



**Menomonie Youth Hockey Association - Board of Directors Meeting
Minutes**

January 29, 2018 @ 6 pm

Mission: To provide youth in the greater Menomonie area with the opportunity to learn, play and compete in the game of hockey with an emphasis on growth in the areas of skill development, teamwork, and sportsmanship.

Vision: Pursuit of the model USA hockey organization following the American development model.

Ground Rules: Mutual respect, be timely – start on time and end no later than 9:30 p.m. Come prepared. Allow enough time to make decisions and stand by your decisions. Communicate, conduct yourself and make decisions based on what's best for the entire association versus just your child.

Call to order:

Roll Call/Quorum:

- Stacy Hintzman, President
- Keila Drout, Past President/Interim Secretary
- Chelse Cockeram, Treasurer/VP Fundraising
- Bob Weir, VP Hockey Operations
- Kari Berthiaume, VP Communications
- Mike Jax, VP Tournaments & Scheduling
- Brent Pember, VP General Operations ABSENT

Guests: N/A

Member Comments: N/A

Board Member Updates

Consent Agenda: no items

CONSENT AGENDA APPROVAL: N/A

REGULAR AGENDA

President's Report

- Play downs (February 3-4) and State Tournament (March 3-4)

- Raffles/vendors acceptable; gift bags from Chamber/Door tags (Chelse Cockeram looking into)
- Officials for state tournament
- Annual Meeting/Awards Night
 - Details will be planned during February 22 work session
 - Plan to include 'live' survey questions using Kahoot
 - Need to give options as to how the association will be able to fund next year's program
- Planning Meeting Follow Up:
 - LTS Follow Up Plan
 - Keila Drout send a survey to LTS parents to see if they will be back. Can review with LTS parents at end of year on 2-28-18.
 - 2018/2019 Registration/Program Changes
 - Mite Jerseys
 - Forms
 - Assessment/concession Hours
 - Policy Updates need to be completed by board members
 - Development Committee/Consultants
 - UW-Stout Marketing Team (see Brent Pember update below)
 - Quantify Hours need to operate (see Brent Pember update below)
 - Develop annual expense report/budget
 - Sponsorship/Sign programs
 - Fundraising Committee
 - Ice Utilization
This continues to be a concern
 - New Board member On-Boarding tool
 - Schedule meeting check ins w/ committee members
Team managers included
 - Strengthen relationships with all user groups

Treasurer's Report:

- 2nd ice bill has been paid. \$19685.00. \$315 was discounted on the ice bill due to MYHA paying a bill back in October that was the Ice Boards responsibility.
- POS Portal was completely bought out for \$323.00 The Ipads are officially ours! No longer seeing \$89.68 withdrawn from the account
- Melanie Marincel has signed off of the MYHA account. Only 2 on the account are Sara Bahr and Chelse Cockeram.
- Letters have gone out to area businesses with our tax id# that have sent us tournament donations (As of to date..Keys, Ted's Pizza, Northtown Ford, Bremer Bank, and Lewis Bjork Plumbing)
- Working on W-9s with Accountant for 2016 officials that were paid \$600 +. Need to report as income.
- Accounts: Savings: \$14,879.44 Scholarship: \$3991.96 Checking: \$55,808.65

VP Fundraising: Chelse Cockeram

- Matt Ellis got us a round of golf and cart rental donated from Pinewood golf course to raffle off at the Squirts tournament. Also possibly something donated by the MN Wild (he has some sort

of connection to do so?) Do we want to sell cards for this or a poster board? I will bring examples to the meeting.

- Starting May 1st I would like to have a wreath company lined up for our 2018-2019 season. Any further discussion around this would be appreciated (should I quote out other area wreath companies or stay with Pine River)
- Squirt/Mite tournaments entered on the Chamber's Community calendar. Description of tournament, raffle items, free admission, and public welcome.
- Skate-a-thon and wreaths will be mandatory fundraisers next year – talk about getting others to do the fundraising for volunteer hours.

Application for MYHA treasurer

Mike Jax motion, Stacy Hintzman, second, to approve Gary Messerschmidt as new treasurer. Motion passes.

VP Communications: Kari Berthiaume

- Gun raffle options
 - Consider using it for a separate raffle next year instead of at the Squirt tournament
- Working on team photo/signature thank-you cards for businesses who donate
- Reached out for a mid-year check in with web site administrators for each team to clarify expectations, team pages have improved as a result. In process (Katie DeVries) of putting together work instructions for next year on how to manage team pages and what is required.
- Work instruction created on how to complete score sheets (can be used for play downs), will send to Bob Heim to review.
- End of year leadership awards for SQA/SQB/PW/BANTAMS have been ordered
 - Bob Weir and Kari Berthiaume will conduct voting in early to mid-February. Award total cost was \$120.
 - Ordered 350 medals for LTS/Mite Tournament (\$2.50 ea) for a total of \$875
 - Proposed grant applications – Kari Berthiaume will work with appropriate board members to submit
 - Chamber- Kari Berthiaume/Mike Jax
 - Dunn Energy
 - AnnMarie Grant- Kari Berthiaume/Keila Drout
 - Does any one know of other grants that might be available for MYHA to pursue

VP General Operations: Brent Pember

- The John R Dale Memorial Youth Hockey Scholarship Fund has been approved by the Community Foundation. Brent Pember will meet with the family and Community Foundation to finalize application details and timelines. \$15,000 donated by his mother Dorothy Dale, will generate 1-2 scholarships per year for Squirts, per Dorothy's request since John was on Dunn County's first Squirt team.
- Plans to invite Dorothy to March annual meeting to introduce the scholarship to membership.
- About 5 LTS moved to Mites, WAP hours Mites = 30, LTS = 20. Decision to add 5 hours to each skater who moved up to pro-rate the difference

- Brent Pember will communicate with new members of their hour commitment, suggest playdowns and state tournament are a good way to fulfill hours. If not fulfilled, they will be billed, per policy.
- Stout Marketing: Chelse Cockeram and Brent Pember met with Professor Raghava to discuss project. MYHA will present our goals and talk about MYHA at one of his classes in February, they will conduct a survey of existing members and recommend marketing ideas to increase registration. Project recommendations will be first week in May. The same class did a study for Ice Board, and he recalls recommended adding figure skating as an alternate to hockey to increase usage at the rink.
- Kari Berthiaume and Brent Pember did call non registered families to see why they did not return this year. Reasons included that they were not ready, time commitment was too great, not necessarily because of the expense. Discussion of what we want out of the marketing program and make sure our goals are clear to the students.
- MYHA will run about 1,250 hours over our assessment this year, with 450-500 of these hours being in the concession stand. Current analysis shows we are 3 to 4 hours short per skater concession hours and 9 short for total hours (including concessions). With projected increased enrollment and adding some hours for Free LTS, and most members do more than the minimum, we can probably get by with increasing the total hours by less 9, but I feel we should increase concession hours for each skater. This is one of our largest income generators. None of this includes any of the hours members work and get no credit (home games and tournaments, etc.)
- Need to discuss hours required for each skater/family and reassess LTS free program.
- Consider increasing all skaters' hour requirement, adding hours for third skater, family plans (40 first skater, 35 second skater, etc.) There are many options and will review in February and refer to information from other associations that we reviewed at January meeting as a resource. Topic discussion tabled further until our next meeting so as to better understand.
- Registration projection, in progress. What do we expect for an attrition rate? I'd guess we gain about 25 LTS each year, lose about 5 from 1st year LTS to 2nd year LTS, lose 5 from LTS to Mites, lose 3 from Mites to Squirts and one each level at Peewees and Bantams. A birth year would then look something like this:

▪ LTS (Mini-mite) first year	= 25
▪ LTS 2 nd year	= 20
▪ Mites	= 15
▪ Squirts	= 12
▪ Peewees	= 11
▪ Bantams	= 10
- Sponsor/Sign program, we've met a couple times as a small group. Need to get together again to consolidate ideas and come up with a plan.

VP Hockey Operations: Bob Weir

- Coaching Committee Update
 - Requested Requirements Coordinator

Coach assistant through the entire process from application through reimbursement, training, work with Registrar on coaching requirements, treasurer for reimbursement. Perhaps add on to the assistant registrar. Need to review both positions and see if both are necessary in years except when there is a transition plan to train in a new registrar.

- Elite Program Project

MYHA is getting more competitive, but not at the rate that we want

2007 birth year and after have had ADM for their hockey career

Stick handling and shooting is all done off the ice

Replace Stout clinic with power skating, shooting clinics

Perhaps have a skating coach, include information to our members about opportunities

Project to kick off in 2 phases

1. Research- see how other associations are doing ADM, utilize local experts to assist us in determining best practice
2. Implementation/Execute

We want to find ways to keep our kids in hockey competitive and developing all year as well as attract athletes to our program.

• ETS Update

Stacy Hintzman and Bob Weir met with ETS

Recommendations- kids didn't progress as they thought they would and didn't get individualized programs

Reasons include: time spent disciplining, dryland not embraced in general by association, attitude was an issue with some skaters

ETS preference in the future 2 days a week, their facility, all levels Squirt-Bantam, before ice practice

This would create less rink distraction, more consistency, off site and on their site would improve and eliminate behavior/management issues

MYHA is grateful how ETS was very flexible with us all year that included overlapping classes

Cost will go up, MYHA would like to continue the program and will come up with a proposal

That may include parents paying part of the fee.

- Association Year End Survey- we will complete this at the Feb. 22 meeting, Interested in using a live Q and A survey with our members.

Concern with current parent survey only addressing coaches and team managers. How can we accurately gauge members' attitudes toward our program?

VP Concessions: Sara Bahr

- Possibility to have a TV mounted for the menu to the left of the stand
- Concession stand, some items will run out be remember that we are nearing the end of the season so we are not refilling everything
- Playdowns and state, we will sell walking tacos
- Decision on annual meeting food at 2/22 meeting
- Concern when there are not games on Saturdays, especially when ice is held and games are canceled.

VP Tournaments & Scheduling: Mike Jax

- Discussion on Playdowns
- Discussion on State Tourney
- Scheduling for 2018-19, and COOP

MYHA regular meeting 2/22/18 6 pm @ Stacy Hintzman's House

Action Items Register:

Plan annual meeting

Food for annual meeting

Annual Survey

Decision on non-parent coaches

LTS survey

Thank you cards to local businesses

Board members policy review

March Meeting 3/1/18 Annual Meeting 6-8 pm

Adjourn: out of closed session and adjourned 9:18 pm.