



**ACYHA Board of Directors
Meeting Minutes
July 2011**

Meeting Type: Monthly Meeting
Date: July 11, 2011
Time: 6:30 pm
Location: New Hope Ice Arena - Meeting Room #1

Attendees:	P	Mike Baker	P	Eric Berns	P	Dale Bjerke	A	Alicia Brown
	A	Brad Caron	P	Kevin Conway	A	Matt Deterding	P	Mike Goergen
	P	Tawnia Johnson	A	Josh Levoir	P	Len Lopez	A	Dave McDonough
	P	Derek Olson	P	Dave Parenteau	P	Beth Preissing	P	Cristy Siede
	A	Greg Symicek	A	Anne Winter				

Add'l Reps:	P	Tracee deNeui	P	Larry Gonrowski				
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Guests: Bob Kaye Jeff Henrikson

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| Topics: | Presenter(s): |
| 1. Call to Order | Kevin Conway |
| Kevin Conway called the meeting to order at 6:39 pm | |
| 2. Approval of Meeting Minutes | Cristy Siede |
| a. June 13, 2011 | |
| Cristy Siede presented the minutes of the June 13, 2011 Board meeting for approval. Cristy Siede makes motion for approval of the June 13, 2011 minutes as presented. Motion seconded. Nine yes votes; one abstains. Motion passed. | |
| 3. Roll call | Kevin Conway |
| Kevin Conway took roll call of members in attendance. Results reflected above under Attendees. | |
| 4. Reports/Updates | |
| a. Charitable Gambling Manager | Tracee deNeui |
| i) Charitable Gambling report | |
| New Broadway Pizza site anticipates opening on July 24 with Bingo on Wednesday nights and a Sunday meat raffle in the fall. A proposal by Blue Line Builders was presented to Kevin and Tracee for work at the site. Construction will take only a few days. If anyone is interested, Tracee has available the breakdown for set up costs, which include the start banks for each of the games. | |
| Business is down as is typical for this time of year. Combined receipts tax resets in July giving ACYHA a bit of a break for the taxes paid to Minnesota Revenue. | |
| Discussion regarding meeting with City of Crystal city council. Kevin shared with the council how ACYHA shares with the community. Three of the city council members provided positive feedback on ACYHA's community support. Kevin and Tracee invited members of the city council to visit the arena to observe the activity throughout the season. Discussion raised as to who instigated the relationship with Broadway Pizza. Tracee shared that Chris Rude, General Manager of Broadway Pizza, approached her about having charitable gambling on-site. Broadway Pizza has had very positive experience with hockey associations. | |
| ii) Broadway Pizza location employee update | |
| Tracee reported it was unnecessary to advertise for employees as she's had tremendous interest. Employees are being hired and trained. | |



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Presenter(s):

iii) Tracee asks for a motion to approve the following items:

- Approval of monthly report to the board
 - Checkbook balance \$ 31,688.71 as of June 30, 2011
 - Profit for June 2011 = \$674
 - Revenue for June 2011 = \$38K
- Approval of expenses for August 2011 in amount of \$35,975
- Approval to pay June 2011 taxes to the city of Maple Grove in the amount of \$339.62
- Approval for new site (Crystal Broadway Pizza) set up costs, approx. \$7,500, including renovation

Derek Olson makes a motion to approve gambling report as presented. Seconded. Motion passed.

b. ACE and Coaches Coordinator

Greg Symicek

Greg provided the following report as presented by Cristy Siede in his absence.

- Lance Mayer, PeeWee A coach has resigned his position to join the AC Girls high school program
- Darin Aho, PeeWee B coach has asked to take a year's leave of absence from coaching for personal reasons. Darin will consider an opportunity if available next year.
- An ad for coaches has been placed and Greg is receiving candidates.
- Coaches' Committee will be starting work in the next 10 days.

i) At-Large Coaches Selection Committee position update

Greg provided the following recommendation as presented by Kevin Conway in his absence.

- After obtaining names of various people interested in filling the last at-large position on the Coaches Selection Committee, we have arrived at a nomination for the position. This person's interest was relayed to me and that he is looking to help the association in an administrative and a parent role.

I submit to the board for approval the name of Ken Pauly to fill this last position. Ken is currently involved in our Mite program along with his son AJ. Besides this important involvement, Coach Ken has just completed his 24th year as a high school hockey coach. Ken is currently in his second stint as head coach at Benilde St. Margarets. He spent three years as the head coach at Minnetonka High School in between. Coach Ken has also worked in USA Hockey's development program and is a two time winner of the Minnesota Wild 3M Excellence in Coaching Award. Coach Pauly has led four of his teams to the state tournament. Besides his hockey background Ken is a person of high character as shown by his election as a member of the BSM hall of honor.

Coach Ken will greatly enhance our identification and nurturing of new coaching candidate and current staff. It speaks greatly that he has offered his services to us and I see this as an immense coup for our group.

Beth Priessing moves to approve Ken Pauly as the At-Large Coaches Selection Committee position as presented by Kevin Conway on behalf of Greg Symicek.



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- Motion seconded. Discussion. Motion passed.
- c. Assistant Youth Director Dave Parenteau
Dave introduced himself to the board as he was not here at the June meeting. Dave is very interested in developing a long-range vision for the board. Has done this work at his employer which has experienced tremendous growth.
- d. Fundraising Chair Len Lopez
i) Club's Choice Fundraising demo/conversation Guests Bob Kaye, Jeff Henrikson

Len was contacted by Bob Kaye who requested the opportunity to present at the board meeting. Len introduced Bob who presented the Club's Choice fundraising program. Len also shared his desire to have a fundraising challenge for Mite 3s/U8s; e.g., the team selling the most pizzas could play against the HS varsity team. Len has spoken with Matt Deterding about the possibility.

Bob and Jeff prepared food available from the program and shared it with those present. Bob shared that the company was started in 1984 in Eau Claire, Wisconsin. It is a national company with large buying power as well as customer service. Bob and Jeff cover the greater Metro area and enjoy working with hockey associations.

The fundraising program can be customized to meet association's needs. Some possible scenarios are:

- Pick your Profit - Association can make \$20-70K in a day.
 - Association purchases the entire product order inventory (i.e. cookie dough and pizzas). However, if product(s) are not sold, Club's Choice will work with Association on the return of any remaining product.
 - Families purchase pre-determined amount of product from association (i.e. \$105 for 7 boxes of cookie dough and ## of pizzas)
 - Skaters sell product purchased by their family
 - Association gets all their money back and makes 40% profit.
- Registration Brochure Sales:
 - At registration, skaters take packets prepared by Club's Choice including brochures. Sell recommended number of products from brochure and return orders two weeks later. Reports are generated by seller; orders are pre-packed by Club's Choice and delivered by Club's Choice truck and driver. Bob attends delivery and works with follow-up on order pick-ups. Association won't be stuck with product.
- Pizza Parent Program
 - Club's Choice provides letter template and step-by-step instructions
 - Team managers distribute program to parents on a team basis

Estimated Profit:

- Cookie dough: 40% (or \$6 per box)
- Brochure: Close to 40%

Timing:

Dave Parenteau asked what Club's Choice believes to be the best time to sell.



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- Fall is a great time of year however elementary schools typically do their programs then.
- Some associations sell in October and November with deliveries in December.
- Spring seems to be a good time absent the pressure of other sales.

Discussion regarding success if mandatory fundraisers; yes higher success if mandatory. Mike Goergen asked if Club's Choice has references from other associations; Bob agreed to provide them.

Bob and Jeff thanked the members and shared that they are available for any questions. The members thanked them for coming and for the food. Bob and Jeff left the meeting.

Association member Kim McDonough suggested having two fundraising sessions; one for traveling teams whose seasons begin earlier; Mites taking place after first of the year once teams are established.

Len shared that we don't want to do back to back fundraisers. Discussion regarding options of selling wreaths or cookies or combination of both. **Len will follow up with Club's Choice to bring forward a formal proposal for possible fundraiser.**

- ii) Broadway Pizza fundraising conversation update
No update. Kevin asked **Len to contact Chris Ruud, General Manager at Broadway Pizza to set up a meeting to discuss potential fundraising program.** Kevin Conway and Tracee deNeui will attend this meeting with Len.
- iii) Dasher board/zamboni advertising update
Len emailed Ross Carlson but did not hear back. Kevin asked **Len to reach out to Ross and other partners before the next meeting.**
- iv) Miscellaneous fundraising opportunities
Equipment Swap:
Len talked with Mark Norman of All Star Sports about doing another swap meet this year. Mark seemed lukewarm to the idea. Derek Olson suggested we could do an in-house swap meet to demonstrate the culture of the association. If the decision is made to do an in-house event, it needs to be marketed/communicated very well and done before people begin buying their equipment for the year.

Donor Letters:

Letters are being sent to previous donors later this month and early next month; AC will approach those who also donate to the high school program.

Restaurant Nights:

Beth Preissing suggested we do more Chipotle night fundraisers due to the ease and positive experience last year. Discussion regarding ease of restaurant nights and high return for a simple process. Suggestion that we approach new partner, Broadway Pizza, and other local restaurants.

- e. Hockey Development Committee (HDC)
 - i) Update

Larry Gonrowski



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Larry reported that HDC meetings have been held since the last board meeting. AC is retaining Pete Samargia as the goalie instructor. Rick Beckfeld, skills instructor, is presented by HDC as ACs best choice for skating instructor. HDC recommends skills nights for skaters in addition to goalie skill nights. Pete suggests two goalie sessions (goalies would attend one session or the other) allowing for a better instructor to goalie ratio. Skating skills instruction nights may result in a few more sessions for older skaters (PeeWees/U12s and above) because their tryouts are done earlier. After much discussion by the HDC and Ice Coordinator, it was decided that given the relatively large amount of Wednesday ice, this will be the most usable ice time for skills. Discussion. Skills sessions will be assigned to teams; are not mandatory. High school coaches will be involved in the sessions. Two skills instructors are needed. Session attendance will be mandatory for head coaches given the skills presented are intended to be teaching tools for coaches to use consistently within the organization; if the head coach is not in attendance at their team's assigned skills session, no skaters from their team will be allowed to skate.

- ii) Approval of HDC skills and evaluation proposal
Tabled for July meeting. **Larry will provide numbers to Kevin for evaluation at August meeting.**

- iii) Update to ACYHA Tryout Program language
Larry to update and resend tryout language.

- iv) Two At-Large positions

Larry presented John Evans to the board for approval to fill the open on-ice coaching curriculum At-Large position on the HDC. John's been in the association for approximately nine to ten years. He played hockey for Cooper and Augsburg. He will fill the need to guide coaches and teach them how to run a practice, especially during the transition from Mites/U8s to Squirrels/U10s. Derek Olson makes motion to approve John Evans as on-ice coaching curriculum At-large position on the HDC. Motion seconded. Discussion. Dave Parenteau asks that we obtain John's resume and keep it on file for future reference. Motion passed.

HDC has one more at-large position open working with Sweet Hands program. Larry is in touch with another person for the other position.

Discussion about fee for Sweet Hands. Larry shared that cost this year is less than 2010-11. Suggestion made that cost be built into registration fees to avoid teams having to collect this money on a per-person basis. Pete Samargia suggests goal creases be painted (where). Derek will work with Jim Corbett to have this done. Discussion regarding U14 girl program; discussion that action must be taken to further conversation. **Kevin will reach out to Anne Winter regarding the Hopkins situation.**

- f. Youth Director

Kevin Conway

- i) Holiday Cup update

Kevin spoke with Mound-Westonka and communicated that AC will participate in the 2011 Holiday Cup. **Derek Olson will work with the Mound-Westonka Ice Coordinator to assign ice times.**

- ii) City of New Hope update

Meeting scheduled with City of New Hope on July 18 to discuss how ACYHA can help



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with the capital improvement projects. Cristy shared that City has done some great work over the last several years to assess facility improvement needs. Dave Parenteau shared that his company worked with New Hope on the assessment. **Kevin to report on meeting with City at August AC board meeting.**

iii) Apparel/Uniform vendor discussion

Kevin met with Mark Norman of All Star Sports who communicated All Star's desire to engage ACYHA as their preferred vendor and their desire to know what they can do to make this happen. Kevin asked the board for feedback. Beth Preissing shared her poor experiences with All Star, regarding delays and customer service, as well as her positive experience with another local vendor. Kevin shared that we want to continue to have a partnership with All Star, however AC can't expect them to change their business model. Discussion about providing All Star with desired association apparel specs. Cristy Siede shared her positive experiences with All Star. Larry Gonrowski shared that Letterman donates quite a lot to the AC SKATE program and asked for a sense of what All Star donates to the program. Kim McDonough, SKATE co-coordinator, shared that both Letterman and All Star donated a fair amount for SKATE and have donated substantially for a long time. All Star donated a substantial amount to the PeeWee State Tournament held at New Hope. Discussion on merits of having a unified apparel color identifying AC rather than colors by level. Discussion regarding where this apparel color decision should be made; decision made that it should be made by the board. Mike Goergen shared that AC has not likely shared with All Star Sports its specific needs; this information will help them provide better service. Discussion regarding having Letterman provide one set of specific items (i.e. sweatshirts, warm-ups, etc.) and have All Star provide other products (i.e. jerseys, t-shirts). **Beth Preissing will connect with a potential candidate to coordinate this two-vendor effort. Kevin Conway will follow-up with Mark Norman.**

g. Concessions Manager

Tawnia Johnson

Tawnia reported that she and Carolyn Soper will be meeting this week to work in the concession stand. Tawnia intends to meet with Jim Corbett to discuss the refrigerator. Kevin Conway shared Corbett's response regarding frig issue from two years ago; AC paid for the repair at that time. Kevin would like to know more about where things stand with the city. Tawnia is checking on the status of the missing cheese machine. AC needs to sign a new contract with Coke distributor and needs to change the account from District 281 Inc. to ACYHA. **Kevin will provide a copy of the new concession contract to Tawnia.** Transition is taking place with Carolyn. Three concessions managers have expressed desire to return leaving two openings; Joanna Rooney mentioned she is interested in one of the open positions. Action: **Tawnia to work with Eric Berns to complete the new Coke contract. Tawnia to reach out to Derek to get ice schedule for summer tournaments in order to post volunteer hours for concessions.**

i) Concession stand repair update

No update at this time.

ii) Refrigerator repair update

No update at this time.

h. Treasurer

Eric Berns

Eric shared he and Mike Goergen need to meet to establish the 2011-12 budget using the 2010-11 budget as a guide. Mike suggests using the Quicken numbers established by Mark



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- Gauer (former ACYHA treasurer) to establish a benchmark, using the new Quickbooks system to create the budget. The first tournament check was sent out for a Brainerd tournament. Coordinators will send tournament fee requests to Eric. Check and application will be then returned to level coordinators for submission to tournament associations. Three parent volunteer checks were cashed from the 2010-11 season. Keeping up with accounts. **Action item: Mike and Eric to work on budget.**
- i. Parent Volunteer Coordinator Alicia Brown
- i) Approval of increasing volunteer hours to 20/25
In Alicia Brown's absence, Kevin Conway presented Alicia's proposal to increase parent volunteer hours to 20/25 for 2011-12. Discussion. Board members requested data for the increase. Advanced 15 tournament will not be held at New Hope resulting in the reduction of a large number of volunteer hours. Further discussion regarding how hours are allocated to assistant traveling and Mite coaches. Discussion regarding team managers contacting parents with hours to fulfill to staff open volunteer positions. Teams could be responsible for three concessions sessions and working two tournaments. Board suggests that, based on projected registration numbers, **Alicia work with Beth Preissing (Registrar), Carla Schoenberg (Mite Registrar) and Jim Siede (former Parent Volunteer Coordinator) to develop a budget of volunteer hours for 2011-12 as well as to review and/or adjust volunteer hours assigned to specific volunteer roles. Alicia to send results electronically to board for discussion.**
- j. Equipment Manager Dave McDonough
- i) Pre-season equipment planning/needs assessment
Due to Dave's absence, this topic will be tabled until the August 8 meeting.
- k. Ice Coordinator/Website Administrator Derek Olson
No report.
- l. Marketing & Membership Coordinator Mike Baker
- i) Discuss Duk Duk Daze recruiting event
Have enough volunteers; will have some extra hours if someone wants to volunteer. We are in need of a canopy for the event; Dave Parenteau will talk to the little league president. Kevin suggested Mike contact association parent Chris Winter for a tent to use. Mike will set up Friday during lunch. In August will discuss open houses at schools. Hockey clinics coming up.
- m. Tournament Director Dale Bjerke
- i) Tournament Planning Session
Greg, Derek, Dale and Jim Corbett to meet to discuss AC hosted tournaments. **Dale to communicate with level coordinators to make them aware of New Hope tournaments to avoid traveling conflicts.** Board recommends having another tournament.
- n. Mite Coordinator Matt Deterding
No report.
- o. Girls Travel Coordinator Anne Winter
Anne Winter had a work conflict and provided the following report, presented to the Board by Cristy Siede.
- We are still waiting on payment from Hopkins; should have by the end of the week.
 - No update on the U14 situation; Anne is still waiting for responses from all of the



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- Girls Coordinators in D3.
Discussion. **Kevin Conway will reach out to Anne regarding girls' program action items.**
- p. Boys Travel Coordinator Brad Caron
Brad Caron was traveling and provided the following report, presented to the Board by Cristy Siede.
- Level coordinators have kicked off season preparations.
 - Will be meeting with the A level coaches to select tournaments over the next few weeks.
 - More to come in August.
- q. Registrar Beth Preissing
- i) Set registration fees for 2011-12 season
Beth wants to get registration letters out to Mite parents before August 8 board meeting. Eric and Mike will establish a proposed budget; a board phone meeting will be scheduled to discuss, set, and approve the 2011-12 registration fees. Beth to contact Cristy to schedule board phone meeting
- ii) Discuss scholarship procedure Mike Goergen
Mike Goergen shared that scholarship monies have been allocated as part of the budget. Youth Director, Assistant Youth Director, and Treasurer to review requests; historically tax returns or school assisted lunch plan have been used to determine need. Upon review of requests, needs are assessed and can range from full scholarship to need for extended payment plan; AC has tried to cover variable costs other than ice fees. Scholarship awards do not include team associated fees. Kevin has received two scholarship requests to date.
- r. D3 Representative Josh Levoir
On behalf of Josh Levoir, Cristy Siede shared there is no report because D3 is not meeting in July.
- s. At Large Member Mike Goergen
No report.
5. Old Business All
- i) Annual Meeting date change Cristy Siede
Cristy Siede shared that according to Article VIII (8), Section 1 of ACYHA by-laws, the annual meeting is defined as the second Monday in May each year. To change the meeting date it will require a change to the by-laws which is a two-step process. First, two-thirds of the Board must agree to the change. Then, according to Article XI (9) of the by-laws, to amend or change anything within the by-laws, an affirmative vote of at least two-thirds of the membership present at the annual meeting is required. Cristy suggested that the board has the right to call a special meeting of the board/membership and by visibly posting the proposed meeting with 60 days notice, a special meeting of the membership could be held to vote on the amendment to the by-laws. Discussion regarding on the special session being held on Sept. 12. **Cristy to post special meeting date on association website.**
- ii) Try Hockey for Free Day Josh Levoir
Tabled until August as no action required at this time.
6. New Business All
- a. Board Roles and Responsibilities Kevin Conway
- i) Meeting expectations



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- No report.
- ii) Long-term strategic planning session
Kevin shared that we want basic, visioning goals as our board, our association, our program. Mike G. added he has an interest in short term goals for the year. Each board member should have their own objective based on their role.
- 7. Open Floor Discussion Membership
None
- 8. Adjourn
Dave Parenteau moves to adjourn at 9:02. Motion seconded. Motion passed.

Respectfully submitted,
Cristy Siede
Secretary

Action Items:	Person Responsible:	Deadline:
a. Follow up with Club's Choice representatives with formal fundraising proposal	Len Lopez	August 8, 2011
b. Schedule meeting with GM of Broadway Pizza , Len Lopez, Tracee deNeui and Kevin Conway to discuss possible fundraising activities.	Len Lopez	July 22, 2011
c. Follow-up with Ross Carlson and other advertising partners with regard to dasher board/Zamboni advertising.	Len Lopez	July 22, 2011
d. Develop 2011-2012 association proposed budget.	Eric Berns Mike Goergen	July 22, 2011
e. Communicate New Hope hosted tournaments with level coordinators to traveling team tournament conflicts.	Dale Bjerke	July 30, 2011
f. Coordinate ice times for Holiday Cup with Mound-Westonka ice scheduler.	Derek Olson	October 1, 2011
g. Develop a budget of volunteer hours for 2011-12 season. Work with Beth Preissing (Registrar), Carla Schoenberg (Mite Registrar) and Jim Siede (former Parent Volunteer Coordinator). Send proposal electronically to board members.	Alicia Brown	July 31, 2011
h. Review/propose parent volunteer hours assigned to staff-type volunteer positions for 2011-12. Send proposal electronically to board members.	Alicia Brown	July 31, 2011
i. Coordinate potential informal ACYHA apparel coordinator	Beth Preissing	August 8, 2011
j. Provide skills proposal to Kevin Conway for board review at August 8, 2011 meeting	Larry Gonrowski	July 31, 2011
k. Update and resend tryout process language to Kevin Conway	Larry Gonrowski	July 31, 2011
l. Discuss girls' program activities with Anne Winter	Kevin Conway	July 20, 2011
m. Communicate board meeting discussion with Mark Norman, All Star Sports.	Kevin Conway	August 15, 2011
n. Report on meeting with City of New Hope	Kevin Conway	August 8, 2011
o. Provide copy of new concession contract to Concessions Manager.	Kevin Conway	July 31, 2011



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| p. Complete new contract with Coke distributor. | Tawnia Johnson
Eric Berns | August 1, 2011 |
| q. Post special session of ACYHA Board meeting to change annual meeting date from May to April scheduled for Sept. 12, 2011. | Cristy Siede | July 12, 2011 |

Future Meetings: August 8
September 12
October 10
November 14

**Agenda items/
Report in absentia** Please send to cristy.siede@comcast.net any anticipated agenda item(s) (and document(s) you'd like distributed electronically) or a brief report if you anticipate being absent, by the first business day of the month in which you would like your item(s) on the agenda. Thank you.