

**Tornado Youth Hockey**  
 Annual Board Meeting  
 April 10, 2023  
 6pm, Omni Center



Board Members	Role	Present	Absent
Bryan Helgeson	President	x	
Greg Marso	Treasurer	x	
Andrea Kelm	Girls Director	x	
Jenny Keer	VP	x	
Gabby Hansen	Secretary	x	
Mary Ciano	External communications	x	
Scott Zietlow	Fundraising Director	x	
Ron Dehli	Tournament Director	x	

**Guests:** Heather Pryor, Jenny Rourk, Amy Dziejewczynski, Sean Cain, Nicole Lepsch, Steve S, Kristen Kingery

**Call Meeting to Order**

1. Attendance
2. Approve minutes
3. Review Agenda

**Executive Committee Reports**

1. President Report
  - a. End of year report
  - b. Thanks to all board members and all big helpers; coaching director, goalie coaches, mite director, mite coordinator, parents, coaches and players; Adam Keer for end of year survey recap, goalie clinic setup for summer; Kristen Fay for running Bantam B state tournament
  - c. We are in a strong financial position, and feel the treasurer is doing a great job with the budget and fundraising has been improving; community involvement has expanded and new skaters have been abundant. Would stress than more parents become involved; based on feedback would suggest we improve tryouts, including more time scrimmaging, more coach input, continued transparency; we have 2 functions as a board - playing hockey and development of players/skaters and learning at a high level; board structure can't accomplish this; we need a director of hockey to drive development
  - d. 12 U, squirt A qualified for state, Bantam B hosted, took time to congratulate state team from year prior (should have happened earlier) but feel we were successful this year, some struggles are clear; however we have 5 of 2010 and 2 2011 skaters on Kohlman Cup team participants; feels we have some great talent in this organization
2. Treasurer
  - a. End of year report

- i. Next month will get final recap - year end not final until end of may with fiscal year end for TYH
- ii. Expenses will be covered by current budget
- iii. Website was a huge timesaver and keeping payments cleaner this year all around

### 3. VP

- a. End of year report
  - i. Registrar, ice scheduler, ace coordinator, equipment coordinator; try hockey for free
  - ii. Registration through sports engine can be copied yearly, went well this year and can adjust every year as needs change, ideally build communication off this
  - iii. In future years registrar will handle maintenance of that more and help with team creation
  - iv. 2 bantam, 3 pee wee, 3 squirt, and about 75 mites and 40 LTS
  - v. Ice scheduler - balance between board/team needs and Omni, aware of challenges with Omni and Stars teams and will work to prevent in future
  - vi. ACE coordinator - continue to work with the registrar, but need a better plan for where information is stored for coaches (shared drive?) so we can ensure communication is adequate and accountability in requirements
  - vii. Equipment rental - \$25/bag for the season, possibly 30 rented
  - viii. Try Hockey for Free - requires a lot of work. Over the last several years it has been 2 sessions, 3 days each, brings in a lot of volunteer hours however is this worth it? Maybe move to the USA Hockey national learn to skate night? Limit ages? Will need to discuss early in the new board formation. Can do through USA hockey site to make it a bit easier. It does seem to fill up quickly, maybe 15 new stakers stay yearly

### 4. Girl's Director

- a. End of year report
  - i. Formation of co-op was main focus to ensure all worked together with La Crosse and West Salem, alot is happening and will continue to be worked on
  - ii. 2 1U0, 1 12U, was to have 1 14U but coaching conflict for this year
  - iii. 3 10U, 2 12U, 1 14U; TYH has 15 8U girls coming up next year
  - iv. Plans to work with treasurer for cost adjustment for TYH based on shared ice time
  - v. Jersey design and order for next year - will need jerseys
  - vi. Girls meeting recap with local associations: continue co-op however not sure how that will look; La Crosse and West Salem do not have the numbers and will need to continue
  - vii. Need guidelines and uniform rules, would like a mini-board with 2-3 parents from each association so as not to have to rely on other org boards

### 5. Secretary

- a. End of year report
- b. All documents updated/changes to approve
  - i. Policy handbook update
  - ii. Job descriptions
  - iii. Sports engine should be main communication going forward
  - iv. DIBS should look better next year with hours loaded ahead of time

- v. Next board to discuss and vote on purchasing Zoom for us to use and hold meetings with, allow any family to join - Greg to look into and see what options are best for us

## **Board Reports**

### 1. External Communications

#### a. End of year report

- i. New to TYH this year, coming from background of another association and other types of sports, coaching higher levels etc feels she could navigate well and got to know families and people easily but had barriers as well; would like to keep parades and events we did; looking to do more collaborative events within the association - registration night kickoff, events in season offered to entire org, etc; organized subcommittee for teams going to state - would like to have that prepared sooner in future years; would like to work more with local teams (high school, UWL) for skate nights
- ii. Website design: good ideas for future improvement to help communication, many positives and feels it went well
- iii. Picture coordinator: no reply from coordinator however photographer thought it went well, communication was generally good, would like to explore green screen or backgrounds for mites especially (for off ice options) given time and struggle at that level with ice navigation, open to discussing future ideas on what the nights look like, sooner booking would be appreciated
- iv. Parade coordinator: parade float is efficient and they have their own trailer now; purchased speaker and net to have more fun with float, getting good at sign up genius; would like more items to hand out - would say bigger budget for future years or have more items somehow; torchlight was challenging due to being at night, spectators in street, kids walked; is most expensive and is after registration so fee is not really made up; does not feel we should do this again Kornfest is \$25, NNO is free, Catfish days is free, Torchlight could be a fun event for us next year just to show our presence; will need more money for parade banners - has quotes from Noffke, sign ranch, 2' X 4' signs are 125-150 each 3x5 was more - would make them universal for hanging or using in parades as far as style, would make it useable yearly; will discuss Torchlight at next board meeting - did have the best turnout; but half were CRS; clarify who gets hours for next year

### 2. Tournament Director

#### a. End of year report-not present

- i. Thanks to all who helped around him; huge thank you to Kristen for state tournament and anyone who helped me
- ii. Generally feels we were successful over the season, 4 weekends - 36 teams, 10 of these were TYH and had good feedback
- iii. Idea to make better: get season figured out sooner - August 12 was first email, end of October was tryouts and when we could confirm tournament spots; good idea to still have input on teams by coaches or someone so we don't get bombarded
- iv. Also it does benefit us well if we host state, can apply for this yearly and would suggest we consider this

### 3. Fundraising Director

#### a. End of year report

- i. Learning year
- ii. Raffle was easy sell, grossed 35,000, net \$25,000; has talked with treasurer about changes in future year; would suggest we keep the trip voucher but maybe limit other prizes
- iii. Apparel was easy to run with Pure Hockey, had a partial contract, but feels relationship has been good and willing to work with us; will have full contract next year; did have some money come back to us, will be responsibility of parent to keep your jersey on registration - direct link to Pure Hockey; will need manual labor on jersey numbers or something figured out with Pure Hockey; will likely have jerseys yearly in future; jersey design will be sent to org when we have options, will need 4 week turnaround for jerseys; having different options besides Bauer or CCM, add on Pure Hockey brand items for cost effectiveness, women's cuts too
- iv. Golf outing - in progress; first annual on July 26th at Cedar Creek; meeting with Mike Mielke on this (Mike is running)
- v. Sponsorship - \$20,000, would like to increase, we also have jersey sponsors that are \$4000 each but may need to consider what we do in the future with this if we do yearly
- vi. Grass roots grants - used for goalie equipment
- vii. Huge thanks to Kadie Haug and Lynnsey Olson for their help

#### **Old Business**

1. TYH Board approved the purchase of Ice Hockey Systems for coaching direction and use 4.9.23

#### **New Business**

1. Elections committee update - will send email with election options within this week

#### **Announcements/Future Action Steps**

#### **Adjourn**