

**MYHA Board Meeting  
Meeting Minutes  
August 12, 2024 6:30pm**

**Board Members Present:** Sam Rogers, Chris Gorman, Jessica Cossalter, Kjersten Struck, Jerry Mitchell, Scott Zacharias, Katie O’Kane, Katie Corona

**Board Members Not Present:** Matt Allman, Matt Drawz, Leah Vanden Broeke, Patrick Mich, Jacob Toledo, Mandy Whiteside, Jason Piant

**Also in Attendance:** Steve Wendorf, Matt Brausen, Eric Johnson, Jamie Kendall

**Meeting Minutes Taken By:** Jessica Cossalter

**Call to Order:** The meeting was called to order at 6:30pm by Sam Rogers

**Prior Meeting Minutes:** Motion: Gorman motioned to approve July meeting minutes; Zacharias seconded. Unanimous approval of the July meeting minutes.

**Reports:**

**Pagel Rink1 and Rink2 Update: Matt Brausen**

- Coca-Cola machines won’t put card readers on them, we would have to do it ourselves, but then they wouldn’t service them any longer
- New quote on lights approximately \$20,000
- Banners will be put in up Pagel 2 in the next week or so

**Executive Director: Steve Wendorf**

- Final details from golf outing – approximately made \$35,000
- Finalize selection sponsor CRM software
- Naming rights for Pagel 1 and 2 - final push for proposals/decisions to Youngstedts / Hero Heating and Air
- Starting season sponsorship push this week
- Motion: Corona made motion to approve expenses for CRM tool for 1 year not to exceed \$7,000, Gorman seconded; 6 yes, 2 opposed. Motion carries.

**President: Sam Rogers**

- No new business

**Vice President: Matt Allman**

- Not present

**Treasurer: Chris Gorman**

- Shifted payroll to ARG effective end of August; working with Denise to find an alternative role
- Reviewed the financials
- Future discussion of what the ultimate goal is for MYHA; how do we plan for growth

**Secretary: Jessica Cossalter**

- Next monthly board meeting Monday, September 9, 2024 @ 6:30 pm in the Pagel Rink 2 Warming House

**Gambling Manager: Jamie Kendall**

- Found a storage facility to pick up pull tabs, store them and shred for regulatory requirements. Will need to get approval for expenses next month.
- Duke's potential new location for pull tabs

**June 2024**

- Haskell's site had gross receipts of \$255,068 and net receipts of \$32,061. Actual allowable expenses were \$14,583.99, plus taxes and fees of \$12,800 for a realized net profit of \$4,677.
- The approved expenses for June 2024 were \$36,250 (Allowable expenses plus taxes).
- July 2024 Month end will be processed and submitted by our Accounting Firm by 8/20/24. June expenses of \$36,250 was approved at the June 2024 Board Meeting.
  - Motion: Gorman made motion to approve August estimated expenses of \$24,750 for Haskells and \$22,750 for Montego Blu. O'Kane seconded. Unanimous approval.

**Tournament Director – Katie O'Kane**

- Need help for Junior Gold tournament – potentially hire a paid person
- Role consists of:
  - Volunteering – coordinate roughly 250 volunteers
  - Administrative – ice coordination, D6 application, safety/EMT's, trophies

- Onsite – for all of the games

### **Sponsorships – Patrick Mich**

- Not present – sent prior to meeting
- TEAM SPONSORSHIPS:
- Here is what I propose for the 2024-25 season.
  - \$1500 for a Termite Sponsorship (2 teams) Increase from \$750
  - \$750 for a Mite Mite Level Increase from \$500
  - \$1500 for a Travel Team Sponsorship Increase from \$1000.
- Each side of the jersey will be available for sale. No discount for adding a second side.
- Sponsors of the designated top teams for each age group will be charged an additional \$500 and they will receive (1) coupon for 8 DIBS hours to be used how they see fit.
- Hanus charges \$250 - \$300 per sponsor name plate application.
  
- Here is what each TEAM sponsorship will include:
  - 1. Logo/business name on Jersey
  - 2. Logo on MYHA website
  - 3. Logo on team SE page
  - 4. Logo on Pagel Banners
  - 5. Sponsorship Mug (or something similar).

### **Girls Mite Director – Leah Vanden Broeke**

- Not present

### **Boys Mite Director – Scott Zacharias**

- Mite numbers
  - Termites low registration so far, but usually will increase when school starts
- Website has been updated for evaluations, coaches meetings, etc.
- DICKS's ice – process of finalizing the contract and they are discussing the option of expanding the rink to full ice
- Pictures – Move pictures to earlier in the season. Proposal on the table right now:
  - November 16<sup>th</sup> and 17<sup>th</sup> for the all age levels in boys program (makeup date for Sunday, November 24<sup>th</sup>). Lotion will be Pagel Warming House
- Motion: Zacharias makes motion to increase team manager hours from 4 hours to “up to 8 hours”. Mitchell seconded. Unanimous approval.

### **Ice Director: Chris Evans**

- Not present – sent prior to meeting
- We are projecting 84 total teams for the season

- Junior Gold Ice booked as well as Travel Goalie ice.
- Ice from Minnetonka A/B and Velocity are secured
- Playoffs assigned are 12A, MYHA to provide volunteers
- Region ice booked – hosting Bantam A and PWA South, which consumes ice from 2/28-3/2.
- State 19U will be at Pagel again – 3 games
- Game draw begins no later than 10/1; 10U and Squirt ice draws start 11/1
- All team tournaments and special events need to be finalized by 9/25 to create team calendars

#### **Registrar: Mandy Whiteside**

- Not present – sent prior to meeting
- Processing registrations and working on waivers.
- All Board members will need to register through USA Hockey (either as volunteer or coach). We are required to complete SafeSport each year and need a valid background check.
- Board members should send Mandy their 24-25 USA Hockey registration number and she will let them know if they need to complete an updated Background Screening.

#### **Hockey Development Committee Director: Eric Johnson**

- Dryland training – talked with CrossFit
  - Attendance last year was not great
  - Potential to do an app that allows individuals to sign up for specific session rather than by team to better utilize
  - 20 sessions per week (Peeeweess, Bantams, 12U and 15U)
  - Start at 5:40 pm – 9:00 pm

#### **Boys' Director: Matt Drawz**

- Nick Heiburg interested in being Squirt A head coach
  - Motion: Mitchell made motion to approve Nick Heiburg as Squirt A head coach. Corona seconded. Unanimous approval
- Patrick Gazich interested in Peeewe A head coach
  - Motion: Mitchell made motion to approve Patrick Gazich as Peeewe A head coach. Corona seconded. Unanimous approval

#### **Girls' Director: Jerry Mitchell**

- Registration numbers look good across the board

#### **Junior Gold Director: Jacob Toledo**

- Not present – sent prior to meeting
- JT met with Chris Evans to lay out the ground work for this season. Communicating with Tom right now and touching base with coaching staff from last year to gauge interest.

#### **Communications Director: Katie Corona**

- Lot of communications for alumni game and registrations
- Content shared – 43 times over the last 30 days. We’ve reached 7,600 account. Up 116% over the past 30 days. We’re getting lots of new follows and will be valuable to get information out to folks as the season ramps up.
- Highlight posts – Minnetonka + Wild Block Party, Alumni Game, Registration
- Working with Cam Ostrom at Ostrom Creative to get new logos for tourneys, managers, main hockey header page. Working on making sure teams and managers will have access to logos that work with new guidelines.
- Apparel - Any Tonka logo must be approved by specific people at Minnetonka (go through Katie for all approvals)
- Motion: Corona makes a motion to get funding of \$3,500 for brand creation to develop guidelines for teams who want to order apparel. Struck seconded. Unanimous approval.
  - Will categorize this charge under Miscellaneous Expenses
- Apparel Update:
  - Had to order more hoodies due to registration numbers / sizes
  - Re-working apparel store as designs didn’t meet new Minnetonka standards
  - New Store will be live again next week

#### **Equipment Director: Jason Piant**

- Not present – sent prior to meeting
- Conversation with Gemini about the status of travel jersey and sock inventory. Quantities look good right now. Only a couple of size we under ordered. A few other size inventories are close. Will monitor late registration.
- Will discuss ordering additional Mite goalie equipment with Hanus to make sure there is enough equipment for any potential mite goalie clinics.
- Had initial conversation with Hanus regarding mite jersey order. Will monitor registration through August and re-assess.

#### **Volunteer Director: Kjersten Struck**

- Nothing to report

#### **Goalie Development Program**

- Nothing to report

**Adjournment:**

- O’Kane motioned to adjourn at 8:47 pm; Mitchell seconded.