

**Alexandria Area Hockey Association Agenda**  
**April 21, 2024**  
**6 PM - Runestone Community Center**

**Meeting Minutes**

- **Call to order 6:06pm**

Members Present: Matt VanBruggen, Joel Loveland, Kelli Draper, Brittney Thoreson, Andrea Nyberg, Josh Hills (virtually), Amber Blakesley (virtually), Josh Waldorf and Apryl Putnam

Not present: Brian Klimek, Rebekah Summer

- **Heather Godfrey-Fundraising App presentation**

- Maggie Warren affiliated with Edina hockey association
- Rah Rah solutions – small businesses supporting local youth
  - Same company that built Caribou coffee app
  - “building a community network of small local businesses, that support local you”
  - Cash Back app
  - 5-10 apps that would need to be sold per skater or family that could replace the calendar/raffle ticket fundraiser
    - \$59.99/app (annual fee) – the association gets half of that cost
    - Projected savings \$5.88/month
    - Renewal each year – each skater would need to get two new additional buyers
    - This option would replace the raffle/calendar
  - No cash exchange
  - Goal would be to have majority participation in District 15 by year 2
  - Internal conversations at the board level will take place and a decision will be made

- **Approve Agenda** Loveland/Nyberg: Motion Carries

- **Approve Minutes – March 2024** Loveland/Putnam: Motion Carries

- **Financial Reports:**

- **Gambling (Rebekah)**

- Additional details for Gambling reports are reported to the board members from financials submitted to the Gambling Control Board. These reports are available upon request to the membership.
- Gambling site updates
- Financials Approval: (Kelli/Loveland): Motion Carries
- Budget Approval: \$44,485 (Kelli/Loveland): Motion Carries

- **AAHA Financials (Kelli)**

- March concessions are only open a short amount due to the slow down of events
- Bigger payments go out to Henry’s and Viking during the month of March, resulting in higher expense in that line item
- Credit Card payments hit March for the year-end banquet
- Banquet income is captured in March but expense for the banquet won’t hit until April
- Referee expenses are ahead of budget for the month

- Waiting on VFW deposit that will hit in the month of April
  - \$17,500 is deposited for Explore Alexandria that will also hit April
  - Putnam/Waldorf: motion carries, to approve financials
- **Other Topics:**
    - Injured player refund request from hockey family. VanBruggen/Waldorf: motion carries, to approve discount in registration rates
    - Paulson/Bradly/Lenarz Goalie Scholarship
    - Stipend for Murphy for Monday night goalie practices and supporting the AAHA goalies
      - Motion to approve \$500 for Murphy: Van Bruggen/Loveland: motion carries
    - Rebekah Johnson family did not complete dibs so would have owed us \$2,000 but wrote a check for \$5,000. Appreciate of support.
    - \$500 donation from Chevy
- **Committee Reports:**
    - **Tournament/Team Manager (Amber)**
      - No updates from Amber
      - Jersey's are turned in
      - June 1<sup>st</sup> registration with Clare for next season
      - Jersey totes do not all fit, VFW jerseys should go in separate totes to make more room
    - **Volunteers/DIBS Coordinator (Apryl)**
      - Hired out payment for hired out shifts (including VFW): \$800 or 29 shifts, which is an overall success
      - Feedback of needing one additional person for high school game shifts
      - How DIBS are allocated – referred to the DIBS policy
        - Apryl plans to be present at coaches meeting this year
        - Travel coaches get 12 DIBS
        - Mite Coaches get 3 DIBS
        - Team Managers get 3 DIBS
        - Board Member gets 12 DIBS
        - Assistant Coaches get 18 DIBS total
        - Discussion that the hotel coordination position will have DIBS credits
        - 7 families did not complete there DIBS requirements; 2 families have paid for not completing
    - **Concessions (Josh H)**
      - Need to know hire out costs to make recommendation on staying open during AFSC and Dry floor events
        - \$800 budget to hire out for these events
        - Over \$4,000 dollars in income that comes from this
      - Getting items returned or sold, we have few things to sell. I recommend selling to board at cost if interested.
        - Returns are packed up for Coca Cola to pick up
        - Looking for extra items to be purchased if we can't carry over to the fall months (hot dogs, pretzels, etc.)
      - If construction is approved next Monday we will have a month to move everything out.

- City council to meet on Monday, April 22<sup>nd</sup> for approval
    - We will need to spend up to \$1000 on shelving for storage that will be moved into the new facility.
    - Coke rebate has been requested.
- **Sponsorship (Josh W)**
  - Sponsorships are where they are at this time of year
  - Platinum sponsorships are full
  - Idea of a sponsorship for fall league
- **Equipment – no new news**
- **Fundraising Events (Joel)**
  - Nothing new to report from Last month
- **Director of Hockey/Hockey Committee**
  - Landon and Lisa Olson - Power Skating Discussion - Fall League
    - Hockey Committee members discussed and brainstormed possible Fall power skating program with Landon and Lisa.
    - Ideas all age groups 1 night per week, with ability to do 10-15 mins every session even on “other nights”
    - mites maybe not the entire full hour
    - gauge age group needs power, edge control, etc. committee open to what they see as needs
    - Squirt Internationals open up on May 1<sup>st</sup> – registration is open and will be submitting registration
    - progression throughout the 6 weeks, coach rotation and AAHA coaches to help
    - Do we need to hire HS students to assist?
    - ideas - dryland work prior to
      - dryland before every fall session
      - video’s to help train the coaches - consistency and help with the volume of sessions
    - ice availability shouldn’t be an issue with 2 sheets of ice
    - \*\* Lattimer to provide example of ice, but with the caveat that it is likely wide open for options
    - Landon and Lisa to circle back with what level of commitment they are willing to provide but are interested
    - Group discussed “rebranding” Fall League to Fall Development Camp
  - Communication to association about Fall League - Rebrand to Fall Development Camp
  - New Business
    - Josh Meyers resignation from Hockey Committee
    - Skill Based Mite Program Andrew Absent - Group did discuss this item but decided to table until Andrew present to provide more details or elaborate on overall vision. Items discussed were a travel mite team, ability to tier advanced mite jamboree vs say a B level jamboree, take advantage of full ice games. What extent of tiering would this look like?
    - Also led into the discussion of the Acceleration player request for waivers based on abilities - group discussed past practices, Peer Group, based on needed numbers, talent, the pros and cons of move ups.

- Discussed 2nd Girl Coordinator - for 15's and 12's. Denelle okay either way, revisit once hockey director hiring decision is made.
- **Social Media/Communications**
  - Annual Meeting communication
    - Have a timeline for date to apply to be on the board and have questions to answer as part of the application
    - Deadline for applicants – open timeline but get applications in by May 10<sup>th</sup>
    - Start of board meeting is at 6:00pm
      - Voting begins at 5:30 and ends at 6:00pm
      - Annual meeting begins at 6pm
      - Board meeting begins following
  - Fall League blast to create interest
  - Local Summer/ Fall Hockey Training options - discussion of what's appropriate for us to share on social media/website
  - Non-parent coaches posting to gain interest in non-parent coaches - 1x per month?
    - We will start posting this 1x/month
- **Old Business:**
  - RCC expansion
  - Charitable Gambling Committee Application
  - AAHA Credit Card (in MVB folder in AAHA office)
  - Vraa Fall program (update)-Landon Olson, Power Edge Pro
  - Hockey Director plan and next steps-Kris Klemenhagen and Cory Oberg
    - Interviews are being scheduled and will be taking place soon
  - Treasurer (action): Ben Vangsness to be appointed as treasurer
    - Hills/Waldorf: motion approved
  - Bylaw revision for Board member addition and HD vote (action):
    - Hills/Loveland made motion to allow for 2 non-member board members to fill a board of directors
  - DIBS report (who got DIBS for volunteer work, how did DIBS turn out)
- **New Business**
  - Board Duties List – updated and revised
  - Melanie Belsheim (request to apply for board and have Benjamin Belsheim handle boy's scheduling)
    - Board Agreed to this
  - AAHA Survey Feedback Review: will be sharing some feedback at the annual meeting
  - AAHA Annual Board Meeting
  - Policy on email blasts for camps
    - Upper Midwest sent out to all goalies and then Upper Midwest tagged AAHA in a post, which AAHA shared due to partnership
      - This post was taken down 7 minutes after it was shared
    - Create policy on what we can post to our website and social media

Meeting Adjourned: 8:42pm

**Next Board Meeting- Wednesday, May 22nd at 6 PM**

**Location - RCC**

**Mission Statement**

The Alexandria Area Hockey Association (AAHA) is committed to providing a quality environment for youth hockey players to learn and enjoy the sport of hockey.