



Brainerd Amateur Hockey Association
P.O. Box 38
Brainerd, MN 56401
www.brainerdhockey.com
218-851-2244

BAHA BOARD OF DIRECTORS MEETING

Date of meeting: June 24, 2020

Time: 6:30pm

In attendance: Mitch Hodgman, Jim Brau, Darren Goltz, Brent Potvin, Rich Pyle, Mandy Vanek, Ali Timmons, Jessica Gangl, Glenn Hagberg, and Chad Rasinski

Unable to attend: Kaycie Tohm

- I. Call to Order – 6:37pm by Darren Goltz
- II. Good News =/< 5 minutes
 - a. Congrats to Brent and Kelsey Linnemeyer on the birth of their new baby girl.
 - b. Sartell/Sauk Rapids reached out to BAHA to inquire about our girls co-op as they heard about our great model that we have started.
- III. Approval of Meeting Agenda – motion to approve by Mitch Hodgman with a second by Mandy Vanek. Motion carries.
- IV. Approval of Consent Agenda which includes: Motion to approve made by Ali Timmons, 2nd by Mandy Vanek. Motion carries.
 - a. Executive Director's report (Attached)
 - b. Hockey Director's report (Attached)
 - i. Player Development Committee and In-House sub-comm. (report attached)
 - c. Treasurer's report -moved to new business
 - d. Recruitment and Retention Committee report (Attached)
 - e. Alumni Committee report (Attached)
 - f. SafeSport/Grievance/Discipline Committee report (Attached)
 - g. Fundraising Committee report (Attached)
 - h. Events Committee report (Attached)
 - i. Volunteer Committee report (Attached)
 - j. Executive Committee report (Attached)
 - k. May meeting minutes (Attached)
- V. Old Business
 - a. Long Term Strategic planning
 - i. Warrior Culture: Waiting on some information needed from HS coaches to combine with BAHA ideas.
 - ii. Accountability:
 - iii. Marketing: See marketing update.
 - iv. Player Development: working with PDC to get updates and plan together.
 - v. Glenn will work with Jim to keep the spreadsheet up to date with goals to keep Strategic Planning progress moving forward.
 - b. Finance committee –tabled from May meeting
 - i. Finalizing members for this committee. Focused on finically savvy members.
- VI. New Business
 - a. Financials
 - i. Not much going on with no current programs, so limited transactions.
 - ii. Treasurer requests we review our banking relationships and look at what makes the best sense for BAHA. Tabled until next month.

- b. Online clothing store
 - i. Request to review cost between vendors to ensure our BAHA store prices are competitive.
 - ii. Jim will contact TeeHive about girls logo for BAHA to gain ownership rights
 - c. Dondelinger rink maintenance
 - i. BAHA own the rink – FVMS uses/maintains the rink during school hours. BAHA has afterschool hours/weekend hours for use and maintenance.
 - ii. Jim will contact Brandon at FVMS and the city of Baxter to discuss Dondelinger ice maintenance.
 - iii. We might need to engage parents to help maintain outdoor ice to increase access/use for our program.
 - d. Conflict of Interest
 - i. Motion to table Conflict of Interest discussion until July meeting to gain clarification on how to implement policy made by Jessica Gangl, 2nd by Mandy Vanek. Motion carries.
 - e. BAHA and BBLB relationship for 20/21 season
 - i. Ali Timmons disclosed she has a conflict of interest as she serves on the Board of Directors for the BBLB. Chad Rasinski also disclosed that he served as the Sales Rep for the BBLB in the 2019-20 season.
 - ii. Motion to table to July meeting made by Darren Goltz, with a 2nd by Mandy Vanek. Motion carries.
 - iii. Darren will send a zoom meeting invite to get BBLB discussion prepped.
- VII. Comments and Announcements
- a. Discussion regarding COVID and lack of ice. Jessica inquired on whether there was anything BAHA could do to partner/raise funds to get ice in sooner. Meeting scheduled for June 29th with BASF to discuss.
- VIII. Adjournment – Motion to adjourn made by Chad Rasinski, with a 2nd by Rich Pyle. Motion carries at 8:47pm.

Next Board meeting July 29th, 2020 6:30pm

Pre-board rotation 6:00-6:30pm starting in September running through March meeting:

BAHA Committee and Staff Updates – June 2020

BAHA Events Committee Report

Submitted by Ali Timmons

Meeting Date: 6/17/20

Time: 6:30 p.m.

In attendance: Ali Timmons, Tanya Kubista, Laci Schindler, Besty Hoff, Melissa Hagen and Angel Christensen

Not in attendance: Martha Jendro, Nicole Wheeler and Jim Brau

We connected and reviewed the Events that were listed on the 2019-2020 and made some changes. All Events we are continuing to move forward as if it is business as usual and will adjust as state guidelines permit.

1. **Homecoming** – Again on a Friday this year. Will wait to see what actual events are planned and revisit our options once Homecoming week has been scheduled. There wasn't much to participate in last year.
2. **Girls World Hockey Day** – Last year it was the first weekend of October. Currently, nothing has been updated on the Minnesota Hockey page either. Tabled until more info is available.
3. **HS Hockey Tailgating** – We will schedule dates once high school dates are announced. Tentative ideas were to bring in a food truck and see if they'd be willing to donate some proceeds to offset what won't be spent in concession stand. Face painting has been done in the past but tough to schedule and find help to do so. Gathering pricing for tattoo's as a replacement. Will reach out to Charlie Campbell beforehand to see if players can get in for free with a jersey. Hosting a "biggest fan" contest for dressing up.



Brainerd Amateur Hockey Association
P.O. Box 38
Brainerd, MN 56401
www.brainerdhockey.com
218-851-2244

4. **Halloween Trick or Treating** – Halloween is on a Saturday this year. We will not be scheduling anything.
5. **Skate with Santa** – Will pick a date once the schedule is out. Replacing ice cream and root beer floats with Little Debbie Christmas tree cakes.
6. **Family Fun Nights** – Ideas
 - Bingo night – Thursday night. Hosted at a local establishment or meeting room
 - Hunting Widows weekend – Schedule open skate for the kids and have sign making for the parents. Laci and Betsy will be contacting Northroots, Frugal Farmhouse and TAP for ideas
 - MEA Weekend – Looking into hosting a 3-on-3 tourney for those who don't travel. Kids will make their own teams. I spoke with Brent on how to work out the details. I'll plan to connect with Drew Peterson as he has hosted similar before. Teams will need to pay to play to cover the cost of the ice. Fee's TBD once we look into the formatting.
 - Craft/Wreath night in December
7. **Food Drive** – Will run again in January. This was pretty successful. This year we will divide up the teams differently so there are about the same amount of skaters in each group. Committee members agreed we need better signage.
8. **Hockey Mom Day** – This is in January. Instead of making an event on a specific day, we plan to honor them at a varsity game the week before. We all have traveling skaters and Saturdays are usually game days for everyone. Looking into a reasonable giveaway for the moms. Angel is pricing out blue bracelets she can get at a very good price. Also considering blue carnations as an option.
9. **End of Season Banquet** – Will Schedule for the last Monday in March. TBD once Schedules come out.

SSGD Committee Update

Submitted by Mandy Vanek

In the process of getting all committee members registered and certified prior to holding meetings. Reviewing and researching current practices.

Volunteer Committee Update

Submitted by Kaycie Tohm

Nothing to report.

Marketing Committee Report

Submitted by Jessica Gangl

Meeting Date: FRIDAY, JUNE 12, 2020 | 11AM | ESSENTIA HEALTH SPORTS CENTER

Attended: Jessica Gangl (Chair Person), Mary Devine Johnson, Erin Books, Jim Brau, and Darren Goltz

Unable to attend: Angel Christensen

Marketing Committee Vision

The Marketing Committee brainstorms and plans ways to increase visibility and recognition of the Brainerd Amateur Hockey Association and our branding. The Marketing Committee will assist other committees, as needed, to help market BAHA programs and activities through social media, print, website, radio, and other.

1. Marketing Budget 2020/21
 - a. Approx \$2,500
2. 2020/21 Plan & Marketing Needs
 - a. BAHA logo'd clothing/gear
 - i. Must have items
 1. Standard: t-shirts, sweatshirts, sweats, pull-overs, baseball style hats, "hockey brand" warm-ups, etc.
 2. One-time Special Order options: Garment Bag, custom helmet/stick stickers, mom-tote, custom BAHA winter hat, blanket?
 3. BAHA logo'd masks suggested – concern that they will be less relevant by the time the season starts... how would we distribute these now?
 4. Team Gear: BAHA is working to streamline and unify our players with pre-selected "team wear." (Part of the BAHA strategic plan goal – creating a warrior culture)
 - ii. Discussion of holding potential "pop-up" store with gear on busy event nights or weekend tourneys
 - iii. Visit Brainerd offered retail space to sell pre-printed hockey clothing if desired
 - iv. Print clothing "highlight" flyers – consider building/buying a flyer/brochure display
 - v. Jim will be meeting with GLS next week and will bring info to next meeting
 - b. BAHA Swag Ideas
 - i. Concessions – reusable logo'd coffee mugs, helmet/stick stickers, car decals, blankets, hats, totes, etc.
 - ii. One-time orders (see above)
3. BAHA Reports/ Impact Statement
 - a. Newsletter
 - i. Ideally we will create a template to use/update eLetter sent monthly. Considering a one-time mailing to "invite" alumni to join the email list.
 - a. Content ideas:
 - i. Alumni spotlight
 - ii. Coach's Corner – Development/Program skills/updates
 - iii. Upcoming Tourneys
 - iv. Team updates
 - v. Hockey Trivia
 - vi. Did you know?
 - vii. Staff Spotlight – get to know...
 - viii. New concession items
 - ix. HS Game schedule
 - x. BAHA Events/Activities
 - b. Mary willing to help with format, Erin is a skilled proof-reader
4. Networking or Marketing events/opportunities
 - a. Chamber or school-type events
 - b. HS Players read to younger kids



Brainerd Amateur Hockey Association
P.O. Box 38
Brainerd, MN 56401
www.brainerdhockey.com
218-851-2244

- c. Zoom alumni interviews – Jessica to ask Glenn H if he can help with this
- d. Zoom check-ins (who has connections with “big kids” to get this kick-started?)
- e. Skill showcase videos
5. Radio promo
 - a. Community Focus scheduled for Aug 28 @ 10am
6. Social Media & Website
 - a. Platforms used – FB, Insta, Twitter, and YouTube
 - i. Access – Currently Jim, Jessica, and Kaycie Tohm
 - ii. Schedule of posting - TABLED
 - b. Content
 - i. Guidelines? TABLED
 - ii. Needs? TABLED
 - c. Website
 - i. Page use & content
 - ii. Committee asked to review to look for ideas to add info, if needed
 - iii. BAHA website/SportsEngine should be main source for member resources (not facebook or other apps). This committee will look to BAHA board to set guidelines for team manager/coach communication.
7. Printed Material
 - a. Community Ed Guide (Due July 15) – Jim and Jessica will work to get this complete on time
 - b. School Flyers
 - i. General Registration – include BAHA clothing store
 - ii. Try Hockey for Free – waiting on R&R committee to establish plans
8. Other?
 - a. Digital Marketing sign suggested at corner of Jackson/NW 4th – est cost \$30k, currently out of our budget.
 - b. “Registration now open” yard signs?
9. Adjournment

Next Marketing Meeting: YTBD

Fundraising Committee Update

Submitted by Mitch Hodgman

Nothing to report. Initial committee meeting scheduled.

Recruitment & Retention Committee Update

Submitted by Rich Pyle

Initial meeting scheduled for 06/22/2020.

Player Development Committee Report

Submitted by Brent Potvin

Meeting Date: 06/17/2020

In Attendance: Brent Potvin (Hockey Director), Jim Brau, Darren Goltz, Grant VanWyngereen, Dustan Lick, Jack Freeman, Alex, Dave Aus, Eric Gangl and Eric Jendro

Missing: Ryan Glas, Paul Borchert, Tom Pearson

1. Dryland Training coordinator update
 - a. Have contacted Takedown gym and Bronson Shepherd about what we are looking for. Willing to work with us and at the moment am working out the fine details of it.
2. In-House update
 - a. Grant is currently putting together the In-house committee and finding a time to have their first meeting. They will be putting together a quick survey to send to the 8U parents about their thoughts on combining the 8U and Mite levels.
3. Level Reps
 - a. Level rep selections were made for some levels, other levels are on a TBD basis until we know who is coaching and who all signs up. Level rep positions filled are as follows;
 - i. Mites- Grant VanWyngereen
 - ii. Squirts- Bryan Henrichs
 - iii. Pee Wees- Eric Gangl
 - iv. Bantams- Kurt King
 - v. 15U-Eric Jendro
 - vi. TBD- Mini Mites, 8U, 10U and 12U
 - b. Each level rep will be invited to sit in our PDC meetings in the future.
4. Try Outs
 - a. Discussed tryout process and made the decision to extend the tryouts by a few days but may try to incorporate a day off for the kids so they don't go 5 days in a row, decided to make the tryouts closed to parents, will be changing our tryout evaluation sheet and also will be putting together practice plans for each group to utilize during tryouts.
4. "Move Up" Policy
 - a. Put together a "move up" policy that will be added to our handbook in the event that this comes up in the future. The PDC is recommending that all of our players be registered and play at the level designated by the birthdays established by Minnesota Hockey. The only variances from that recommendation will be if a player would like to move up only to play with their social grade or if there is a need to move up a player/players to make the teams work numbers wise. (i.e.- moving a kid or 2 up into squirts from Mites so we have 4 teams of 10 or 11 vs 3 teams of 16-18.) Moving up will no longer be considered a choice nor should it be an option.
5. Coach Recruitment
 - a. Started talking about getting ads out onto social media, the paper and other locations looking for coaches for the upcoming season. We would like to see as many coaching positions as possible filled prior to tryouts. We did start a list of alumni and non-alumni that are in town and played the game as a resource to try and find non-parent coaches.
6. Next Meeting- Monday July 20th @ 6:30 @ the arena



Brainerd Amateur Hockey Association
P.O. Box 38
Brainerd, MN 56401
www.brainerdhockey.com
218-851-2244

June 2020 – Executive Director’s Report

Submitted by Jim Brau

Home Tournaments

1. Registrations are live.
2. All tournament spots filled last season.
3. Current tournament levels are as follows:
 - a. 15UB – 8 spots – 7 open
 - b. Bantam AA 12 spots – 7 open
 - c. Bantam B1 8 spots – 5 open
 - d. Bantam B2 8 spots – 7 open
 - e. 12UA – 8 spots – 3 open
 - f. 12UB – 8 spots – 5 open
 - g. Pee wee B1 – 8 spots – 4 open
 - h. Pee wee B2 – 8 spots – 1 open
 - i. Pee wee C – 8 spots - Full
 - j. 10UB1 – 8 spots – Full
 - k. Squirt A – 8 spots – 5 open
 - l. Squirt B1 – 8 spots – 2 open
 - m. Squirt B2 – 8 spots – Full
 - n. Squirt C – 8 spots – Full
 - o. Jamborees – only 1 spot filled so far for all levels (8U)

Away Tournaments

1. Met with Brent to discuss preferred destinations for our travel teams away tournaments.
2. Almost complete with registrations.
3. Will once again enter away tournament locations on our website on the page I created last season.
4. Working on lodging arrangements for out of town tournaments.

PDC

1. Attended the June PDC meeting.
2. Discussed numerous topics.
3. Have some solid plans moving forward with some items to work on in the very near future.

Shot Club

1. Went live on May 29, 2020
2. Currently have 25 players that have logged shots and tallied a total of 34,177 pucks shot so far.
3. I personally added an incentive to increase participation levels.
4. We will be working on doing a better job of promoting this throughout the summer.

Paycheck Protection Program

1. Working with accountants to calculate forgivability of PPP loan with new recently passed legislation.

Re-opening of hockey

1. Working with USA/MN Hockey continually on return to play plans during the pandemic.
2. Current protocols and changes have been trending every two to three weeks with newly updated guidelines, some minor tweaks, some major.
3. We will plan on moving forward with a regular season as usual at this point.
4. May be some type of crowd restrictions this winter season, still undecided at the national and state level at this time.

BAHA Online Clothing Store

1. Met again with GLS as planned.
2. Continued working on new designs and updated apparel options to add great options for families.
3. Store will open mid-July for the season with 4-5 ordering windows.

Regular Season Registration

1. I will be working on the 20/21 season registration during the month of July.
2. Will go live August 1st for the season.
3. Reminder that I need all changes by July 1st.

Committees

1. Will be attending Recruitment & Retention zoom meeting Monday night.
2. Attended Marketing committee meeting on June 12.
3. Was unable to attend Events committee meeting June 17th due to a scheduling conflict with a previously planned PDC committee meeting.
4. Will be attending Fundraising committee meeting the end of June.

