

# RIVER FALLS YOUTH HOCKEY ASSOCIATION



## December 2017 Minutes

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DATE: Wednesday December 13<sup>th</sup>, 2017

LOCATION: Wildcat Centre, River Falls

ATTENDANCE: Jody, Susan (via conference call), Neil, Frank, Nicole, Johnny, Paul, Steve, Ted, Kevin and Shelly.

ABSENT: Andrew, Jana

Meeting called to order at 6:05 pm

### AGENDA

1. **Welcome, Intro, Agenda Review** Linn

2. **Consent Items** (All can be approved in one motion, unless an item is removed by a board member for further discussion) Linn

A. Agenda Approval

**Action Item:**

Approve Agenda and any supplementary

B. Approval of Materials

**Action Item:** Approve meeting minutes from past month.

Motion made to approve all Consent items by Steve, seconded by Ted. All in favor.

C. Motion by Hare to approve the proposal for \$650 extra funding for Squirt C Tournament games.

- The C team will only be at 16 games, they will likely be at least 8 games short. They are paying the same amount of registration as A & B but getting less ice time. By the time we started scheduling this year other Associations times were already booked. Next season RFYHA will start securing games earlier.
- Motion made to approve extra funding for Squirt C Tournament games by Johnny, seconded by Ted. All in Favor.

3. **Guest Comments** Guests

- None

4. **Hockey Operations – On Ice** Hare

- Kevin had a conversations with a few families regarding missing practices and the repercussions. There have been no issues since.
- Jody stated that she believes and heard positive feedback regarding holding the kid's responsible and that RFHYA is going a great job.

5. **Building Events** Linn

- Frank has a new idea to help drive engagement and raise revenue for the Association. Basically, the idea is similar to “Jump Rope for Heart”, but would be skating laps at the rink over a 24-hour period similar to “Relay for Life”.
  - Timing of event would take place next fall after tryouts are completed at our rink. Skaters, family members and community members would all be welcome to participate.
  - Proceeds would be distributed as follows: 60% RFYHA, 10% Fusion, 10% Wildcat Varsity, 5% RF Food Shelf, 5% Ellsworth Food Shelf, 5% Prescott Food Shelf, 5% Baldwin Food Shelf (all the communities we serve).
  - Frank will put together the detail, concrete numbers, how to drive attendance and participation, parameters and prices for the skaters that raise the most money for the event.
  - Frank spoke to Jim Joseph about the idea and he is onboard. Frank will discuss with Matt for the Fusion.
  - This will fall under the Building Events bucket not the Fundraising Team
  - This would not be a requirement for the Association members

## 6. Building Operations

Wilson/Linn

- Jeff Prochnow has transitioned into the role of first point of contact for Building Operations. He has had a bit of a hectic travel schedule the last two weeks between coaching games, but he has started to coordinate things already. Frank is acting as a buffer/liaison for him, but he hasn't reached out much. Frank recommends that Jeff schedules a meeting between Paul, Neil and himself when the timing works out on his end so that he can get a clear picture of everything on the table as we look to the future. He is very detailed and organized.
  - Women's toilet has been fixed
  - Lights have been replaced
- Engineer has been secured to help with what's needed to start making progress on the solar project. After several failed attempts to connect with Ross we pursued other alternatives. This should come at no cost to the association. Special thanks to Dan Therriault for helping make the connection.
- Frank spoke with Korey Knott about curb appeal up the front of the rink this spring/summer. Kory has a piece of granite that he would be willing to donate. Frank offered that he could put his company on it, but he didn't want that. At most, he would maybe put in memory of his father at the bottom. It was a generous offer and would help dress up the front of the rink. Possible ideas of engraving; “Welcome to the Wildcat Centre” with our logo on it as well.
- It was mentioned that adding a Flag pole would look nice aswell.
- Three hoses on the Zamboni broke, all have been replaced and is back working.

## 7. Financial Operations

Accola

- Financial Packet shows a nice improvement from the prior month, but still short of breaking even for the year. Neil states that we will have a good chance of breaking even (\$11K to go) if income outperforms and expenses continue to come in a little under budget.
- Concessions were down from prior Tournaments. Neil found that part of this comes down to concessions not being properly trained. They weren't aware of the extra items in the storage room, this led to them thinking they were out of pretzels when they were not, which resulted in lost sales.
- Two Bingo nights coming up, December 26<sup>th</sup> and January 2<sup>nd</sup>. We are in need of a caller for these two nights.

## 8. Fundraising Operations

Thompson

- Danielle Klumb is interested on possibly taking the lead on the raffle and pizza fundraiser. She's meeting with the team on December 17<sup>th</sup> to see what it entails. This will free up Shelly and Jana to focus on finding ways to raise money, look at other options and focus on the Gala.

- Shelly has asked Neil on a clearer view of what RHYHA needs from fundraising. This comes down what is the vision of RHYHA for the future. This is an agenda item for today's meeting and will be addressed.
- Shelly will contact Department of Registration WI/Gambling & Licensing for "Wildcat 365/52".
- Raffles are due on Saturday, December 16<sup>th</sup>. The team is meeting on the 17<sup>th</sup> to count raffles and determine who is still outstanding.
- Recommendation moving forward for raffles that are late: All raffles due on December 16<sup>th</sup>. Those not turned in will receive one email reminder that they have missed the deadline. They will have till December 21<sup>st</sup> to turn the raffles in. Raffles that are failed to turn in after that date, their child will not be allowed to return to the ice until they have squared up.
- Pizza orders are due on January 17<sup>th</sup>, 2018.
  - Fundraising team ask that the same rules apply to the Pizza. This needs to be a hard deadline. If their order isn't turned in by said due date; families would have to pay a buyout/penalty of \$250 (Original payout at registration is \$250).
- As the association grows we must set stronger rules and precedent. The time involved with counting, verifying, matching and then to have to chase the families that didn't hit the deadline can become frustrating.
- Additional reminder email regarding drop dead line will be sent tomorrow by the Fundraising time.
- Neil had stated that if there is a financial hardship, to direct those families to him and he will work with them.

#### 9. External Relations/Recruitment/Advertising

Linn

- Social Media Role has been transitioned fully to Chris Burkhardt and Michelle Uetz from Frank Linn. Chris & Michelle are deciding between them who will handle what aspects. They are scheduling a meeting to discuss those details.
  - Frank will create a new email address. This will allow Chris and Michelle to receive updates from Association members regarding games, pictures, etc.
- Sponsors Role has been handed off to Kurt Torgersen from Frank Linn. Kurt has everything he needs. He is excited to help grow this area of the association again and based on his help with the golf tournament We believe he will do a good job. Kurt is going to get the ball rolling and realign renewals for the spring/early summer time frame. He will also determine where he needs help as an assistant and we will create a role there as well. Kurt is also looking at how we can drive more attendance to the golf tournament through the sponsorship avenue. Lots of synergies there.
  - Frank will create a new email address for Sponsor communication.
- CD Products will be installing five new signs in the rink.
- Jody will send email to Kurt to make sure he has everything that nee needs. Neil has asked to be copied.

#### 10. Hockey Operations – Off Ice

Christensen

- Mite extravaganza was this past weekend, we had over 400 mite skaters and families.
  - Marissa Feely, Bloodharts, John Robinson and Kevin Hare went over and above to make this tournament a success.
  - Susan Simon took care of the festive decorations.
  - Jody, Marissa and John will be getting together to discuss overall
  - They would like to come up with a cut-off number
  - Locker room issues need to be ironed out for next year
    - HS will allow to use their locker room next year
  - Raise the fee from \$10 to \$15 per skater
  - The Santa was amazing
- Tournaments for the season.

- We have 16 teams for Peewee, 16 teams for U10/U12, 10 teams for U14 (we could take up to two more), 12 teams for both Bantam tournaments and 4 teams for the Shamrock Shoot Out (up to 16 teams allowed)
- This year it has been very easy to fill the tournaments.
- Next year we plan on raising Tournament fees. Figured to be decided.

**11. Other Business**

- Plaque’s for Bob McCutcheon and Howie Nelson. They started the program back in 1969. The family would like for us to hang a plaque in their honor. The family will provide the plaque to be hung in the rink. All in favor.
- The executive committee met last month and discussed strategies moving forward, engagement and priorities. We also discussed board level engagement and having an open discussion around our strategic plan moving forward. The Board needs to shift away from some of the day-to-day functions and focus more on growth, development and capitalizing on the opportunities we currently have. Open discussions were had about our future, our goals, current state of the association and the direction we would like to see it head over the next 5, 10, 15, 20 years. It is critical that the board members are on the same level with the direction we need to move in and that we have everyone's buy in with that process.
  - Frank has asked the Board/Bucket Heads to brainstorm ideas for January’s 2018 meeting.
    - What is our capacity?
      - Possibility of Increasing LTS
      - Cost per Skater?
    - How to sustain growth?
    - What are our needs for the future?
    - What are our wants for the future?
    - Communication
      - New Member packet
      - Operations of the Building
        - Processes
      - Coop between RFHYA/Baldwin for the Girls program
    - Fundraising
      - Discovery - What other options are there?

Motion to adjourn by Johnny at 8:04; Jody seconded. All in favor.

<u>2017-2018 Calendar - Key Dates</u>	
December 13 <sup>th</sup> , 2017	RFHYA Board Meeting 6pm
December 29-30 <sup>th</sup> , 2017	HS Holiday Tournament
January 10 <sup>th</sup> , 2018	RFHYA Board Meeting 6pm
January 12-15 <sup>th</sup> , 2018	U10/U12 Tournament
January 19-21 <sup>st</sup> , 2018	PeeWee A/B and B/C Tournament
January 26-28 <sup>th</sup> , 2018	U14 Tournament
February 9-11 <sup>th</sup> , 2018	Bantam B/C Tournament
February 14 <sup>th</sup> , 2018	RFHYA Board Meeting 6pm
February 16-18 <sup>th</sup> , 2018	Bantam A/B Tournament