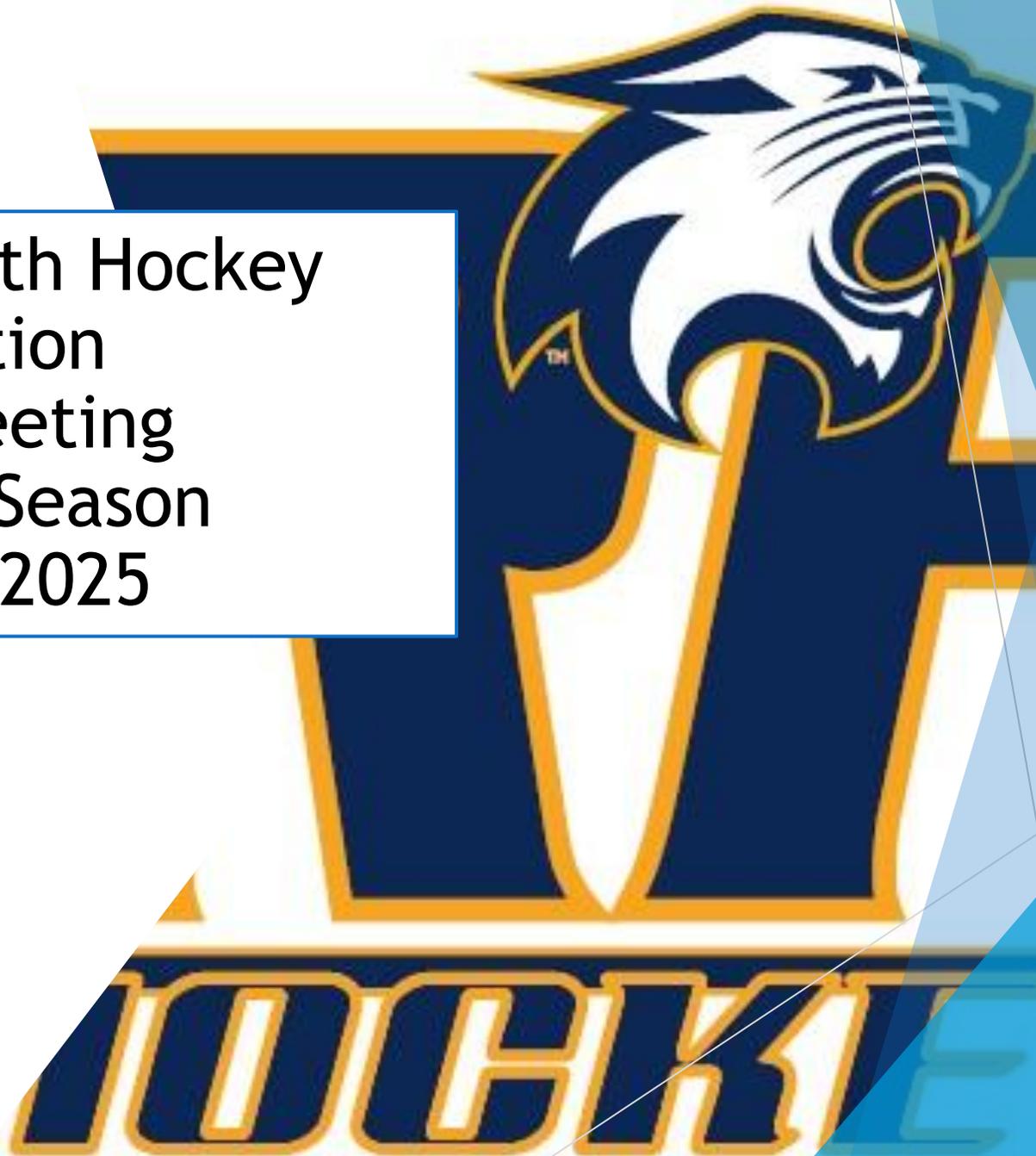


River Falls Youth Hockey
Association
Annual Meeting
2024-2025 Season
April 16, 2025





Agenda

- ▶ Call to Order
- ▶ Approve Agenda
- ▶ Overview of RFYHA
- ▶ Recognition
- ▶ Operations Committee Updates
- ▶ Board of Director Election Update
- ▶ Adjourn
- ▶ Annual Election



RFYHA Board Priorities 2024-2025

- ▶ Focus on simplicity, communication, transparency, and setting and achieving realistic goals
- ▶ Prioritize our financial future and succession planning
- ▶ President Priorities
 - ▶ Operationalizing a successful season while planning for the future
 - ▶ Improved efficiencies in the short-term fostering success long-term



River Falls Youth Hockey Association

Wildcat Center is owned, self-funded and operated by the volunteer members of RFYHA

Operational Vision

- ▶ RFYHA is a well-financed, engaged membership organization providing quality experiences for youth, families and the community.

Organizational Values

- ▶ Leadership
- ▶ Financial solvency
- ▶ Engaged parents and community
- ▶ Quality team environment for all youth at all levels



Review & Progress of 2022 RFYHA Strategic Plan*

Goal #1: RFYHA Prioritizes On-Ice Development & Coaching

Objective #1: Build a recruitment, retention, and development plan to attain qualified coaches, both parent and non-parent coaches and a process by which to develop all coaches.

Benchmarks:

- Develop and implement a coaching selection and placement process plan conducted annually by the Coaching and Player Development Committee (CPDC) in coordination and alignment with the Board of Directors.
- Improve communication with Coaches through CPDC email to coaches including a consistent meeting (follow Hockey Director Coaching Development Plan from USA Hockey); minimum of two meetings per season.
- Continue developing plans for training of the Coaches.

*Previous Update to Strategic Plan 2017



2022 RFYHA Strategic Plan

Goal #2: RFYHA is a financially solvent organization

Objective #1: Meet operational and long-term expenses to operate youth hockey and appropriately maintain and operate the Wildcat Centre Arena.

Benchmarks:

- RFYHA annual budget is annually updated by the Finance committee and board approved to use in current season.
 - Percent to budget is included in monthly financial reports for the board and committee members to understand the role of their committees in achieving financial objectives.
- Registration continues to grow year over year through marketing and recruitment efforts including LTS, Try Hockey and the Mite program.
- Develop and execute on a building maintenance project schedule.

Objective #2: Optimize fundraising opportunities, with consideration for hours of volunteer-time invested

Benchmarks:

- Annual Fundraising Plan Outline is written by the Fundraising Committee and evaluated by the board prior to each season
- Conduct fundraising events annually that have an appropriate net income to volunteer time ratio



2022 RFYHA Strategic Plan

Goal #3: RFYHA has effective relationships with association members and community stakeholders

Objective #1: Members are adequately informed and engaged

Benchmarks:

- Operational leadership succession planning strategies implemented, including use of job descriptions and marketing open roles to the membership
- Orientation plan is developed and implemented for new families annually.
- Continue hosting an annual Welcome Back Event to get members excited about the upcoming season
- Optimize the timing and various modes of communication to members during the entire year (in season and out of season)

Objective #2: Community Stakeholder Engagement

Benchmarks:

- Develop mutually beneficial relationships with the city of River Falls, River Falls High School, and the University.

#CATSTRONG



#CATSTRONG

This is YOUR Rink!

We Appreciate Each Other.

We Recognize Each Other.



Dream Supporter Award

Chad Flanagan & Kaylan Wilson

- ▶ The Dream Supporter program was designed several years ago by Nate Jackson to formally recognize a member of RFYHA that has gone above and beyond in their efforts to help RFYHA.
- ▶ Categories for consideration: Sustaining the association, service of members and guests, outstanding contributions, everyday leadership, outreach. Association members can nominate fellow association members via submission by identifying the applicable category and how the member fulfills it.
- ▶ Previous award recipients are Jody Christensen, Debbie Thomas, Neil Accola, Paul Wilson, Dan Briese, Stephanie Klecker, Ryan Van Nurden, Greg Leier.



River Falls Youth Hockey Association

2024 - 2025

(updated 10/24)

President (NA)
(Kaylan Wilson)

Officers & Executive Operations (NA)
(Vice President – Jody Christensen; Treasurer – Chad Flanagan; Secretary – John Robinson)

Board Members (NA)

Hockey Operations
ON ICE
Coaching and Player Development Committee (CPDC)
(20 Hours/member)
1. Youth Program Liaisons (2)
2. Blackcats Program Liaisons (2)
3. High School Program Varsity Coaches (2)
4. Mites Program Coordinator (1)
5. RFYHA President
Someone must fulfill role as communication lead
(5 additional hours)
Ensure ample Board member representative

Hockey Operations
OFF ICE
(Full)
(Chair: Jody Christensen)

Building
Operations & Maintenance
Leads:
Kyle Wright
Jeff Prochnow
(full hours)

Fundraising and External Relations
(Full)
(Chair: Vanessa)

Finance
Operations
(Full)
(Chair: Chad Flanagan)

Youth/Girls COACHES:
Head Coaches (full)
Assistant Coaches (35)

MITES & LTS PROGRAM:
Head Coaches:
Level 1; Level 2; Level 3 (full)
Mite Coordinator: (20) also member
of CPDC
Mite Manager: Levels 1-3 (Full)
Assistant Coaches (20)
LTS Coach (10)

Learn To Skate:
Co-Coordinators (30)
(Jenna & Holly)

Team Tournament Registration
Coordinator
(10)
(Jessica Wilds)

Zamboni
Coordinator(Full)
(Dennis Rondeau)

Equipment
Coordinator (Full)
(M DeBoe)

Ice Scheduler(Full)
(K Peterson/H Brown)

Registrar & Registration
H Van Nurden/K Wilson (Full hours)

Referee
Coordinator/Scheduler Committee(Full)
(C. Christensen)

Team Managers(25)
Coordinator(15)
(Shauna K)

Tournament Committee:
Director(Full) (R. Hoelt)
Members (30)

Picture
Coordinator(5)

Safety Coordinator (5)
(Carrie Torgersen)

Ice Maintenance
Coordinator(Full)
(Greg Leier)
Ice Maintenance Crew(Full)

Outdoor Rink Coordinator(20)
(R VanNurden)

Outdoor Grounds
Coordinator (full)

IT Support Lead (35)
Tony Nelson

Housekeeping Coordinator (full)
R. Sponsler

Advertising (Full)
(H Ewing)

Fundraising (Full)
(J Walker)

Social Media Lead(25)
(Kelsea Wassing)

Webmaster(25)
(Danny Schnacky)

Apparel(5)
(D Schnacky)
Youth/Mites & Blackcats

Finance Committee
(15 hours)
Bookkeeper (full)

Bingo/Pull Tab
Committee
(Full hours)

Concessions Coordinators (Full)
(Jodi Shewczyk & Steph Klecker)



On-Ice Operations

Coaching and Player Development Committee, incepted 2021

- ❑ **Vision:** Create a structure to ensure sustainability of coaching and player development for growth and excellence into the future.

- ❑ **Purpose:** The River Falls Youth Hockey Association Coaching and Player Development Committee (RFYHA CPDC) strives to provide transparency to the on-ice program by serving the mission of River Falls Youth Hockey Association.
 - ❑ Committee of the Board representing Youth, Girls, Mites & partnership with High School
 - ❑ Oversees On-Ice Operations, specifically Coaching and Player Placement and Development Processes and Decisions for RFYHA members ensuring representation, board alignment, oversight and consistency.

Thank you: Jon Wiech, Pat Gundersen, Brian Oestreich, Hattie Ekholm, Nate Adams, AJ Bucchino, Ben Seiser, Matt Cranston, Tim Beres & Kaylan Wilson



On Ice Program

Coaching and Player Development Committee

▶ General

- ▶ Focused on Strategic Priorities:
 - ▶ Recruiting & retaining talented coaches, specifically non parent coaches
 - ▶ Skater and coach development programming this season
- ▶ Policy review and proposed updates to the board:
 - ▶ Removed restriction on squirt tryouts
 - ▶

▶ LTS

- ▶ Drives the maintenance and growth of skaters in our program
- ▶ LTS-coordinator: Improvements in on-ice teaching and coordination

▶ Mites

- ▶ Strong and growing Mites program
- ▶ Implemented updated Mite-level up process this season with much positive feedback
- ▶ Mites program document and parent document now available on the website to set expectations and facilitate communication



On Ice Program

Coaching and Player Development Committee

▶ Youth Teams:

- ▶ 2 Squirt, 3 Pee wee, 2 Bantam & 1 Junior Gold team
- ▶ 6 talented, non-parent coaches
- ▶ Second Year of the River Cities Hockey Team, Jr. Gold team in coop with New Richmond

▶ Blackcats Teams:

- ▶ 2 10U, 2 12U, 1 14U and 1 16U team in cooperation with Baldwin
- ▶ 6 talented, non-parent coaches

▶ High School

- ▶ High school program continues to make the Wildcat Center their home through ice and locker room rental.
- ▶ 1st season partnering with new Boys Varsity Coach, Tim Beres and continued strong partnership with Girls Varsity Coach, Matt Cranston

▶ **New This Year - Grow Girls in Hockey at RFYHA**



Grow Girls 8/10U Program Debut

53 total girls, 25 new to RFYHA

The poster is a dark blue rectangle with white and yellow text. In the top left corner is the RF Hockey logo. Below it, the text 'RF YOUTH HOCKEY ASSOCIATION' is written in small white letters. To the right of the logo, the words 'GROWING GIRLS IN' are written in large, white, outlined letters, and 'HOCKEY' is written in large, bold, yellow letters. Below 'HOCKEY', the text 'AGE LEVELS- 8U AND 10U' is written in white. In the bottom left corner, there is a QR code with the text 'REGISTER NOW:' above it and 'SCAN ME' below it. In the bottom right corner, there is a yellow graphic of two crossed hockey sticks and a puck, and the website address 'WWW.RFHOCKEY.COM' is written in yellow.

RFTM
HOCKEY

RF YOUTH
HOCKEY
ASSOCIATION

REGISTER NOW:

**GROWING
GIRLS IN
HOCKEY**

AGE LEVELS- 8U AND 10U

FREE! 7 SESSION PROGRAM

SCAN ME

WWW.RFHOCKEY.COM

#CATSTRONG



2025 State Tournament Games

Bantam A-3rd place

PeeWee A-4th place

PeeWee B-2nd place

PeeWee C-Champion

Squirt A-8th place

12UA Girls-4th place

12UB Girls- 3rd place

14UA Girls-6th place

River Cities Hockey-Consolation



Off-Ice Operations

Jody Christensen

- ▶ **Tournaments**-Thank you to Rebecca Hoeft, Ashley Hickey, Pam Roberts, Tournaments were a huge success this season, full tournaments, we doubled the number of teams for the final meltdown, last year was the first year of the new reformatted levels.
- ▶ **Equipment**-Thanks to Mark DeBoe, he will be continuing for 25-26, we will be looking for a new equipment person to take Marks role for the 26-27 season.
- ▶ **Officials**-Thank you to Carlie Christensen for being the officials coordinator, she will be continuing for 25-26, we have a great group of officials. Anyone age 12 by end of year can take the seminar to be an official.
- ▶ **Ice Schedule**-Thank you to Heather and Kendall took over this season and did a great job, Beth stayed on and did the High School Schedules.



Off-Ice Operations

Jody Christensen

- ▶ Zamboni coordinator-Thank you to Dennis Rondeau for doing this job, he will be continuing on for the 25-26 season. We added a new role as Zamboni recruiter and trainer, thank you to Andy Blake for taking this new role on and rocking it, if interested in learning to drive the zam, please reach out to Andy, we will be looking to add additional drivers for the 25-26 season. We also did a new format of how hours were given, we will be making a few updates to this process, but will continue with the same procedure.
- ▶ Managers coordinator-Thank you to Shauna Knott, she did a great job, her training on the ipad for scoring was amazing, Shauna will be staying on for the 25-26 season.
- ▶ Locker room scheduler-Thank you to Cassandra Gullicks for taking this on this season, she will be returning for the 25-26 season. We will be changing things around a little bit for the 25-26 season, as far as where officials will be and the High School guest teams
- ▶ Service Hours coordinator-Thank you to Angie Clifton--continuing for 25-26 season We will be looking at removing the penalty box hours in our home tournaments so we have volunteers for our March tournaments and events.
- ▶ Concussion compliance-Thank you to Carrie Torgerson, continuing for the 25-26 season
- ▶ Picture Coordinator-OPEN, please let me know if you would like to do this.



Building Operations

Jeff Prochnow and Kyle Wright

- ▶ **Completed Updates this Season:**
 - ▶ Major Interior Painting-over ice beams
 - ▶ Exterior painting
 - ▶ New doors and hardware for locker rooms and ODR exterior
 - ▶ New Roof & gutter installs
 - ▶ Excavation and waterproofing south exterior wall
 - ▶ New Front entry sign
 - ▶ Steel siding on upper wall at new dehumidifier
 - ▶ New rink doors at zam entrance
 - ▶ Remodel cleaning storage room & repair to concession rolling door
 - ▶ Purchased floor cleaners
 - ▶ New rink netting
 - ▶ Added 15 new sheets of glass including taller glass to rink
 - ▶ Sandblasted and repainted goals
 - ▶ boards and glass cleaned



Building Operations

Jeff Prochnow and Kyle Wright

▶ Planned Updates/Projects:

- ▶ Removing louver panel on north wall
- ▶ Upgrade showers between locker rooms
- ▶ Upgrade hardware on compressor room exterior doors - done?
- ▶ Install vinyl base along rink - done?
- ▶ Water heater replacement
- ▶ improvement to team benches
- ▶ upgrade counter top in concessions
- ▶ new advertisement area on wall behind bleachers
- ▶ add netting to west side of ODR
- ▶ revamp for banners and hang new banners
- ▶ Motion sensor lights for lobby and concessions



Building Operations

Jeff Prochnow and Kyle Wright

- ▶ **Ice Maintenance, Greg Leier**
 - ▶ System upgrades and ongoing work for compressor optimization, thank you Ben Seiser!
 - ▶ 4 compressors up and running
 - ▶ Ice-in mid-September
 - ▶ Maintained good ice-thickness the full season
 - ▶ Ice-in and Ice-out procedures and processes refined
 - ▶ Dasher board signs up to date with paid-up advertisers
 - ▶ no major Zamboni issues during this season
 - ▶ Off season Preventative maintenance of Zamboni scheduled



Member Recruitment and Retention

Kaylan Wilson

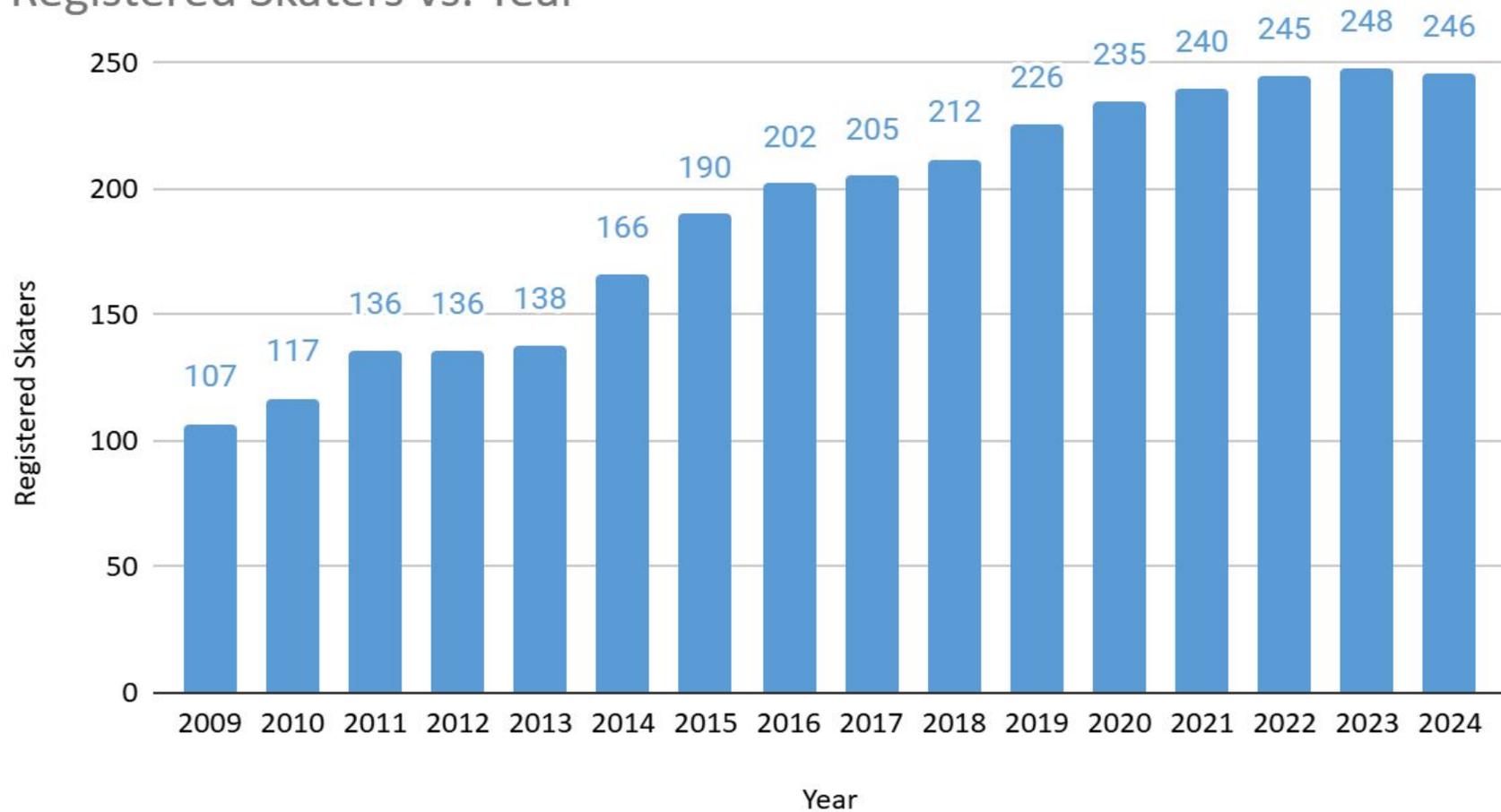
Registration

- ▶ Use of SportsEngine for registration continues to evolve as our organization and SE changes. Currently used for:
 - ▶ skater registration
 - ▶ volunteer registration
 - ▶ all other registrations, including LTS, Grow Girls, skate with the cats, etc.
- ▶ Registration opened in June with payment plan to encourage earlier registration; had to be registered by August 15 or \$250 late fee



RFYHA Skaters

Registered Skaters vs. Year



Who are the Blackcats and the Fusion



The Blackcats teams are River Falls Girls Hockey Program at U10 and Above, In cooperation with Blackhawk Hockey Association in Baldwin with the intent to grow girls hockey in River Falls.



The Fusion is River Falls High School Girls Hockey Program In cooperation with Baldwin and St Croix Central High Schools



External Relations & Communications

Vanessa Withers

Advertising/sponsorships:

- annual PipeDrive subscription to stay organized
- ongoing ad renewal with current advertisers
- signed and continue seeking new advertisers
- addition of advertiser logos to rfhockey.com
- considerations for expansion to south wall

Social Media: Kelsea Wissing

Webmaster: Danny Schnacky



Finance Operations

Chad Flanagan

► Finance Operations

- Concessions
 - Steph Klecker, Jodi Shewczyk, Kristen Hofmeister
- Finance Committee
 - Brian Oestreich, Jenna O'Malley, Megan Ross
- Bingo Committee
 - Andrew Simonet, Nicole Ralston, Steve Pfeiffer
- What is the need?
 - HUGE undertaking
 - Pool resources and expertise
 - Delegation of duties
 - Improve succession and long term success



Finance Operations

Chad Flanagan

Financial Update

- With all your hard work and dedication to this association we have built up our accounts so we can continue making much needed improvements
 - Completed door instal, Interior/Exterior Painting, Rink Upgrades, Compressor system, Ice resurfacer
 - Net cash flow nearly even

Thank you to everyone for contributing to these results!



Finance Operations

Chad Flanagan

Financial Update

- 2002 - 25 year mortgage of \$1.3 million
- 2003 - Opened a Line of Credit
- 2006 - Behind in mortgage, LOC, utilities, & many other bills
 - Only a few months away from closing the doors
- 2010 - New focus and diligence of many people
- 2022 - \$0 balance on LOC
- 2024 - \$0 balance on Mortgage
- 2025 - 1st major upgrades to our building and equipment



Finance Operations

Chad Flanagan

Financial Update

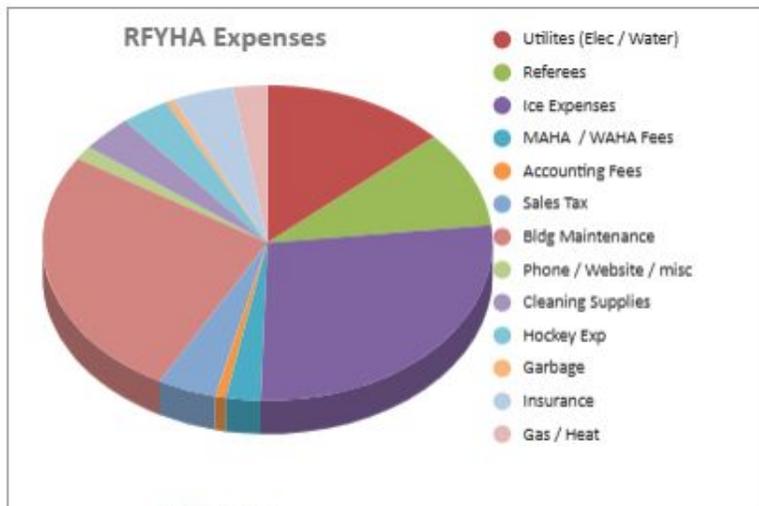
- Looking forward: 2025-2026 Season
 - We can continue our focus on making the necessary upgrades to the building and our other assets
 - Will continue to refine the budget and plan for a long term replacement cycle of large ticket items
 - With our cash flow the long term health our assets (building & equipment), quality ice, and skater development are most important



Finance Operations

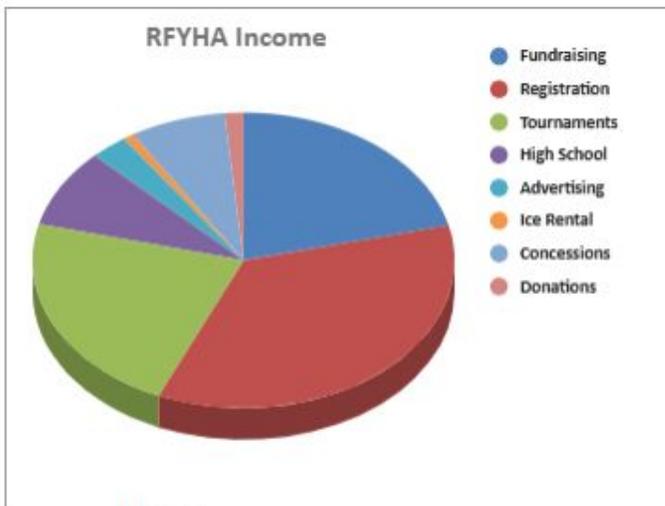
Chad Flanagan

RFYHA 2024-2025 Season



Expenses

Bank Mortgage	0%
Utilities (Elec / Water)	13%
Referees	10%
Ice Expenses	27%
MAHA / WAHA Fees	2%
Accounting Fees	1%
Sales Tax	4%
Bldg Maintenance	26%
Phone / Website / misc	1%
Cleaning Supplies	4%
Hockey Expense	3%
Garbage	1%
Insurance	4%
Gas / Heat	2%



Income

Fundraising	21%
Registration	35%
Tournaments	22%
High School	9%
Advertising	3%
Ice Rental	1%
Concessions	7%
Donations	1%

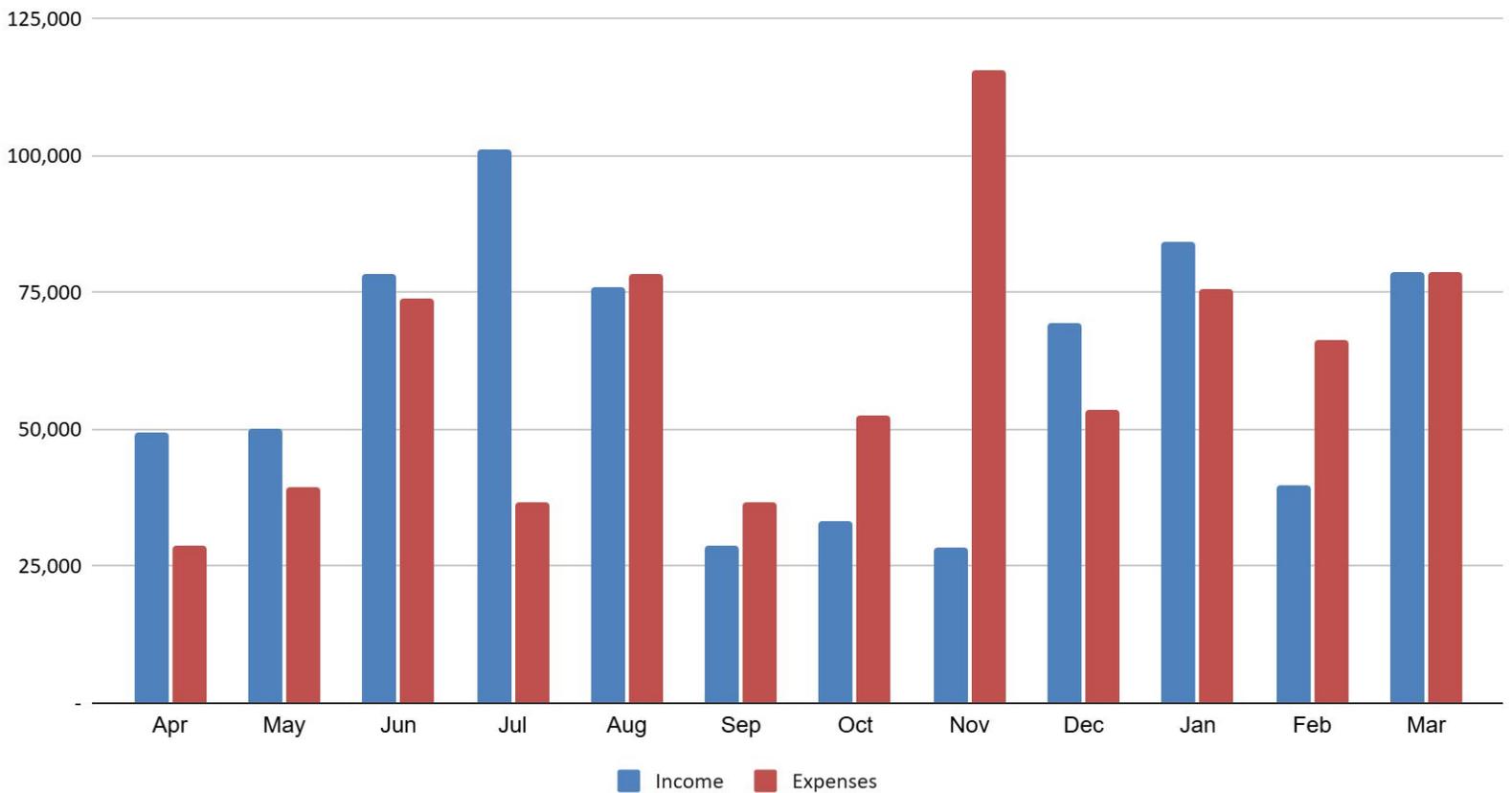
- Raffle
- Bingo
- Chevy
- Aluminum Cans



Finance Operations

Chad Flanagan

RFYHA - Monthly Cash Flow
2024-2025



#CATSTRONG



Fundraising

Jana Walker

▶ **THANK YOU!**

- ▶ As an Association, we were able to achieve our fundraising goal with a simplified Registration Raffle and smaller fundraising efforts (family fundraising and tournament raffles).



Board of Directors Election Update

Thank you to the Board Members who have served during this last term period that is now expiring:

- ▶ Kaylan Wilson
- ▶ Chad Flanagan
- ▶ Jody Christensen
- ▶ Jeff Prochnow



Thank You ALL!

It doesn't get said enough but THANK YOU ALL!

Without your time, talent and treasures there would not be youth hockey in River Falls.

We are looking forward to the 2025-2026 season and the excitement it always brings.

2024-2025 RFYHA Board of Directors

- ✓ Kaylan Wilson, 2025 - President
- ✓ Jody Christensen, 2025 - Vice President
- ✓ Chad Flanagan, 2025 - Treasurer
- ✓ John Robinson, 2026 - Secretary
- ✓ Jeff Prochnow, 2025
- ✓ Kyle Wright, 2026
- ✓ Pat Gundersen, 2026
- ✓ Vanessa Withers, 2026
- ✓ Heidi VanNurden. 2027
- ✓ Danny Schnacky, 2027
- ✓ Ben Seiser, 2027
- ✓ Megan Ross. 2027



Thank You

#CATSTRONG



Board of Directors Elections, 2025

- Brigid Burhans**
- Jody Christensen**
- Kelly Johnson**
- Meghan Kusilek**
- Caryn Weingartner**
- Megan Wieser**