



**Apple Valley Hockey Association  
Board of Directors Meeting Minutes  
May 22, 2013**



**Meeting called to order at 7:04 p.m. by President Daggett.**

**Board Members Present (\*non-voting member):**

Dan Bauer, Don Bilotta, Tony Cobb, Dave Daggett, LaChel Hird, Eric Martinson, Bill Messerich, Anne Murphy, Randy Olson, Jay Syverson, Derrick Lindstrom

**Board Members Absent (\*non-voting member):**

Ben Dugan, Chris Lind, Tony Hedberg, Chris Slater, Eric Wan,

**Open Microphone:**

**Secretary's Report – Murphy:**

- Motion to approve May 8th, 2013 meeting minutes by Martinson; seconded by Bilotta; approved.

**Treasurer's Report – Syverson**

- Motion to accept year end treasurer's report for fiscal year April 2012 – March 2013 and Cash Flow Report for April 2013 by Hird, seconded by Messerich.

**Gambling Report: -- Olson**

- Audit update. Issue with year end balances but delay in receiving final ice bills from City of Apple Valley. Expect closure soon.

**Summer Ice and Ice availability next season**

- Motion for Letter of intent to the City purchase \$25,000 in ice this summer and by Cobb, seconded by Martinson and Lindstrom.

**Recruitment/Retention Initiative**

- Request for \$3000 for promotional items, advertising and sponsorships at community events. Motion by Martinson, seconded by Cobb. Approved.

**Branding initiative:**

- Met with Westwood; Discussion for merchandise to have available in store.
- 500 T-shirts at \$3700
- Car Stickers \$3 each
- Helmet stickers \$4.50 for 2 AV logos and Eagles.

**Ads going to Let's Play Hockey:**

- Coaches Ad – going to Eric Martinson
- Tournament Ads – Tony Cobb

**Tournaments**

Boys: Ban C, PW C & SQ C

Girls: 14UA, 12UA, 12UB & 10UA

Move second meeting in September to Tuesday to finalize teams for D8 meeting that occurs on Wednesday, May 22<sup>nd</sup>, 2013.

**Meeting Adjourned:** Motion to adjourn by Cobb, seconded by Hird; approved.

Next meeting June 12th at 7 p.m.

Respectfully submitted by Anne Murphy