

## Sioux Falls Youth Hockey Association

### Board of Directors Meeting

October 14, 2020 6:30pm

Sanford Conference Meeting Room – Zoom Meeting

President Adam Gorra called the Sioux Falls Youth Hockey Association Board of Directors meeting to order. Board members in attendance were Adam Gorra (President), Sam Everson (Vice-President), Lindsay Erickson (Treasurer), Ed Davis (Secretary), Mark Bukovich (Travel League Director), Chad Dykstra (Member at Large), Andy DeMore (Development Director) and Dave Carlson (City League Director). Quorum was present. Cherry Hunter (Executive Assistant) & Dan Houck (Director of Hockey) were also in attendance. Aimee Chase was absent. Members attending the meeting as guests were Eric Sahly, Jeff Bratkiewicz, Derek Berg, Jordan Gillis and Connor Halbert.

Secretary's Report – Lindsay Erickson made a motion to approve the September 2, 2020 Board of Directors Meeting minutes as submitted. Motion seconded and carried.

Treasurers Report – Lindsay Erickson – Lindsay noted in creating the budget, a 10% decrease was calculated for both income and expenses.

Development Report – Andy DeMore – Andy reported sponsorship funding is going well.

- Projecting a \$71,144 net for the 2020-2021 season
- Sanford contract will be extended one year under current rates
- Reviewed Sanford resources with Coach Houck
- Amazon Smiles – need to encourage membership to participate
- Rebranding Committee – hosted one meeting with next one scheduled November 4. Communication via email regarding possible plans & process.

Director of Travel – Mark Bukovich – Mark Bukovich made a motion to approve the practice schedule as submitted. Motion seconded and carried. Three hours of ice were added to host more teams at the Mite City level. One of the Mite City League Tiers will have 6 teams instead of 4 teams. Atoms & Mites each have ice once during the week and on Saturdays. The practice schedule build begins with high school coach availability. Goal is to have no more than 2 teams on the ice except during skills. Mark noted tournaments are pretty well set and holding firm. League Managers have posted each teams' tournaments on their team page. SFYHA utilizes Room Roster for home tournament planning.

Director of Hockey – Dan Houck

- Finalized practice schedule with Mark B and Brian Prisbe
- Ran and planned all DOH Skates
- Ran and planned all Powerskating Camps
- Ran, evaluated and placed all boys high school players during tryout process
- Had several pre-tryout 1 v 1 meetings regarding tryout preparation with players
- Finalized all paid coaching positions & contracts sent out
- Conducted several post high school boys supplemental tryout evals
- Created roster for Omaha boys high school tournament and for Team SD games

Admin Report – Cherry Hunter

- Custom Flyers Hockey bags – 34 bags ordered for our families
- Flyers pictures – Due to COVID, we will be doing all pictures with green screen to create individual and team pictures with various hockey backgrounds. The pricing will be the same if we had decided to do individual and

teams (on bleachers). Define will sponsor the “all teams” banner and team banners for the Varsity & Jr Varsity teams.

- Let’s Try Hockey – 63 attended the October 10 sessions. Goal is 10% registration realization. This a record high and the team worked well together to get kids checked in, complimentary jersey or t-shirt, skates on, Flyers logo gloves to keep and helmet.
- IP Office – Met with Jerry Fromm regarding the space & reviewed the proposed floor plans. Discussed desk and furniture arrangement options for the addition.
- Legends Grant – Grant application has been submitted for youth helmets, hockey equipment bags, coach training cones & goalie gear
- ***Scheels Request – Scheels would like to distribute free water bottles and pucks to our players and at our tournaments. AJ is aware we already have water bottles for each player. Prisbe noted no vendor fee for giveaway items. Board members approved Scheels request.***
- Tryouts – Worked with Dan to help keep tryouts organized and parents informed. Great guy to work with and appreciated hockey families bringing meals for the evaluators!
- SDAHA Girls Event – Nov 14-15 – working with SDAHA to host a girls promotion weekend at the IcePlex.
- Registration – I anticipate registrations will continue to trickle in for our full season players. Mini-Atoms are due Nov 1 and Atom Short Session registrations are due Dec 20.
- Player Registration as of October 14 – 611 players
- Jerseys – Over 600 jerseys!!
  - High School jersey sets (32) – having numbers embroidered
  - Culligan practice jerseys sorted, ordered and will pick up inventory on Friday
  - City League jerseys – ordered, received and at the screenprinters
    - 50 Mini-Atoms
    - 110 Atoms
    - 14 team colors for Mite City
    - 5 team colors for ICL

### Presidents Report – Adam Gorra

- Wish List Items Discussion
  - Andy Gillham, Sanford Sports Mental Performance Training for coaches and leadership – estimated cost \$1500. Dr Gillham would meet every other week with high school and paid coaching staff. 12 sessions approximate cost is \$2500
  - Safety net if COVID shuts us down
  - Rebranding expenses
- Review 8U registration numbers for the past 6 years – Adam presented Mini-Atom, Atom and Mite registration numbers since 2015. SFYHA has shown a 20% increase in registration at these levels.
- Purchase of Flyers Zoom license to host virtual meetings – Annual cost approximately \$500-\$600. League Managers and team coordinators would utilize for parent meetings.
- COVID protocol update – Adam would like to have all user groups sign a letter requesting IcePlex enforce mask use at the rink.
- Outdoor Ice – Discussion for outdoor ice next to BlueRock with refrigerated unit. Pentagon is doing cost research.

### ***New Business:***

Office Space at IP – Plans were reviewed for 2 story office space. City has approved plans as submitted. Upper level would be for Coach Houck and small meetings.

## **Committee Reports**

### **Growth and Retention Coordinator Report – Jamie Shores:**

- I had a table at the Health Connect Fair on Sept 19th. Kids were able to see what kind of gear hockey players wear and they got a chance to shoot a puck into the net. I talked to the adults about the Let's Try Hockey Event and Sioux Falls Flyers program. The fair handed out bags to each person who attended which we had SF Flyers pamphlet and Let's Try Hockey flyer. I saw a good amount of kids, but I was told attendance was down compared to last year. It was an overall good event. I am not 100% feeling it is a good event for us to attend next year as I felt most of the booths there were gear towards health concerns. It was a great way to introduce hockey to people who may not know we have it here in Sioux Falls. I did talk to a lady with the cancer society who would like to see if Sioux Falls Flyers would be interested in doing something like a cancer vs hockey event to raise money. They do the pink in the rink with Stampede. I passed the information onto Andy to see if anything further could be done.
- I put yard signs up about the Let's Try Hockey event near high traffic areas close to schools. I know few broke due to the heavy winds we have had. I feel for next year it would be good to have more that way we can hit up most of the schools in Sioux Falls. I had 10 this year.
- I did put up flyers at some businesses but found this hard since some places are not having much foot traffic or took their bulletin boards down. Any extra flyers I had were handed out at the Health Connect Fair. I think next year we scratch the flyers and do more yard signs
- Did our first Let's Try Hockey Event on Oct 10th. It was a good turnout. We had 2 different age groups sessions which work out well. The only gear that was used was helmets and skates. The helmets were wiped with disinfectant wipes between sessions. Many helmets in the first session were not used in the second session since older kids. Jerseys and knit winter gloves were handed out for the kids. It was suggested that with some of the younger kids maybe shin guards could be used as some fell on the ice and since the weather was nice some were wearing shorts. Next event is on October 24<sup>th</sup>. We are working on some shirts to hand out since we used up the jerseys.

### **Volunteer & DIBS – Wendy Quam**

- collecting volunteer agreements and deposit checks.
- confirming we have secured all agreements
- confirming completed DIBS (already!)

### **Equipment Manager – Ryan Webb**

- doing good on gear I think I can say for the first time in my tenure I think. We received our new helmets to replace expired helmets here recently which will help at these next two rental dates
- the new mite numbers are awesome to see and I'm interested to see impact on rentals as my guess is a lot of first time families?...with those numbers I still think we are sitting good with gear. Depending on how games go and number of mite teams we may start to see limited goalie gear selection as well. Normally I do a couple of goalie gear rentals and then have 12 sets and 5 sets of goalie gear to be used by mites and travel mite teams. If we have 4 new teams in the mix we will perhaps need to look to share or ensure that travel mite teams snag a set of gear prior to tournaments. The knock on that was that some tournaments teams don't get back before Sunday night games and so goalie gear had to come off a player from a prior game. This will be something I'll follow and update you on.
- storage: I'm looking at a better system to house the gear we have instead of 50 different tubs, all of which are varying sizes and shapes. When we were in Fargo last year, one of the teams used the large garbage bins on wheels with lids to store gear. This may be an option but would need to check the space size we currently have to see where these would fit or if there are different size cans that we could get to fit in a smaller spot and larger size for the more open spot. More to come once gear gets rented out and I have room to move.

### **Community Service – Ben Oien**

Reaching out to organizations to see how we can volunteer and changes due to COVID.

### **Game Jersey Coordinator – Janice Bolereck**

- Approximately 260 jersey sets handed out.
- Working on eliminating duplicate numbers and getting jerseys to late registration players. Cut players are returning jerseys as well.
- Blood jerseys will be handed out in the upcoming weeks.
- JV and varsity players (approx 60) will return their stock jersey sets once they have received their purchased jerseys.

### **Spiritwear Chair – Kay Bain**

- ✓ Kickoff spiritwear sale went well.
- ✓ Online sales are going well. Remember the online store is open continuously with orders being processed every Monday.

- ✓ Sample Bauer warmups will be available with Cherry at scrip sales.
- ✓ Masks and hats will also be available for sell with Cherry at scrip sales
- ✓ Still working on dates for future in person spiritwear sales.

Motion to adjourn at 9:10pm by Chad Dysktra. Motion seconded and carried.

NEXT MEETING  
November 4, 2020 6:30 pm  
Sanford Conference Room at the IcePlex

Respectfully submitted,  
Cherry Hunter  
SFYHA Executive Assistant

Adopted November 11, 2020 by oral resolution at meeting / written correspondence  
(Date) (Circle one)