



Southwest Eagles Youth Hockey Association

Minutes

July 15, 2010

7:00 pm ENIA

Present: Matt, Coco, Mark, Joe G., Dana, Maria, Scott, Kris, Coco, Walt, Joe T., Janie, Bradd Simms, Jennifer Griffith-McCormick

- 1) Call to order **7:10 Mark**
- 2) Approve minutes **Motion by Joe T., 2nd by Courtney. Motion approved 10-0**
- 3) Rink Manager's Report
 - **Carpet in mezz to be torn up on Sunday. Carpet being donated by Hughes Flooring**
- 4) Committee Reports
 - i) Recruiting Committee
 - Jennifer-**
 - **Flyers made by Jill Pitek- stating "Ten reasons to play hockey"- handed out/placed at multiple locations**
 - **General information placed in the Verona Rec. Program flyer**
 - Suggestion-**
 - **Verona Welcome Wagon**
 - **Doing a cost comparison to other sports/activities**
 - **Will follow up at registration with new members on how they hear about SWE.**
 - ii) Concessions
 - Meeting Monday night to complete transition between new and out going committee members.**
 - iii) Coaches
 - Joe T-**
 - **Held post season meeting, three members were present**
 - **Need to replace 3 positions- needing coverage from younger age group**
 - **Scott D. will be added as Hockey Ops**
 - **USA Hockey recommends that there is an adult in the locker rooms at all times with the players**
 - **Zoom Report- will look at using on a trial basis for mid season evaluation for squirt and below levels (approx cost would be \$1.00/player)**
 - **Next meeting will be in August**
 - iv) Goalies
 - Scott Dahlk will take over goalie coaching. He will work with Maria to set up clinics and/or having a goalie coach on ice at regular practices, during the season**
 - v) Fundraising
 - Board would like to look into doing a large ticket raffle. Joe G. will discuss with Rebecca on Monday. Discuss at August meeting.**
 - vi) ALDs
 - Mark read email from Polar Caps President, regarding ice time that will be needed for the cross ice/rec programs, from participating associations. Maria stated we do supply our share.**

vii) Website

Pre email from Brad-

OK, here is what I found out regarding the SportsNGIN (TST Media) website:

- **Costs:**
 - This is what I received from their rep regarding the cost of the site:
 - Our fees are structured in two parts: the initial one-time setup and the on-going hosting. We offer one setup package for \$695; this includes graphic design, sport template customization, fluid layout, Google Analytics, custom domain email and a webmaster training session. Once the initial setup process is complete, TST moves into a support role providing the ongoing hosting of unlimited disk space, unlimited bandwidth, unlimited support, hourly data backup and automatic website upgrades (\$780/annual).

- **Volunteer Tracking**
 - It looks to be a pretty decent and capable tracking system. This site uses what it calls the Dibs System. It shows each family's required hours/claimed hours/completed hours. The families can look at a list view or a calendar view to claim the hours they want to work in the concessions, or it can even be set up for other volunteer categories such as future Parade Of Homes work, or even future Nest Fest

- **Multiple teams on one site**
 - We can use this one site to host the SWE, Verona HS Wildcats, and the Ice Spirits programs at no additional cost. There is somewhat of an issue with though. There is one main page and each of the teams will receive a tab to get to their specific program.
 - This would mean that the main banner at the top of the home page would have to be either a generic "Verona Area Hockey" type banner and individual logos or banners with each program's tabbed page, or have a banner on the main page that is made up of the three program's logos. A banner split in thirds with each program's colors and logos.
 - The calendar would be a shared calendar, but the parent/player would be able to set the view to see only items specific to what related to them.
 - Here are a couple examples of the multi team sites. These examples though are examples of a single or similar logo programs with multiple types of teams under that program. They do not have an example of two or three different programs with totally different logos and colors available.

<http://demo.multisportssystem.com>

<http://www.dublinhockey.org>

<http://www.eastonaaa.com>

<http://www.kvhockey.org>

<http://www.rockfordhockeyclub.com>

- **Online Registration**
 - The system does integrate with the USA Hockey database. The parents must register first through USA Hockey. When they come to our site to register they enter their USAH number and it draws their registration information in. This system also allows for custom payment options, so we can set up the pay half now, pay half later option, or even set up monthly payments.

- **Email**
 - The system is set up to be able to send emails to whatever groups of registered emails you would like, such as goalies who are Bantams or however you would like to drill down into the registration.
 - It does not have an automated email reminder system for practices and games, although that seems to be less important with hockey as it is with other outdoor sports.

- **Credit Card Processing**
 - I have an email in to the area rep asking about whether we have to use their credit card processing vendor or not, and if we do, what are the costs associated with that? I sent that out just a short while ago and haven't heard back yet. I wanted to get the above information out to the board for thought, and will send the credit card response out when it arrives.

Looking at the Sport NGIN hosting site, I think it gets us closer to what we are looking for in a website, but in some cases doesn't get us completely what we were looking for. It is better overall than the current hosing site and other hosting sites I looked at.

Pre Joe T.- Ice Spirit has a new site, so we would share it with ENIA and VAHS Hockey only. Site would need to be changed by July 31, 2010 (next billing date for current site).

Motion by Joe G, 2nd by Joe T. to change website to Sports Engine. Motion passed 9-0. Joe T. will start process while Brad is on vacation.

5) Treasurer's Report

Current position: Cash on Hand at 6/30/10: \$1,077.00

Pending Receivables:

- Parade of Homes ticket booth: \$4,000
- Hometown Bingo: \$850
- Parade of Homes fencing: \$3,122

6) President's Report

- Received email from a Waunakee peewee player who would like to transfer- needs to obtain proper releases
- Dena wants ice to hold figure skating competition during Badger State- this would be the same weekend as Region 4 play-offs
- Mark wants to run a mite B/C tournament the 2nd weekend in March.

7) Registrar's Report

8) Ice Scheduler's Report

- Tentative practice schedule has been made for proposed number of teams, similar to last year. Will send out a copy to board after NestFest registration numbers are in.
- Budget based on Preseason during weeks of 9/19 and 9/26, Evals the week of 10/3 (with board meeting on 10/7 or 10/8), and 21 weeks of regular season.
- Playdowns are February 4-6.
- State for squirt, bantam, HS2 March 5-6.
- State for mite, peewee March 12-13.
- Even with recruitment a focus this year, should be 3 bantam and HS2 teams. These are only levels that can use the 8:50pm ice. Lynx will not be using any 8:50pm ice this season. Keeping in communication with Pete to try to fill 1-2 of the 8:50pm slots (possible Beginners Adult League).
- Spirit is requesting 2-3 hours practice ice per week and game ice for 3 teams (same as previous years).
- Waiting to hear on possible Friday night teen skates and Mite tournament (would this be in March?)

9) Region 4, WAHA & USA Hockey updates

Courtney- will look into USA Hockey's offer regarding receiving free items for raffle

- USA is also recommending back ground checks on all players over the age of 18

10) New Business

11) Old Business

i) ENIA Fundraiser/SW golf outing (Joe T/all)

- Eight teams registered for softball tournament. Looking into having a beer cady close to the fields.
- Donations and sponsorships coming in
- Will be meeting with Draft House regarding advertising on zamboni
- Looking at selling naming rights to locker rooms
- Probably won't have a car to raffle off this year
- Volunteer coverage to be run by Rebecca
- VAHS to help run some activities

ii) 2010-11 budget

The budget committee has met several times in the last couple months to develop the 2010-2011 Southwest budget. We spent a considerable amount of time on the skater numbers, team sizes and the current ice credits structure. We also reviewed each line item expense and made several changes.

The illustration below outlines the proposed number of teams, skaters and fees for 2010-2011:

# of Teams	Level	Projected Skaters	Expiring Fee	Proposed Fee	Increase
	LTP	25	\$ 150.00	\$ 150.00	0.00%
	Level 1	17	\$ 300.00	\$ 320.00	6.67%
	Level 2	18	\$ 375.00	\$ 395.00	5.33%
1	Mite	14	\$ 750.00	\$ 760.00	1.33%
2	Squirt	27	\$ 810.00	\$ 860.00	6.17%
1	Squirt Rec	10	\$ 450.00	\$ 480.00	6.67%
2	PeeWee	29	\$ 995.00	\$ 1,055.00	6.03%
2	Bantam	27	\$ 995.00	\$ 1,055.00	6.03%
1	HS	16	\$ 995.00	\$ 1,100.00	10.55%
		183		131,640.00	

You will note a larger increase in the HS Program. The committee reviewed the costs associated with Ice expense for this level and felt that this amount was necessary to offset some of the cost of providing weekly full-sheet practices for that level.

In terms of other line item expenses, we made adjustments to several items notably:

- ✓ **Eliminated Off-Ice expense of \$2,800 for this year. This cut was necessary to keep skater fees in check. While the committee thought that off-ice training is important and the skaters should be exposed to it, we felt that we could do an “in-house” off-ice program this year.**
- ✓ **Established a convenience fee of 3% for those who wish to utilize a credit card for payment of fees. This should provide savings of approximately \$1,500 to the club.**
- ✓ **Increased Website Expense to \$1,500 in anticipation of costs for a new website vendor.**
- ✓ **Player feedback provided to each player via coaching evaluation through ZoomReports at the end of the season.**
- ✓ **Increased recruitment budget to \$500.**
- ✓ **Recommend a \$500 donation to the Jingles O’Brien Memorial Fund to aid in the establishment of a hockey scholarship fund**

Ice Credits- two options were presented for decreasing ice credits (Board and Board appointed positions).

- **#1- Across the board reductions on most positions (savings of \$1,880)**
- **#2- Weighted based reduction, based on amount of time required (savings of \$2,825)**

Motion by Coco, 2nd by Janie to approve option #2. Motion passed 6 to 4.

Motion made by Jot T., 2nd by Courtney for the changes not to take affect for coordinators who have begun or done their events already (Bingo chair, Corn Booth Chair, both parade fencing coordinators, and parade ticket chair). This will need to be discussed, per bylaws, by next years board. Motion passed 10-0.

Motion made by Matt, 2nd by Coco to approve the proposed 2010-2011 budget. Motion passed 10-0

iii) **Review/approve Parent Hand book (see attached)**

Table will do via email vote. Email changes to Coco, needed to be completed by registration.

iv) **Memorial donation to Jingles O’Brien**

Per recommendation by budget committee, SW will donate \$500.00.

v) **Appoint Communication Director**

Courtney shared back ground info from both Jean Mirwald and Pat Ploc. After reviewing motion was made by Courtney and 2nd by Janie to offer position to Jean. Motion passed 9-0. Courtney or Mark to notify Jean. They would also like to have further discussion with Pat on areas he can help communication and PR with SW.

vi) **Summer Eagle Talk- article to Jill Pitek by July 24.**

12) **Set next meetings agenda**