



Menomonie Youth Hockey Association - Board of Directors Meeting Minutes

January 8, 2018 @ 7 pm

Mission: To provide youth in the greater Menomonie area with the opportunity to learn, play and compete in the game of hockey with an emphasis on growth in the areas of skill development, teamwork, and sportsmanship.

Vision: Pursuit of the model USA hockey organization following the American development model.

Ground Rules: Mutual respect, be timely – start on time and end no later than 9:30 p.m. Come prepared. Allow enough time to make decisions and stand by your decisions. Communicate, conduct yourself and make decisions based on what's best for the entire association versus just your child.

Call to order: 7:18 pm

Roll Call/Quorum:

- Stacy Hintzman, President
- Keila Drout, Past President/Interim Secretary
- Chelse Cockeram, Treasurer
- Bob Weir, VP Hockey Operations
- Kari Berthiaume, VP Communications
- Mike Jax, VP Tournaments & Scheduling
- Sara Bahr, VP Concessions
- Nick Dowd, VP Fundraising
- Brent Pember, VP General Operations

Guests: Jody Hagman, Menomonie Chamber of Commerce

The Board invited Ms. Hagman to field questions about how we can advertise our open skate program, beer sales at Stout games, free LTS program, outdoor rinks, and other events through the Chamber of Commerce. We are trying to reach a wider audience in our community and improve community outreach. MYHA currently advertises in Menomonie Recreation book and sends flyers to schools.

- Explore Menomonie website relaunch to include more video, promotions and packages, events in 6-8 months.

- We can contact Jody Hagman to come and see our events, video events to get on the website. She is finding video to be a very powerful tool.
- We can send our tournament dates to Jody and she can email the lodging establishments if we want about special promotions and to block rooms.
- Chamber will be adding supplies to our visitor center, we can put merchandise at the Chamber of Commerce physical location on Main Street.
- MYHA Idea to partner on hotels, send families to chamber to book hotels and charge a fee and both organizations split the fee.

Member Comments: none

Consent Agenda:

Stacy Hintzman

- All team names and scores must be recorded on our website for Squirt-Bantams in a timely manner. WAHA requires this.

Keila Drout

- Team photo banner arrived and placed on railing near entrance at the rink

Bob Weir

- Mid-year check in process with all coaches is complete and there are no attendance issues.
- Five Mites players and two coaches have been rostered to Squirt B team due to association need and numbers at the Squirt B level.

Brent Pember

- Project currently in process is up to date WAP hours for each family to be communicated to members.

Chelse Cockeram

- Coach reimbursements are nearly complete. Bob Weir and Brent Pember are still working on a couple verifications of completion of Coaching Clinics
- Received the Milavitz donation for scholarship and has been deposited.
- Working on a spreadsheet for Stacy to present to the Ice Board regarding payments MYHA has paid for but are building expenses.

CONSENT AGENDA APPROVED

REGULAR AGENDA

President's Report

- Thank you to everyone who attended the Fisher check presentation! They also gave the donation. Board will invite to annual meeting for a thank you, could end up being an every year event
- Update on Dorothy Dale scholarship
- Ice Board Update
 - Monthly fee of \$22 for concession stand security, going to reach out to Jeff Marincel to see what this is for and if we can add it to front doors?
 - \$350 Tru Lock reimbursement will reimburse MYHA from Ice Board

- Locker room 1-4 were rekeyed, do not distribute widely only to board members and head coaches.
- We were not charged ice bill for holidays- MYHA would like an itemized ice bill for the end of the season
- Handicapped parking is for handicapped only, need to send reminders to association and Blue Line Club to also send to their members to not park, new signage will be ordered.
- MYHA is responsible for keeping our rink clean, need to communicate to membership to clean up after ourselves. Some examples include clearing away garbage, pushing in chairs, wiping down tables, and keeping general order.
- It was also suggested that a reminder is sent to membership that sticks and pucks are not allowed in common areas of the rink.
- Request for new shooting tarp for the SW corner of the rink. Can we look for a sponsor?
- Ice board suggested a safer shooting area that requires helmets
- Budget and capital fund account, funds also tight for ice board (condenser)
- Ice Board is working with Dunn County on lease

State Tournament Update

- Stacy will talk with Mike Jax about that, hotel rooms are blocked off at Best Western and Hampton Inn.

Strategic Planning Meeting follow up

- Local association price and volunteer hour comparison presented by Stacy Hintzman. MYHA fees are mid range, neither the highest or the lowest. Reviewed different fundraising events and requirements that our neighboring associations use.

Action Items and follow up on planning meeting:

- Re-write registration forms- this is done through Sport Ngin and Brent Pember and our Registrar will complete this.
- Pricing on equipment buy-out

Keila-update

- Mites- spoke with an Eau Claire Mite this weekend about how Mites work in Eau Claire. They practice all together and then have a team DRAFT pizza party. Then, they have in-house scrimmages every Saturday on their studio rink. They keep score, wear jerseys, play 4 on 4 and have a goalie. Also schedule scrimmages with neighboring associations.
- There have been no entries in our online suggestion box. If a member contacts you about an issue, suggest they use it or enter it so we have a record.

Treasurer's Report

Current balances

Checking \$73, 837 Scholarship \$3991 Savings \$14,874

- Jim & Ladan Brewe donation of \$200 for Skate a thon
- Jax family donation of \$284 to the association from NYE skate

- Our POS Portal lease for the Ipads in the concession stand expired in October. They are still taking out payments of \$89.68/ month. Per the company, Chelse Cockeram indicated that company and we have 3 options (listed below). Suggestion to do option three and buy out the lease and replace ipads if needed. We also pay \$69 for the VEND app (needed to manage sales).

Stacy Hintzman motions Sara Bahr 2ND to do option three and buy out the ipads and replace as needed. Motion passes.

1. Continue with the payments in order to stay protected under the SalesGuard Protection Plan – subject to next day replacements on defected hardware
2. Return the hardware –end the recurring payments
3. Buy out of the lease by paying 10% of the aggregate payments – 10% of the payments made towards the lease. This total for us is \$323.00.

VP Fundraising: Nick Dowd

- Skate a thon had low attendance (7 skaters), made \$490.00 that day.
- Next year there will be two mandatory fundraisers- Wreaths and Skate a Thon.
- Set a goal of \$200 per skater as a mandate.
- Discussion that we need better prizes and better promotion.
- Fundraising requirement will go up, but we don't have the exact number.

Sara Bahr motions to replace Charity Mania with Skate a Thon and communicate to association, Bob Weir second motion passes.

VP Communications: Kari Berthiaume

- Skate rental proposal
If we invest approximately \$3000 in a skate rental program for two pairs of each size adult skates for the first year, each additional year we invest \$1000 to continue to build our inventory. Proposed to see Russ Bahr about sharpening our rental skate sharpening
Raise open skate prices to \$5 and \$8 to include skates.
Kids rentals are free
Yearly pass \$50
If we get 30 skaters per open skate, pursue having two sessions each week.
Could bring in revenue each year up to \$5000 after initial investment.
Decision to put open skate and skate rental and merchandise to Equipment Directors and implement new program for 2018-19.
- End of year planning meeting
March 1st is annual meeting 6-8 pm at the rink.
Board needs a planning meeting for annual meeting
Event will include walking tacos, skating for kids, then annual meeting in the Fanetti Community Room.
Use ½ hour at the end of board meeting to plan
Follow up meeting on the 22nd at Stacy Hintzman's 6:00 pm

Member of the year nomination due 2/20/18 electronic only- Keila Drout will revise last year's and send to MYHA board for review.

Kari Berthiamue and Bob Weir will do team awards in February by visiting each team, explaining the award, and having the teams vote. Bob Weir will consult with Greg Slupe for the Rob Smith Peewee Award.

VP General Operations: Brent Pember

- New skater registered, Mite. Discuss fundraising requirements. Past policy = 4 extra assessment hours for 2nd season LTS
30 for first kid, 15 for second for ½ season mites +5 hours for not fundraising=50 total with a minimum 15 in the concession stand
Brent Pember moves that a mites half season registrant must do 15 hours (prorated 30) normal hours plus an additional 5 in concession in lieu of fundraising requirement. Seconded by Mike Jax. Motion passes.
- Discussion about tournament coordinator hours. Mike Jax moves Kari Berthiaume seconds that 20 hours for Mites/LTS jamboree. Motion passes.
- Stout Marketing contact: The class does require class projects but the professor would like some general ideas of what we want to accomplish- promote increase membership, solicit for donations. Agree that our goal at this time should be to to increase membership.

Moved to closed session 9:56 pm Stacy Hintzman motion Sara Bahr seconds.

Moved back into regular meetings 10:23 pm.

VP Hockey Operations: Bob Weir

- ETS/Dryland Program Discussion
ETS missed two sessions
In the end it came out to \$110 per kid
Scheduling has been difficult.
Positive comments from skaters and parents.
How do we fund it for next year? Pay as an association? Pass fee on to members?
Haven't seen individualized approach but pleased with program in general.
Include into the annual survey and table decision.

VP Concessions: Sara Bahr

- Family members completing hours

Grandparents have signed up for concessions stands to assist a family work hours. Our current policy says that relatives can sign up if they are over 18 years old.

General concerns about managing the money in the concession stand throughout a long day of being open.

Motion to go into closed session 10:48 pm

VP Tournaments & Scheduling: Mike Jax

- Budget shortfall discussion and the reality that we are surviving not thriving. Fundraisers requiring a lot of work and effort that generate small amounts of money are not as useful as one large fundraiser. We fell short on our ice bill last year, and would like to prevent that in the future.

Follow up discussion points from Strategic Planning Meeting

- Board reviewed an excel file prepared by Bob Weir forecasting registration numbers forecast numbers for the next two years to assist in planning budget, fees, WAP and concession hours, and fundraising requirements for each member based on these projections.
- Bob will take new Mites/LTS program to coaching committee. All agree that the changes to the plan we made are acceptable.
- Nick Dowd is going to resign as fundraising chair and continue on officials and serve on the Co-op committee. Chelse Cockeram will move into the fundraising position due to the resignation of Nick Dowd. Bob Weir has spoken with an interested member for the Treasurer duties. Chelse Cockeram will continue through this fiscal year through annual meeting.
- Stacy Hintzman moves and Kari Berthiaume seconds to appoint Chelse Cockeram to VP Fundraising at February board meeting while transitioning in the new treasurer. Motion passes.

NEXT MEETING

MYHA regular meeting 1/29/18 6 pm @ Stout Ale House

Annual Meeting planning meeting 2/22/18 @ Stacy Hintzman's house

Action Items Register:

- Each board member review policies assigned to them (handout).
- Each Board member to create their flow chart, with updated job descriptions for each committee member within their committee. Keila Drout to proof read and get to Sara Bahr to post and send to Brent Pember.
- Decision to bring back open skate 2 night/week again. Sunday and Wednesdays.
- Nick to get bids on electrical to move TV
- Nick Dowd to wrap up Skate-A-Thon
- Stacy Hintzman and/or Chelse Cockeram will contact RIZE regarding fundraiser.

- Stacy Hintzman will draft an email to association to continue to enhance our members' understanding of MYHA financials.
- Brent Pember will communicate with Mite coach to ensure parents understanding of *open hockey vs. optional practices*
- Brent Pember, with Stacy Hintzman's help, will draft a proposal for ice board for a sign program.
- Nick Dowd will provide current list of businesses and what they are donating. Kari Berthiaume, Brent Pember, and Nick Dowd will discuss and get a proposal together for sign/sponsorship/online ad program.
- Brent Pember will get DIBS concession hours and send to Sara Bahr so we can begin to get a more accurate reading of the hours our association takes to run efficiently and how many hours the concession stand is open each month.
- Keila Drout will get info ready for board work day on current members and their current terms (I think Stacy did this-my apologies).
- Keila Drout will create suggestion box online form.
- Keila Drout will create a 6 bullet point summation of each board meeting for representatives to share with their teams.
- Chelse Cockeram/Sara Bahr investigate POS system and ipod rental fees

Adjourn: 11:09 pm

APPENDIX

PPT from Strategic planning session

Policy review chart

MHS and PW tournament revenue spreadsheet

Registration/team projections

Awards and recognition summary

Respectfully submitted by Keila Drout, Interim Secretary MYHA