 - a. Tracy Peltier surveyed teams for sponsorships (not all wanted to share info) One thought is that maybe some of the largest companies who sponsor teams give directly to the Association. There would still be room for the smaller mom-and-pop shops to sponsor teams directly, but this would eliminate larger donors from getting sponsor requests from multiple teams and allow for standardizing the process in terms of give-backs. For larger, direct-to-Association donors, we could possibly offer more advertising through the Association. Sponsorship goal: bring in 10K in the first year with large sponsorships.
7. Vice President of Hockey Operations (Chris Gist)
 - a. Accomplishments
 - b. Looking for a 3-5 member committee to raise \$8,000 in summer fundraiser.
8. President's Report (Kevin McFarlane)
 - a. Nothing to report
9. D2 Representative's Report (John Ghilardi)
 - a. D2 Invoices for league fees
 - b. DIBS Posted
10. Directors' Reports:
 - a. Traveling Director (Joel Cessna)
 - i. 2019-2020 Coach Applications
 - ii. Board Resignation
 - b. Girls Director (Steve Kotzmacher)
 - i. 8U Process for playing-up at 10U level. It is determined that the process is the same for girls as it is for boys, although it appears different due to the number of players.
 - c. Mite Director (Brian Griffin)

- i. Winter Blast- Recap
 - ii. Year-End Jamboree
- d. Player Development Director (Scott Ide)
 - i. Nothing to report
- e. Junior Gold Director (Tim Fletcher)
 - i. Nothing to report

11. Old Business

- a. Quick-change goalie pads: Purchased.
- b. Chad Marquardt- update on new software for ice scheduling software. Auto-Ice It's great! 3 year commitment, \$5500 per year. Chad would recommend it. Sales rep will come to our March meeting (before/after) to show it to us. Guy owns it, has been eagan ice scheduler for 10 years, he works with the biggest of associations. Integrates with SportsEngine, deals with other ice scheduling systems.

12. New Business

- a. March meeting date moved to Wednesday, March 20 due to district spring break
- b. Open board positions: Will be posted to Association website soon.
- c. Mites Boards **Move to use \$1,000 from 8U and Mite Jamboree proceeds (\$500 from each) for the deposit on the mite board purchase. (Brian Griffin, Sarah Fordham)**

13. Adjourn **(Joel Cessna, Steve Kotzmacher)**