

Verona and Mavericks Youth Hockey

Annual Update

May 2020

(April 2019 Annual Meeting Minutes posted on VYHA website)

Presidents Report:

- We continue to show tremendous growth with our association showing 326 registered skaters.
- Proud of the fact that we are revered by other youth associations in our city and hockey associations across the state as a leader in providing opportunities for our youth to participate in this great game. This is only attributable to the hard work of your 2019-20 board of directors, all of our volunteers, skaters, families, and our Ice Inc partners.
- We qualified five teams for state tournament finals this year. Unfortunately, not all of our qualifiers were allowed to participate due to the cancellation of all tournament play as a result of the Covid-19 situation. Congratulations those those qualifying teams and all of our Wildcat and Maverick skaters that represented our association so proudly.
- Our partnership with Ice Inc has continue to strengthen and is as strong as it has been in many years. Together our association and VIA worked together for one common goal; to provide an awesome experience for the kids. Thanks to Mike Obrien, Joel Marshall and the rest of the Ice Inc staff for all the little things they did again this year that go unnoticed but help us be successful. We are proud of our rink and hockey home.
- Coaches, thank you for your time, dedication, and thick skin. You are held to standards and expectations that paid professionals struggle to meet. Without you, we cannot provide this opportunity and service to our community. You are the best!
- Board Members and ALD's thank you for all of your hard work once again. I don't think that many can appreciate the number of hours that goes into making our association go. You should be proud of your hard work, attention to detail, and dedication to delivering a great season.
- We continue to offer a great opportunity for not only our Wildcat families, but our Maverick families as well. Associations from across the region worked together to organize and deliver a 2nd straight year of competitive U14 Girls Hockey options for our club skaters. Three teams represented the Maverick program proudly as they competed against teams from Wisconsin, Minnesota, Illinois and Michigan. Thanks to all the families, coaches, volunteers, and skaters that made this season a success. We will continue to build the program in year 3. Stay tuned for information about the 2020-2021 options.
- This is not how I envisioned my final season ending with such a great organization. I had hoped to finish up with our traditional annual meeting and have the opportunity to thank everyone in person who has helped make this place such a wonderful part of my family's life the

past 12+ years. I do look forward to continuing as a board member (Past President) and helping incoming President Jason Mattila and this new board build upon all of our great accomplishments.

· My advice to the new board of directors is simple; when you are faced with tough decisions, continue to ask the one question that we have all asked ourselves in the past, "Is this what's best for the kids?" We've had many meetings over the year's with heated conversations and mixed thoughts on the best action to take. At the end of those discussions, we were always at peace when we applied that simple question. Remember, it's not for that kid or that family, its for all the kids. Keep rolling Wildcats and Mavericks, I look forward to seeing you all again soon.

Ice Inc. Report:

Season was a success until March! Thanks for all your help....Then all rink run programs and user group rentals have been cancelled for over a month now. We have lost all ice revenue since the first week of March and expect it to extend thru first week or two of June, 3months! Thankfully, it's our slowest time of the year, but still a huge financial blow of over \$30k loss and counting. We were approved for a PPP loan which will help a little.

Since this time we have made many energy saving actions that included taking down the ice.

We have a couple of us working on the arena and equipment. We have a long list of small projects to try and get to during this time.

Ice is currently all out and waiting for Rink-Tec to come to town and help give direction on how to level the subfloor surface in the next week. This will likely include spreading a truck load of sand by hand over the surface.

Only other major expense still on the horizon is replacing our arena boiler and pipe insulation, which is expected to cost around \$40k. All other Spring projects expenses will hopefully stay under \$10k.

We hope to gain a better understanding of what summer might look like in the coming weeks to open up registrations for leagues and/or skills training sessions. Hometown Brewdown is a major fundraiser for us and we would like to let you know that we have changed the date. The new date will be October 3rd. Please mark your calendars now and for those that currently hold tickets they will be good for that date. If you have any questions, please feel free to call Mike O'brien at 608-698-5665 or email him at mob2@tds.net.

That's it for now! Stay safe

Treasurer's Report:

Another successful year for VYHA. We currently have \$263,782 cash on hand and have \$16,458 in current receivables for year end close outs of Puck Pass Charges and DIB's Buyouts. All skaters with a balance due should have received an invoice through Groundwork with a due date of May 22nd. Payments can be adjusted, just reach out to Treasurer@veronayouthhockey.com to discuss further. The events we were able to hold (Spaghetti Dinner, Cookie Dough Sales, Squirt B State Tournament) were successful, in addition, we were able to cover the minimal costs for the events that we had to cancel (Parent's Night Out and Mite Tournament) and still show a positive margin at year end (currently

\$42,498). Remaining activities for the fiscal year include refunding Mite Tournament entries, finalizing equipment rental status and transitioning/onboarding a new Treasurer.

Committee Reports and Updates

Fundraising:

During this past hockey season we again had several successful VVYHA fundraising initiatives. Mindy O'Brien joined the Fundraising efforts this season and was an integral part of every endeavor.

*In September Mindy identified and rolled out the FlipGive fundraising platform for our association. We earn cash on the things you're already buying. We get paid whenever you shop, dine out, book hotels and pay for other related activities. When you shop online for hundreds of brands and patronize nearby restaurants or stores near you, you will earn cash back for our club. Thank you to everyone who has made purchases using FlipGive. We have made nearly \$200. If you haven't yet please do give it a try today.

https://flipgive.app.link/teams/join?fundraiser_name=Mindy%20obrien&joincode=GJ7VQH If you are prompted for a "join code" it is: GJ7VQH

*During November and December we had our second annual Cookie Dough drive. Players and their families sold cookie dough to raise funds for the Verona Wildcats Youth Hockey Association. Again, this year we made just under \$10,000 profit. We would like to thank everyone that participated to help us hit this awesome accomplishment.

*In December Mindy set up our VVYHA Spaghetti Dinner fundraiser event. She negotiated a partnership with Gino's Italian Deli and it was a huge – tasty success! Many of our hockey families purchased spaghetti dinners before practice. Some even came together as a team after their practice to enjoy the great meal for a great cause. This event raised over \$500 in one evening. Thank you to everyone that worked the event or purchased a dinner.

*Throughout the 2019-2020 season both Tara Mattila and Mindy O'Brien coordinated many VVYHA Nights Out at several local family restaurants. These fundraisers brought in over \$2,000 this season. Thank you to everyone that planned these events worked the events or purchased food.

*The 5th Annual VVYHA Parents Night Out (PNO) was all set and ready to go...but sadly we had to cancel. PNO planning actually starts the summer before the event and a ton of effort and time went into PNO 2020. Our PNO committee; Angela Pakes, Lane Manning, Kristen Manning, Mindy O'Brien and Craig Nelson were all set for the big show. Angela had ticketing rocking. Lane had a new menu all set. Kristen was ready to greet attendees. And Mindy had some great raffle donations gathered. We are looking forward to testing out our new PNO venue, the Fifth Quarter. The good news is PNO will be bigger and better in 2021 and about 98% of the raffle donations we received were not requested back and are ready to be won at the next end of season event!

We truly appreciate every Association member that contributes toward our fundraising activities all year round. All of these fundraising opportunities help us with our numerous financial challenges.

Whether you purchase raffle tickets, donate prizes, sell and/or buy Hometown Brewdown tickets, or participate in a Verona Youth Hockey night at a local restaurant, for example, you are helping us keep our costs down and raise funds that help all of our kids stay on the ice. Thank you for all you do.

See you at the rink!

Mindy O'Brien

Craig Nelson

VWYHA Fundraising Chair

Equipment:

We had another successful year of renting equipment to our skaters. Due to craziness of the past few months, we know there is still gear out there that needs to be returned. If you are a family who has gear and you are waiting to return it, please stay tuned for a few dates this summer that you can drop it off at the rink. If we do not have it returned prior to Aug. 1, you will be charged \$50 for the rental fee. The board is going to be discussing some possible changes to our rental gear program. For example, renting to first and second year skaters first so ensure we have equipment available for them. More information to come later this summer.

Coaches Committee:

The coaches committee is responsible for helping the coaches become educated with anything needed to coach. We start the season with a meeting of all interested coaches and then also help with the evaluation process and the selection of coaches to the various teams. During the season we meet and talk about how the season is going and deal with any issues that may arise. This past season was another successful season both on and off the ice and am proud of the group of coaches that we have. If anyone has any interest in coaching please feel free to contact me with any questions. Thank you, Steve Simpson

Ice Scheduler:

The year brought new challenges to ice scheduling as we had 4 squirt teams and 3 Maverick teams to add to the ice scheduling equation. Challenges to buying practice ice for the Mavericks outside of Verona and the normal challenge of navigating the VAHS schedule led to some ice challenges during the year. But we had only a few occasions where we had to put a whole level on the ice at one time. From coaches feedback this was doable and worked out fine for the few occurrences that took place. If the number of teams stays the same, game ice should be able to mirror last year with about half of the Maverick games being played at other rinks and half at VIA. Verona Youth Hockey will fill the rest of the game ice at VIA. Of course the filling of game ice and practice ice at VIA is a priority. We will only buy ice at outside rinks for what we truly need.

There should be no significant changes to the scheduling process for the next season at this time.

Website:

The season went smooth with registration and updates to the site. Summer opportunities are being added as they are received. If anyone has anything that they are aware of for local camps please feel free to email to me and I will add them. I will add the VIA summer leagues when registration opens. We will continue to share messages on facebook too.

Registration for the 2020-21 season will open on or before August 1. We will start working on it early summer. If there are any suggestions for the registration please feel free to share them with me. Looking forward to seeing our kids back on the ice!

Concessions:

Concessions inventory

Finished the year strong, yet overall sales were low with a lot of missed concession hours. We had a little inventory left with the last tournament cancelled. Donated about \$300 of food that would expire before next season to Verona Needs Network on behalf of the association. Pepsi replaced the slushy machine, coffee maker, and cappuccino maker at the end of season. Add this to the new microwave, hot dog roller and popcorn maker and we are sitting good with new equipment. Puck Pass balances have been turned in. Big things to discuss this summer are the food license (expired) and if we want to offer less next year, or go the other way and offer more and get the required licenses and certifications. The Point of Sale System should be reviewed as well. We are paying a lot for this system monthly and there may be better options (rink is looking at using a PayPal system).

DIBS

This year we revised the required concessions hours with a goal of lessening the burden of families working for the organization, while maintaining adequate staffing to fulfill the needs of operating the concession stand. We reduced the maximum numbers of DIBS hours required to 12 per family and recognized the ongoing effort of team managers, coaches and board members by exempting those families from DIBS obligations. We encountered some significant issues towards the end of the season with participation, and unfortunately, the concession stand was not open during all the times it should have been. We had a total of 166 shifts go unclaimed this year. We billed unfilled hours at \$30/hour and sent out bills this week to families with unmet obligations.

Looking to next year, we will review the needs of this year and work to refine the DIBS obligation of families so that concessions will be properly staffed. Concessions is a significant fundraiser for the organization and we should ensure that this source of revenue is utilized to the greatest extent possible. Also, the volunteer efforts of tournament directors, team managers, coaches and board members and other volunteers will be reviewed so that all are considered fairly.

I greatly appreciate the individuals who worked their hours and especially those who worked hours greater than their obligation. Thank you to all members of VWYHA who took time to communicate concerns and suggestions over the course of the season.

Registrar:

Registration statistics: about 326 registered skaters in 2019/2020 which compares to about 320 total skaters in 2018/20119. About 13 U18, 47 U14 Mavericks, 18 Bantams, 41 Pee Wees, 58 Squirts, 59 RWBs, 29 U6's & 60 LTPs. Next season has the makings of another big squirt number (60+).

Out of area skater requirements: rules remain unchanged; skaters (all levels) in other association boundaries need to get a transfer from that association every year. Each association is only allowed 2 transfer skaters per team at squirts and above. We will typically let it go up to U8. I will inform families of U6 skaters of the rules.

Registration update: our plan is to start registration on or before August 1 again this year.

USA Hockey & WAHA registration updates: National background screening program went into effect on April 1, 2020 for all adult coaches, officials, board members, employees, volunteers, and anyone else who will have regular contact with, or authority over, athletes under the age of 18 are required to submit to a background screen before any such contact with those athletes. We will continue to use the web-based rostering system; it is working well. Safesport, background checks and coaching certifications are integrated into rostering so we can keep track of who needs to do what. WAHA plans on using the same double roster policy for girls this upcoming season. That means that girls may double roster for their home coed club team and for one of the area all girls U12 teams, DC Diamonds, Sauk, Janesville or South Central. No other major changes coming from WAHA.

Tournament Coordinators:

The Squirt 1B State Tournament was a success. I received a multitude of compliments on the communication, the building, the decorations, the pro-shop, and the on-time schedule. We had many games go into OT but we never ran late and always caught back up. A few take-aways: volunteering as you know was a big struggle but we got there; I assigned a parent to coordinate the refs and locker rooms to make sure there were no issues and they had everything they needed (BIG WIN!) and a lot of compliments from the refs; we had an extra person scheduled every few hours to make sure the rink stayed clean, especially the upstairs; having banquet tables set-up for the parents waiting while kids warmed up was a win because siblings could color and play cards; and having a banner on both sides of the rink for pictures the parents really enjoyed. We raised \$3,308.00 in donations with a \$1,000.00 donation from the chamber, \$700 from Elements Spa, and \$500.00 donation from 4imprint. We earned from sales including hotel stays (minus the t-shirt vendor because they went on layoff literally 2 weeks later - I did send an email the week of the 10th of March but never heard back) \$2,300.00 for a total of \$5,608.00 in revenue. I had a budget of \$850.00 and spent \$674.00 a difference of \$176.00. I do still need to be reimbursed for this, just not sure how. I do have all the receipts. In total, not including t-shirt sales and concessions we made \$4,934.00. Lastly, we had met with local businesses and gathered coupons and group rates for the teams coming in. I believe we brought a lot of business to Verona outside of our rink!

Recruitment:

We had a successful year including the learn to play event, parades, etc. We are looking forward to the coming year. June 2, 2019 VYHA had a car handing out t-shirts and flyers during the hometown days parade. We are registered for next year as well. On Sept 28, 2019 several

hockey families had a table advertising hockey at the Sugar Creek Fun Run. Donuts were sold and money was collected and given to the treasurer. On Oct 4, 2019 VYHA had many families walking in the HS homecoming parade. Soft pucks, flyers and candy were handed out.

LTP open house was held Oct 19, 2019. This year included an online registration form and waiver. 24 families registered before the event. Many families registered at the door as well. Overall the event was successful but next year we may want to split up when families arrive so there is enough equipment for all. Thank you to all who attended and helped with this event.

Communications:

Appreciate collaboration within the board members to coordinate weekly emails. Felt like we worked together to get accurate information out to the club in a timely manner. Kari & I also worked closely together to make sure the website and Facebook messages were all aligned.

This year included a new exclusive shop weekend at Dick's Sporting Goods for Verona Hockey Association that included 20% for October 5-6 at the West Madison location. I will look at continuing this again for the 2020 season but with an earlier date in the season.

Also we had a new "Fit Night" event at the Madison Pure Hockey store on Sunday, September 8th. This included a 10% or 20% discount on bulk orders of items such as gloves and helmets. Will revisit if worth having again for the 2020 season. Selection was a bit limited but the orders came quickly and we were able to offer a discount to some of our hockey families.

Weekly update emails have ended. Will continue to communicate to the association on an "as needed" basis.

Apparel:

Warm ups went well again with the Proshop, orders came in quickly.

Apparel sales were smooth with Top Promotions. Orders were picked up at the concession stand and there may be a few things there that people still did not pick up. We made \$621 from the apparel sale.

Coaches jackets were on backorder so took a while to come in. They may be discontinuing this style so need to evaluate if we need to go with another option for next season.

Will need to order additional socks for next season. Going to connect with Proshop about having sales go through them.

Not all jerseys were able to be collected due to COVID-19 social distancing. Have been in contact with the team managers and will reconnect when things open up again to get them collected and in the jersey cage. Will need to order additional Verona Wildcats jersey sets for next season. Will determine the number and share with the board in the summer so we get them in time for the season. Mavericks inventory is in good shape for next season. Will organize the cages and jerseys in the coming months to prepare for next season.

ALD Reports

LTP:

The 2019-20 season of LTP was a great success with 56 registered skaters between the ages of 3-6, most of whom were first year skaters. This season we only had one full ice sheet per week with kids skating at 8:45-9:30 on Saturday mornings. The prior year we had scheduled 1 ½ hours for LTP with two 45 minute sessions. This year's 45 minutes of full ice was the perfect amount of time allotted for skater's attention and skill development from the coaches.

We had a total of 6 new Parent coaches join our Association who went through the necessary training to become certified. We also had 3 returning coaches and 2 student coaches help on the ice this year. Having this kind of support on the ice has helped tremendously to keep kids moving throughout the practice.

A large focus of our season is on skating development using pushers (Milk Crates and Chairs). We were happy to report that by mid season we were down to less than 4 kids using pushers to move around on the ice. We typically have about 20 at the start of the season.

Our LTP season was concluded with a Breakfast/Brunch in the Mezzanine upstairs and a family skate on February 29th. Each of the Skaters were given a puck purchased by their parents with their names and the VVYHA logo.

U6:

The VVYHA U6 Cross-Ice had four teams consisting of 7 players each for a total of 28 players with 12 Coaches and 5 Team Managers. Each of the four teams played 11 game weekends in the U6 X-Ice Hockey League which is made up of 10 area hockey associations with a combined total of 31 teams. Approx. 16 VVYHA U6 Cross-Ice players will be graduating to U8 RWB for next season. Our U6 Cross-Ice teams also participated in various local tournaments as well as playing between periods during the USHL Madison Capitals hockey games. As always the season was a great success with all teams and players improving their hockey skills with lots of smiles on their faces and laughter all while finishing their season undefeated! Due in part to the 12 great Coaches and the awesome support of their parents and families.

RWB:

The VVYHA RWB had six teams (1 Red, 3 White and 2 Blue) consisting of 9 to 10 players each for a total of 59 players with 20 Coaches (3 first year) and 6 Team Managers. Each of the six teams played 13 game weekends in the RWB Dane County Hockey League which is made up of 16 area hockey associations with a combined total of 70 teams. Verona took the lead again this past year in scheduling the Dane County RWB league. Approx. 30 VVYHA RWB players will be graduating to U10 Squirts for next season. Our RWB U8 also participated in various local tournaments as well as playing between periods during the USHL Madison Capitals and UW Badger hockey games. As always the season was a great success with all teams and players improving their hockey skills with lots of smiles on their faces and laughter all while finishing their season undefeated! Unfortunately, due to COVID-19, the annual VVYHA Mite Tournament was canceled.

Squirt:

We had a very successful season at the squirt level. There were four teams with 53 skaters. We were lucky to have five goalies and numerous other skaters interested in the goalie position. We had 15 great coaches and five team managers. I'd like to thank all of them for their hard work and dedication throughout the season. Our teams participated in 15 tournaments, including two teams participating in the state tournament. Our Squirt C1 team placed 3rd in state and we hosted the Squirt B state tournament where our team placed 6th. I would like to thank Kellie Christian for all of her hard work organizing the state tournament. I'd also like to thank all of the Squirt B families and everyone else in the organization that volunteered which made the tournament very successful. We're looking forward to starting another great season next year with 21 squirts moving up to pee wees and approximately 30 squirts coming up from RWB.

Peewee:

The Peewee season was a great success. We had three teams with 42 total skaters. Of those we had four goalies! The Peewee A team went 26-18-2 overall with A tournament win in Dubuque! The Peewee A team also won region 4 and earned a berth in State. State Tournament was cancelled due to COVID 19, so in our eyes the Peewee A team tied for 1st and are state champions! The Peewee B team went an amazing 27-9-3! They finished 2nd at CanAM Tournament, 2nd in Dubuque, 3rd in Chippewa Falls and 3rd in Eau Claire. Even though the Peewee C team was not very competitive in their region this year, each individual player really improved and our first year skaters really improved this year. Thank you to all coaches and team managers! We anticipate our numbers to even be higher next year!

Bantam:

The Bantam's had one team this season playing at the A level in Region 4. We had a total of 17 skaters and one goalie along with four coaches and two team managers. Two Bantam eligible skaters tried out and moved onto the High School team. We built our schedule with a mix of A and B teams in order to balance competition. We finished the season with a record of 28-11-3. Highlights within region play included victories over two organization rivals. We played a total of three tournaments during the season. The team took first place in their tournament in Black River Falls in December. They claimed the consolidation championship in their second tournament in Onalaska in January and closed the season with a second place finish in Beloit. Overall it was a successful season that brought together a group of skaters with a wide range of skills and personalities. As the season progressed, they improved as hockey players and learned what it means to be a good teammate.

Current projections for the 2020-2021 season are 29 skaters that will position the club for two teams at the Bantam level.

Mavericks U14 Girls:

This was Season 2 for the Madison Mavericks. The program was started in 2018/19. There were 3 teams with 46 skaters. Mavericks- AA Elite, Mavericks- A and Mavericks- B. We had a great staff of Coaches for each team plus awesome Team Managers. I would like to thank them all for their hard work and dedication throughout the season.

All of our teams had successful seasons. The Mavs AA team traveled and played teams from multiple states and most of the time skated against teams that were an up an age level and had tremendous success. They did not go to state due to not being eligible but had a very successful season overall. The Mavs A team qualified for state and finished 4th. and had a very successful season. The Mavs B team had a strong season of success and development.

After having 2 successful seasons I believe the Mavericks program has been a success. It took a lot of work to get this program going and I believe that the future of girls hockey in Dane county is on the right path due to this program. We have been able to offer a program for like skilled skaters to develop and grow to have success in competitive hockey going forward.

Go Mavs!!

Midget U18:

The U18 Southwest Eagles club had another competitive season of hockey playing JV programs and other WAHA U18 teams from across the state. Players from Verona and multiple other area associations combined to represent our club. The Eagles qualified for state again this season but unfortunately were not able to compete due to the Covid-19 Pandemic and "Safer At Home" order. Thanks to all the coaches, volunteers, and families that helped provide another great experience for our skaters.