

Sioux Falls Youth Hockey Association

Board of Directors Meeting

June 3, 2020 6:30pm

Sanford Conference Meeting Room – IcePlex & Google 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), Dave Carlson (City League Director) and Aimee Chase (Tournament Director). Quorum was present. Cherry Hunter (Executive Assistant) and Dan Houck (Director of Hockey) were also in attendance. Bukovich, Erickson, Houck, Everson and Davis participated via Google Meeting.

Welcome – President Adam Gorra welcomed new board member, Aimee Chase, Tournament Director. Board members noted thanks to outgoing Tournament Director, Brian Dozark for his efforts with SFYHA home tournaments. Brian created money making tournaments for SFYHA.

Open Forum –

- Jennifer Sigette, President of Sioux Falls Figure Skating Club (SFFSC) presented information on their programs. SFFSC is a member of US Figure Skating Program with Learn to Skate curriculum and trained instructors for new skaters in the 8U age level. Last season, 12 youth hockey players participated in the Learn to Skate (LTS) program. Members discussed best opportunity for scheduling groups of 5-6 players with 3 groups on the ice simultaneously. The six week LTS session cost per participant is \$115. Thirty minutes of instruction with 15 minutes of open skate are included each week. The six week cycle will run September 1 thru mid-October, mid-October thru end of November and December 1 start with mid-January end of session. Any age player is eligible with typical participant 4-6 years old. SFFSC offers a Powerskating program as well. Board members suggested prior to season start for the Powerskating program to be held once a week possibly on Wednesdays. SFYHA endorses the SFFSC programs to enhance skating skills for hockey players.

Secretary's Report – Lindsay Erickson made a motion to approve the May 6, 2020 Board of Directors Meeting minutes as submitted. Motion seconded and carried.

Treasurers Report – Lindsay Erickson – Lindsay presented May Balance Sheet for board review. Options for CD's will be reviewed after registration is completed.

Development Report – Andy DeMore – The Sanford contract will be reviewed at a June 10 meeting with Jeff Fyling from Sanford Health. The current 3 year contract expires October 2020. Culligan, Cortrust, croxice divider sponsors are options for sponsorship revenue target of \$114,000. Last season's sponsorship was approximately \$56,000. Flyers Fest scheduled for July 29 has been cancelled due to COVID and NHL returning to the ice for games. Andy noted possible option of raffle ticket sales for a side by side. No board action.

Director of Hockey – Dan Houck

- finalized team counts w/ Mark B for presentation to the board
- sent modified coaching budget to Lindsay/Adam/Cherry for potential coaching budget changes for 2020/21
- worked with Aaron Debates and Tournament Committee on travel tournament selection for all travel teams

- began working on practice schedule with Mark B. and seeking feedback from coaches
- conference call with Coach Them regarding costs for 4/5 teams for 2020. HS Coaches and myself will be on a call June 9, 2020 with Coach Them
- setting up call/webinar with HUDL sales and HS boys/girls coaching staff to go over game film programming
- working on a budget for game film and technology (Ipads, tripods, etc.) needs with Connor Halbert
- created a "Coaching Wishlist" document for BOD
- Zoom meetings w/ College Hockey Showcase, Belfry Hockey, and USA Hockey
- registered for NHLCA coaches clinic-week of June 7, 2020
- introductory phone call w/ Pat Schwartz, new coach moving to town w/ 30 plus years' experience in youth, Jr. A, and professional hockey. Level 4 Elite Coach Hockey Canada
- summer workout/training program sent to all returning Squirt age travel players
- Coach Houck provided a "Wish List" for coaches and SFYHA items. Board members discussed various items on the "Wish List" and options for funding. It was noted coach salary is the prime priority for funding. Sprinting Mat 6' x 30 yds, Drill Share Apps, Go Pro for goalie development, Level 4 and Level 5 CEP for Coaches, shooting lanes, dedicated dry-land area, HUDL software for game film as well as items for ice conservation and Mini-Atom / Atom adjunct teaching staff were on Coach Houck's list. Andy DeMore made a motion to secure a sponsor for HUDL service and equipment needed for the program. Motion seconded and carried with one nay vote. Approximate cost for 3 Varsity teams is \$2800.
- Squirts will most likely continue with half ice games on Tuesday nights.
- Player evaluations at end of season - Bubble players need to work hard over the summer. City League may be an option for some players for the 2020-2021 season.
- Mark Bukovich provided Team structure proposal to the board on June 3. Discussion focused on the projections of 60-67 at the Bantam level. Chad Dykstra made a motion to table consideration of the team structure. Motion seconded and carried.

Admin Report – Cherry Hunter

- Registration Timeline
 - Registration live July 1
 - Deadline for Squirt- High School travel players will be August 15
 - Deadline for City League non-travel players will be September 21
 - Will need a plan in our back pocket in case our season is delayed or cancelled due to COVID. Cherry will develop COVID-19 Relief Plan for SFYHA. Board members will consider document via email prior to July meeting.
 - Coach Houck noted POWER training will be required for all JV/Varsity boys.
 - Registration Roll Out – need to communicate to families the need to register asap so the board can accurately plan for team counts at each league level.
- Reg Saver – Registration insurance offered with SportsEngine registration. Carrier is third party AIG. The insurance is geared more for special events like tournaments that may be cancelled. For participant registration, some of the possible reasons for refund
 - Season ending illness
 - Season ending injury
 - Death of participant or parent
 - Parent called to active duty for military or natural disasters
 - Parent laid off job
 - Medical imposed no participation
 - Cost is \$40-\$50 per participant
 - Does not cover season cancellation due to pandemic
- USA Hockey Congress – Currently attending several virtual meetings scheduled from June 1 thru June 14. Nationwide, registrations are at 30% rate compared to norm for the April/May time frame. Lots of discussion on COVID.
- Office Expense clarification – Some of the board members inquired about office expenses in the budget.
 - Phone line item – this is for the hockey line/phone installed in our home & monthly invoice from MIDCO. This is our 361-9836 SFYHA phone number. The service does forward all SFYHA calls to my personal cell phone – thus available 24/7 for our hockey families.
 - Internet – this is for mobile data use when I am not at home and in the presence of our personal internet service. Again – providing accessibility for our hockey families at any given time.

- Storage – this is rent for a small storage space on south Minnesota. Items from the former office and other SFYHA items are stored in the space. These are items not to be stored in our bays at the rink and items previously stored elsewhere.
- No office rent is paid to the Hunters for SFYHA space in our home.

Presidents Report – Adam Gorra

- ✓ SDAHA Meeting Update – Squirt Major / Squirt Minor teams will be split by skill to A / B teams. A Girls 12U Event is tentatively planned for Fall 2020.
- ✓ President Gorra met with Interim Director, Tom Stengrim and Treasurer, Carl Carlson of SFFSC to discuss plans to provide support for each program. Learn to Skate and Powerskating curriculum are available programs thru SFFSC.
- ✓ Growth & Retention Committee Kick-Off Meeting – Jamie Shores, Adam Gorra, Andy DeMore and committee members met via Google Meeting. Goals and objectives were determined in hopes of retaining all members and maybe a slight increase with new players.
- ✓ COVID-19 Planning for Fall – President Gorra confirmed the \$196 per hour ice rate for the 2020-2021 season.

Old Business

- Buddy Program – Andy DeMore – Connor Halbert will spearhead and coordinate for his team. SFYHA endorses and supports the program as a pilot project coordinated by Connor Halbert. It will not be a requirement for every Varsity team, boys and girls. The Buddy Program is a great mentor program, a cultural change and will be part of the high school program as determined by the Varsity coach. Plans include 2 practices a month. Discussion was held regarding players who may not want to participate due to already full schedules. *Additional Note:* If Connor Halbert chooses to move forward with a Student Team Manager, he will need to work with Cherry to make certain registration guidelines are followed to allow compliance for insurance and USA Hockey rules.
- Flyers Logo & High School Uniform Refresh – Chad Dykstra made a motion to create a committee to review our current logo and high school uniform. Motion seconded and carried. Special thanks to Andy DeMore and Connor Halbert for work to date for possible rebranding. A “call out” for volunteers to serve on the committee (3-6 persons) will be requested in an eblast Cherry sends out after registration is live.

New Business

- November Event Plans -Lindsay Erickson made a motion to cancel the Squirt A Jamboree scheduled in November 14-15. Motion seconded and carried. SFYHA will host a preseason Squirt Half Ice Event on November 21 and SDAHA will most likely host a Girls 12U event on November 14-15.
- Spiritwear Program 2020-2021- Kay Bain presented information for SFYHA Spiritwear as a combination of online sales and pop up sales at the rink. Both are successful and provide our families the opportunity to utilize option suited best for their family. Pop up sales at the IcePlex does create “see it, need it, take it, buy it” shopping. The online sales for Flyers windsuits works well. Financial data for the past 4 years was provided. Online sales have been available for 2 seasons. Mark up on products range from 8.1% to 59.8% with average mark up of 29.8%.
- Committee Reports – None Submitted

Between Meeting Notes

- ✓ Adam Gorra made a motion to approve COVID-19 Relief Plan as submitted. Motion seconded and carried via email vote. June 15, 2020

Motion to adjourn at 10:51pm by Chad Dysktra. Motion seconded and carried.

NEXT MEETING

July 8, 2020 6:30 pm
Sanford Conference Room at the IcePlex

Respectfully submitted,
Ed Davis
SFYHA Board Secretary

Adopted July 8, 2020 by oral resolution at meeting / written correspondence
(Date) (Circle one)