

Verona Wildcats Youth Hockey Association

Board Meeting

Thursday, September 18th, 2025
7:00pm VIA Mezzanine



Board members in attendance: **Justin Temple, Kyle Dziubla, Lauren Koehler, Troy Rost, Adam Sodersten, Bryan Lind, Desiree Canto, Wayne Pfahler, Amanda Ferwerda, Eric Helsher, Earl Tollefson, Karin Shippar, Angela Hunt, Joe Beyler, Cathy Woods,** Megan Seefeldt, April Rabedeaux, Desiree Bates, Lesley Steffin, Kaiti Bohacek, Kendra Noll, Mike O'Brien

1. **Call to order** – Justin Temple called the meeting to order at 7:01pm.
2. **Approve Minutes from the August 2025 Meeting** – Motion to approve minutes by Lesley, second by Amanda. Motion passed.
3. **Ice Inc. Report** (Justin Temple/Mike O'Brien) – 3v3 tournament went well this weekend, thank you to everyone for all the help.
4. **Treasurer's Report** (Troy Rost) – For anyone who has cash, please have a separate envelope for the raffle and then Lesley will work with Kendra to determine a tighter process for collecting the cash.
5. **President's Report/Region 4** (Justin Temple) – No major updates.
6. **Committee Reports and Updates**
 - a. **Registrar's Report** (Adam Sodersten) – ALDs have final numbers, all transfer paperwork is complete.
 - b. **Fundraising** (Cathy Woods) – Pizza Ranch fundraiser was ~\$450.
 - c. **Coaches Committee** (Joe Beyler) – Shane is good with the goalie deal, so we are moving forward.
 - d. **Ice Scheduler** (Earl Tollefson) – Haven't heard from the Patriots or Waunakee for game scheduling. Practice schedule is mostly done up until High School starts.
 - e. **Website Update** (Karin Shippar) – All SportsEngine issues should be resolved. There are a few lingering bugs that SportsEngine is working on. Team Managers will need to redownload the app. Karin will close registration for Squirts, PeeWee, and Bantams.
 - f. **Jersey Coordinator** (Julie Kuprianczyk) – Nameplates for new players (mostly 1st year squirts) are set to arrive at the end of September. Mavs jerseys have been handed out. Bantam jersey handouts are 9/17 and 9/22. Working w/Wayne and Amanda to schedule PW and squirt jersey nights in early October. Will need to work w/Bryan and Desiree to hand out LTP and U6 jerseys. U6 pictures: Since various jerseys were donated, will work w/April to have jerseys on hand at photo night so they are all wearing the same.
 - g. **Equipment** (Megan Seefeldt) – Applied for 2 grants but did not receive either of them. Currently have 72 kids signed-up for rental gear, we are running low on tiny gear. Budget for this year is \$800, which will be tight. Wayne motions to increase the equipment budget to \$3,000, second by Bryan. Motion passed.
 - h. **Legal Counsel** (Brian Severson) – No report.
 - i. **Concessions** (Brian Lindow/Lesley Steffin) – 3 vs 3 weekend grossed 1152.50 according to our Square POS. \$333 of this were "custom sales" so I'm not sure what that is, and another \$125 were

listed as raffle ticket sales. Not a bad start, but according to square much less than last year. Slushy Machine Update - a new slushie machine that is comparable to our old one will run us a tad over \$3,000, so I'm not sure if that is the correct route to go, if so just have to let me know. Along those lines, I am waiting on Badger Popcorn to see if we can strike some sort of contractual deal to get them to let us use a slushie machine if we agree to certain product purchases only through them, similar to what we had through Pepsi, but as far as I know they don't do this sort of thing. Lastly, renting might be an option, but I don't think Badger Popcorn does this and will find out as soon as I can. We might not have a slushie machine this year...Just saying. Justin is investigating other options and will circle back with Brian. Ice Inc. would like to make a proposal to manage all of the ordering, stocking, etc. and then the club would get 35% back via a check each month for each night that they run the concession. Troy makes the motion that we accept the proposal from Ice Inc. to stock and manage the concession inventory, second by Lesley. Motion passed.

- j. **DIBS** (Desiree Bates) – No report.
- k. **Recruitment** (Kate Louther) – We did the Learn to Play event and had 32 kids registered. Some parents did reach out about coaching. Kate did apply for the WAHA grant, just waiting to hear back. WAHA does suggest doing another event in March, which we will do. We are planning to be in the Homecoming parade again this year.
- l. **Girl's Hockey Committee** (Angela Hunt) – We were awarded the Madison Area Sports Commission grant. They had 38 girls attend the Girl's Try Hockey free event, 16 girls signed-up. 15 will be free. Kaiti submitted for a few other grants. There are enough girls for a Blue U8 team and 2 U6 teams.
- m. **Culture Liaison/CATS Subcommittee** (Eric Helsher) – No report.
- n. **Communications** (Kaiti Bohacek) – No report.
- o. **Apparel** (Amada Lindow) – Verona Hockey Store: The online store is open now and will close on October 5th. Try-On Event: Great turnout and lots of interest. Brandtek Update: They're merging with a new company, which limited what we could list this round. In November, for our second store, we'll have the full selection available. Store Link: <https://brandtekusa.com/stores/1605/splash> Communications for store: Kaiti is posting on social. Karin is adding it to the website. Coaches' Jackets: I'm confirming that I have all coaches on the list below. Here's who I've received communication from (could you have the ALD's confirm that I am not missing any new coaches. Wayne and Brendan both need new jackets.

last name	recieved size
Christian	x
jaminski	x
Costigan	
DeKeyser	x
Mengar	
Norby	
Oconnell	
Robbins	
Schauff	
Skelton	
Stadstad	x
Ulrich	x
Vinje	x
Merryfield	x

- p. **Photography Coordinator** (April Rabedeaux) – Looking at the last week of October or the first week of November for pictures. Earl will finish the practice schedule in the next week so that April can finalize
- q. **Tournament Director** (Kendra Noll) – 3v3 went well, earned roughly \$12,000. Starting to focus on normal tournaments. Teams will be responsible for just staffing the penalty boxes.
- r. **Update from ALD's**

- LTP (Bryan Lind) – 15 registered so far.
- U6 (Desiree Canto) – 41 skaters signed up, 12 coaches. Planning to have 4 coed teams and 2 girls teams.
- RWB (Aubrey Freeman) –
 - a. We have 58 total skaters registered. Of those, 11 are registered for the girls team with 5 of them being first time skaters so that will be a blue team.
 - b. We have 22 coaches on tap for this year, 13 new coaches and 9 returning from last year and it looks like we'll have a pretty good mix of experience across all of the teams.
 - c. I'm working with the other associations that are part of the Dane County League to pull together ice time and team information in advance of scheduling all of those games next month. Our meeting for that league is scheduled for 10/21.
 - d. Our parent meeting for the Verona RWB level is scheduled for Monday, October 6th.
 - e. Big thanks to Karin for working through all of the Sports Engine headaches and providing information on how I can import all of the game schedules for U6 and U8 once they are completed next month. That will save a lot of time spent manually entering all of the games for all of the teams.
- Squirt (Wayne Pfahler) – Wayne met with several of the coaches and would like to move forward with 5 teams, 3 teams of 12 players and 2 teams of 11 players. Wayne is proactively talking to goalie parents about what to expect for goalie placement. Lauren motions to approve 5 Squirt teams, with 2 C1 teams, second by Lesley. Motion passed.
- Peewee (Amanda Ferwerda) – Planning to have 4 teams, should have enough coaches. Amanda motions to approve 4 teams, second by Kyle. Motion passed.
- Bantam (Eric Helsher) – Planning for 3 teams with 3 goalies. Looking at 46 skaters across 3 teams without transfers.
- Mavericks (Katie Baus) –
 - a. Mavs Season Underway: First week of practices and first game under our belt! Great group this season. Seeding round games are scheduled. Major props to Suzanne for getting it done so quickly. WEHL conflicts made it extremely complicated. We are going to be short on players this coming weekend, but after that should have better turnout. Main task right now is to complete remaining game scheduling. It's a challenge as we can't schedule the remainder of our NIHL season until October 20. Suzanne is penciling in WAHA games as best she can to get them on the calendar while we wait for seeding round to continue.
 - b. Mavs Releases: I think these are all done now. Adam, can you confirm Harlee Schultz's was filed too? Her's came in most recently.
 - c. Dual Rosters: Looking to add two Cross Rosters moving forward: Madi Murray and Riley O'Brien. Question for board: Understanding that PeeWee games would take priority, can they otherwise play/practice with us whenever? Or only when we are down numbers. WAHA rules are unclear since they would be cross rostered on a girls team, but at a level above. Eric motion to add Madi Murray and Riley O'Brien to Mavericks 14A Roster for this season, second by Lesely. Motion Passed.
 - d. Additional Coach: Eric found an additional assistant coach for us, Spencer Merryfield. Thanks Eric! If a vote is needed, can board please vote to add Spencer to our coaching roster. Once approved, Karin can you please add to Mavs Sportsengine? Tracey (Mavs coach) is also looking into adding a goalie coach contact she has. Will add them in as well if confirmed. Here is bio on Spencer: Spencer Merryfield is a lifelong hockey fan. He grew up playing in the Kansas City area and has recreational league experience in college and adult organizations, most recently

in McFarland. Before moving to Wisconsin, he was a high school band director and has taught several high-performing groups of young people; he's always enjoyed helping others learn skills and have fun. Spencer moved to Verona this summer with his wife, Jacquelyn, and is looking forward to coaching the Mavericks this year! Kyle motions to approve, second by Eric. Motion passed.

e. Thank you's: Thank you Julie for getting the team outfitted so quickly. Thank you Karin for rebuilding our team page with SportsEngine drama last week. Thank you Earl for helping Suzanne with ice and scheduling. Thank you Justin & Adam for working on our release paperwork.

- U18 (TBD) – No report.

7. Old Business

a) **SafeSport and Background Checks** – Reminder to send Lauren and Adam your USA Hockey numbers.

8. New Business

a) **Biser Training Sessions** – Hourly rate of coach running the sessions is \$35/hour, will plan to have 2 teams in there at a time. For \$50/hour, Josh would provide a plan. The hourly rate for someone else to run the sessions would be \$100/hour. We would like to move forward with the \$35/hour session for this season. The next step will be figuring out the schedule.

b) **Evaluation Meeting** – Roster approval meeting at 8pm on Saturday, September 27 for voting board members.

9. **Motion to Adjourn** – Motion to readjourn by Karin, seconded by Kyle, motion passed. Meeting adjourned at 9:14pm.