



## **CYHA PUBLIC BOARD MEETING – 11.29.07**

CYHA Board meeting – Thursday, November 29, 2007

St. James Lutheran Church, 47th and Hampshire, Crystal, MN

Present: Derek Olson, Diane Eliason, Greg Erickson, Holly Martin, Troy Loken, and Dan Longhenry.

Absent: Laurie Ahrens, John Gautsche, Eric Marsh, Lisa Rogers, Joanna Rooney, and Scott Sysmanski.

Meeting called to order at 7:37 pm by Derek

### **Treasurer Report (Derek for Scott):**

- Scott working furiously on the latest financial report. First payments were due recently, and only 12-15 families who haven't yet paid. One scholarship granted (for ice fees only). No additional formal requests for scholarships yet.
- Scott tasked to send out the latest financial statements in the next week to board members.
- Players moving up a level are assessed the balance due for the higher level team. For example, if you registered as a Mite 1 but end up playing as a Mite 2.

### **Scheduling Report (Derek for Lisa):**

- Ice allocated through December 30th.
- Any team looking to schedule scrimmages in January and February should contact Lisa directly.
- General guidelines for number of games in a season:
  - o Squirts 20-25 games (>3 to 1 practice to game ratio)
  - o Peewees 30-35 games (3:1 practice to game ratio)
  - o Bantams 40-45 games (2:1 practice to game ratio)

### **Registrar Report (Derek for Joanna):**

- Rosters verified and books out for all traveling teams
- Working on Mite books

### **Mite Report (Derek for Eric Marsh):**

- All jerseys (including socks) handed out Nov. 24 and 25
- Mite IIIs participated in pond hockey in Brooklyn Park on Nov. 17
- 5 sessions of Mite Pond hockey this year (3 sessions last year)
- 94 total Mites registered this year (36 are new mites)

### **Volunteer Report (Derek for Laurie):**

- All Concession commitments are filled through Dec. 31.
- List of January and February times will be coming out in the next couple of weeks.
- Volunteer commitments continue through spring/and early summer.

**Equipment Report (Derek for John):**

- John getting equipment out to all the teams
- Greg getting A/C jerseys to all the appropriate teams
- A/C jerseys to coaches. What is the bird on the jersey?

**D3 and Vice-president Report (Greg):**

- New web site (puck systems). Link corrected at Cooper web site
- One Armstrong family requested a waiver to Hopkins

**Secretary's report (Troy):**

- Suggest minutes be approved electronically so they can be posted sooner.
- Also, send an e-mail link to all members and say "minutes are posted." Remind members that board meeting is open and you are welcome to come.

**Tournament Report (Dan):**

- Feb. 1 – 3, 2008 New Hope Invitational
- Bantam: 13 teams signed up
- Peewee: 12 teams signed up
- U12: 8 teams signed up
- Can take up to 12 teams at each level so need to finalize who is in and out

**Corporate Fundraising Report (Holly):**

- Buffalo Wild Wings will donate, but setting the budget right now.
- Holly talked to Dave Jensen at the wreath pick-up about relationship with All-Star. Holly to visit Mark at All-Star – they will donate, but not sure how much.
- National Sports Photography will donate \$300.
- Jim Prince (Hilton property) will donate a couple hotel room nights for a raffle.
- Follow-up with Ben Stroh is general manager at Superior Ford (169 and Bass Lake Road).
- Still talking to Caribou.
- Holly going to visit in person because phone calls aren't working.
- Holly has a number of suggestions and contacts to pursue.

**Girls Report (none).**

MMC: To adjourn at 8:15 pm (Greg)

Second (Holly)

## **CYHA EXECUTIVE SESSION HELD ON NOV. 29, 2007 (8:15 pm – 9:00 pm):**

Present: Derek Olson, Diane Eliason, Holly Martin, Troy Loken, and Dan Longhenry.

Evaluation of our current position:

- Pretty good reports so far: parents and players getting along.
- Some identity issues. E.g., what color breezers or helmet should I buy?
- Challenges (us vs. them, merger or shared teams, equipment)
- Not a lot of long-range planning at the board level. For the most part, we're just playing hockey as everyone's season has begun.
- Going forward we need to adequately represent both High School programs if they both have a hockey program. Note: youth hockey doesn't align with High Schools in North Dakota.
- 9 eligible bantams playing High School hockey this year. This forced the issue with shared teams for us; otherwise, Cooper would be fielding its own teams.
- If we make hockey more affordable and fun, then the high school programs will thrive (or at least survive).
- The more kids you have, the more you can align their abilities by providing more teams.
- The parents need to be educated so the expectations are clear:
  - o E.g., if a team has red breezers and white helmets.
  - o Identity is important.
  - o Create support for the new A/C team.

Going forward, we have 3 basic options:

- 1) separate associations and continue shared teams (status quo)
- 2) separate and no shared teams
- 3) merge into one association

Need to engage the membership in this type of decision.

High-school hockey:

- Costs are \$125,000 - \$150,000/team. Referendum didn't pass so expenses will be tight.
- At the girl's level in particular, more players are graduating than coming up.
- Joint programs already in some sports (e.g., gymnastics)

Marketing:

- Too many identities: Cooper, Armstrong, A/C, and Rainbow (Cooper, Armstrong, Hopkins and St. Louis Park) identities
- Need kids and parents to buy-in to the system
- Suggestion: starting at Mites next year move to combined jerseys with A/C identity? Continually brand that class of players A/C as they move through the program.