



## Menomonie Youth Hockey Association - Board of Directors Meeting Agenda

August 7, 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: Stacy call meeting into session 7:04p**

### Roll Call/Quorum:

- Stacy Hintzman, President --Present
- Keila Drout, Past President --Present
- Chelse Cockeram, VP Fundraising --Present
- Gary Messerschmidt, Treasurer---Present
- Bob Weir, VP Hockey Operations --Present
- Kari Berthiaume, VP Communications --Present
- Mike Jax, VP Tournaments & Scheduling --Present
- Brent Pember, VP General Operations --Present
- Sara Bahr, VP Concessions--Present
- Adam Wamboldt-Secretary--Present

### Consent Agenda:

#### Stacy Hintzman

None

#### Bob Weir

- Specialized Coaching Clinics Update:
  - ETS has been finalized
  - Goalies Inc will be Oct 12 and 13 from 9:30 - 2:30
  - ADM/Body Contact Clinic is Oct 15 with the following age groups and times:
    - Mites/Squirts 5:30 - 6:30
    - Peewees/Bantams 6:45 - 7:45
  - Power Skating clinic with Laura Stamm is set for October 8th - 11th. Exact times not set yet and may not need all 4 days. This clinic is for Mites through Bantams
- Next PDC Meeting is August 13.

**Brent Pember**

- New Family FAQ updated
- Registration Opens in a day or two per registrar
- Registrar worked with Sports Engine to block skaters with outstanding balances from registering per our policy
- T-shirt size to be on Registration form for free t-shirt

**Sara Bahr**

- Working on Digital Signage for TV and will try and mount next week, electrical install will take place the last week of August or early September.
- Working on a training manual for entire association.
- Dunn County Health Inspector called, they said we can save money by going from full food service license to a food stand license and they will come inspect once we are up and running.
- Meeting with Troy Wilkens next week to review pricing list and start getting prepared to get the concession stand up and ready.

**Chelse Cockeram**

- Wreath packet info will be completed by the end of August.
- Explore community cookout option to promote the program coming on the 13th
- Flyers for Skate a thon will be ready by September Board meeting and ready to pass out at Registration.

**Kari Berthiaume**

- Updated 2018 MYHA and John Dale Memorial Scholarships on-line & email was sent to association with deadline reminder of Aug 15
- Updated 2018 Coaching & TM applications online links & email was sent to association
- 3 on 3 online registration & payment is now active
- Created web page and Facebook event for 3 on 3 tournament
- Posted updated registration flyers online
- Spent \$392 on marketing materials at State Fair Grandstand Race Night (Flyers, Banner & Foam Pucks)
- Spent \$125 on registration ad in Menomonie Recreation flyer
- Updated website with "Explore Menomonie" advertising links
- Revised Sponsorship program proposal with Chelse/Brent on 7/31

**Mike Jax**

None

**CONSENT AGENDA APPROVAL:** Stacy H motions to approve Sara B seconds, motion approved

**REGULAR AGENDA**

**President's Report: Stacy Hintzman**

- Going forward all user groups must contact Kristi Hendrickson in advance to find out availability for dates/times needed for ANY and ALL MYHA activities using the rink or community room. Thank you! Kristi can also put updates/events on the electric board if contacted.
- The Season Kick off Meeting will be mandatory and we will set this for 10/4/2018, the plan is to make smaller sessions to shorten the meeting time. This will give the board the ability to address this year's changes and answer any questions members many have. At the same time we will address some concession stand training to get more members comfortable with the process. Brent will take time to review dibs and answer any questions. The New apparel line will be available to view and try sizes on

**Sessions: 6p - 7p LTS/mites---2 GROUPS**

**7p – 8p SUIRTS & UP---2 GROUPS**

\*The high school skaters will support on the ice so those kids who would like to skate can.

- WAHA Meeting and Workshops Feedback and Insights
  - All coaches, team managers and board members need to be safe sport certified
  - Dual Roistering of Girls was a big topic. Growing the girls program is a BIG part of WAHA's push in the 2018/19 season. Allowing the girls to play with the Coop's in their area and with the boys at no additional fees should be the goal of the association.
  - Rule Changes and takeaways
  - The boundary lines of which association you can play for given your residence is becoming more grey
- Workshop learning's:
  - Bob W. spent much of his time in the coaching improvement sessions. His key takeaways were:
    - that we are on par or a bit ahead in our goalie development in MYHA.
    - Intelegym program is area for us to explore in the coming seasons—Virtual training aid
  - Mike J. key takeaways from the WAHA meeting where:
    - Safe sport takes time with the 3 required modules, but a must complete for all coaches, team managers and board members.
    - Officials are changing registration fee
    - Explore lining up ice fees for games with local associations for more uniformity and support with referees.
    - 8U all associations share the same frustration
    - Mini mite program is popular with success, that we moved to this year
    - Move mites to squirts only for numbers ONLY, using skill and age balance to guide movement decisions
  - Stacy H. key WAHA meeting takeaways:

- Build on the skills that the kids bring to the table & do not get hung up on talented.
  - How we can achieve this is by having 28-30 min of active practices, will be above average, with no more than 6 kids in line at one time
  - Continue to educate our members on the ADM hockey model
- The feedback from working the Races during the Fair we very interesting:
  - Outlying communities didn't know they could play here (Durand, Glenwood, Elk Mound)
  - The challenge is that the coop needed to keep them as they move into high school players. We, as an association, will work on this more as the numbers grow. Currently not a challenge for MYHA, but if we grow the program it will be something that will require much discussion.
  - The FREE pucks were received very well, the flyers were more cumbersome. As we do more of the events, using the pucks to send out message seems to be more effective.
- Follow up on Grass Roots Grant which is due September 1<sup>st</sup>. 32 grants will be given away—not all were grabbed last year.

***Treasurer's Report: Gary Messerschmidt***

- Reviewed all monthly expenses & Income by item
 

Checking:	\$ 26205.14
Savings:	\$14936.92
Scholarships:	\$4007.40
- Expense reimbursement form process revised. Kari will post on website for future use. Kelia is also reviving the old form to streamline the process.
- Gary met with Mike Fekete to clean up accounts between MYHA and the Ice Board from past years. He is also working to decipher LY data to create a budget to work from going forward
- As Gary gets more settled in to his position he has identified there is too much trust in the treasurer and the treasurer has too much control. The new process going forward is to share this control. The Secretary (Adam W currently) will collect all the mail and checks from the PO Box and review and distribute accordingly. The secretary will also send the bank statement prior to each board meeting for board members to review and discuss all transactions prior to the meeting.
- Gary will work with WCU to grant the President full control of the account, and remove this control form the treasure. The treasure then becomes authorized signer/user.
- Gary will draft a policy around this to support future treasurer's checks and balances.
- There are some concerns around cash handling in concessions that will be discussed and hopefully implemented for the 2018/19

***VP Fundraising: Chelse Cockeram***

- See the attached Sponsorship program. There is an Ice board meeting next Tuesday @ 5:30 where this will be presented and discussed
- Chelse is looking to add a new position under Fundraising with help contact area business and promote this program with a possible commission based with hours, more to come.

***VP Communications: Kari Berthiaume***

- Created event for New Family Open House Night on September 20th @ 5:30 PM. The Board will need to coordinate their attendance to support this event
  - First Marketing Sub-Committee meeting was on 7/24. Takeaways included:
    - Circulating registration flyers and hanging them in local businesses
    - Passed out pucks/flyers at Friday Night Fair Race on 7/27 (Hintzman & Prechel families will earn 2 assessment hours for doing this)
    - Upcoming Friday Night Kids club on 8/10 - need someone to run puck shooting station from 5pm - 7pm at the races and pass out flyers and remaining foam pucks (expect 100-200 kids).
    - Sept 21-23 is the Punky Manor (propose driving around on Thursday evening in a ranger promoting youth hockey & selling water and hot dogs to campers) \*\*Note this is also open house for new family night!
    - Angie Slupe and Janelle Johnson will co-lead the marketing coordinator position
    - Becky Thatcher and Keila Drout both offered to take the social media position but did not attend meeting
    - Still in need of an event coordinator to coordinate parades, photo night and try hockey for free (Stacy Nelson is a go to be the coordinator)
  - Still looking to add support volunteers for marketing piece and seeking board approval for up to \$1500 for Marketing budget as the has already been \$660 spent.
- Stacy H. motions to approve \$1500 on top of the \$600 already spent, Sara B seconds – all approve.

***VP General Operations: Brent Pember***

- Fine tune the scholarship process to aid in decision making. John R Dale Squirt Scholarship apps due 8/15 currently now we Extended it to 9/15. Use the open house to promote

***Secretary—Adam Wamboldt***

- July Meeting Minutes Approved and posted
- Apparel Web Launch will need marketing support to grow the interest to place an order.
  - We will have samples at the New Member night along with the Mandatory Kick Off meeting on 10/4.
  - Ordering will be open 9/20 and will close 10/10.
  - The expected turnaround time will be by 11/1/18. Orders will be available for pickup at Fleet Feet.

- The FREE T-shirt will be a 1 color print front and back @ 150 total shirts. The shirts will be grey in color and estimated to cost \$5.65 each.
- Bob/Adam are exploring coaching attire, looking for board feedback. See below about reaching out to Play It Again in EC.

***VP Hockey Operations: Bob Weir***

- Discussion Topics:
  - ETS is all set to roll
  - Equipment Update - reached out to Play It Again Sports in Eau Claire about an outsourcing option. Will continue to explore and further discussion about options.
  - Coaching and TM applications are open, with the due date of September 9th. PDC meeting is September 10th to make final selections and will need to do an email vote from the board to approve coaches/TM.
- Other Key Dates to be discussed at PDC Meeting 8/13/18: (below not final)
 

Practice Begins:	October 8
MYHA Assessments:	October 24 to 28
Team Evaluations:	October 29 to Nov 2
PDC Meeting:	November 2
Board Meeting:	November 5
Results:	November 6
- Discussion Point: How will we handle the Squirt team this year? Once we see the registration numbers and if it makes sense to move skaters up, recommendation is to contact the parents of kids who have a 2010 birth year skater and have them opt in or opt out in writing, have a form generated by registrar with the requirements that a parent signs indicating their intent. Based on interest will determine next steps. Bring a waiver to the table.
- Looking at Weekday games within an hour of Menomonie. These games would be best suited away Tuesday & Thursdays as the rink is overbooked.
- Continuing to grow non-parent coaches within the association
  - All 4 bantam coaches committed to coming back all paid positions

***VP Concessions: Sara Bahr***

None

***VP Tournaments & Scheduling: Mike Jax***

- Mike will start setting and charging tournaments
- Brent will set dibs positions for 3 on 3 Tournament on the weekend of October 5th.
  - 3 trophies per level x 6 levels + goalie trophies = 20 total trophies for the tournament

***Past President: Keila Drout***

- On Photo night we will continue with life-touch. The penciled in date is Thursday 11/8/18.
- Our Referral Program objective is registrations and we are looking to incent for NEW registration
- It was brought up whether we can offer Open Skate on “No School” weekdays. Could we staff them and/or have equipment available.
  - 10/18---open skate and \$1 days, no school skate day---try day
  - Optional other days in 2018, see how the first try goes
    - 11/21-23
    - 12/23-25

***MYHA next regular meeting(s):***

***September meeting 9/10/18 630p—Fanetti Community Room***

**Action Items Register:**

→ **Adjourn: Stacy motions to adjourn, Sara second 9:40pm**

**APPENDIX**