

Minutes of Annual Membership Meeting of West Fargo Hockey Association

Monday, April 12th, 2021
Veterans Memorial Arena 1201 7th Ave E West Fargo, ND

Board Members:

Present: Josh Benson, Joel Honeyman, Alex Aughinbaugh, Sarah Elkins, Kelly Kisell, Seth Rehm, Kayla Goebel, Kristen Cigelske, Eric Nelson

Absent: Jareb Raan, Corey Moos, Kayla Goebel, Anthony Houkom, Brent Kuehne

Others Present:

Hockey Director: Jason Gregoire

Hockey Operations Assistant: Angie Kraft

Hockey Scheduler: Shana Wilson

Quorum Present? Yes

Members Present: See attached attendance and sign-in sheet

Call to Order

President Josh Benson, called to order the Annual Membership Meeting of the West Fargo Hockey Association at 6:00 p.m. on Monday, April 12th, 2021 at the Veterans Memorial Arena, 1201 7th Ave E, West Fargo, ND 58078.

Election for Open Board Positions

All candidates in attendance presented themselves to the attendees with a short introduction about themselves, their involvement with West Fargo Hockey and the position they are seeking. Candidates for Executive Vice President are Brett Anderson and Scott Haider. Candidate running unopposed for Vice President of Business Operations: Ryan Thayer. Candidates for Director of Fundraising and Gaming: Eric Nelson and Nate Lewis (not in attendance). Candidates for Director of Tournaments: James Cailao and Laurie Murack (unable to attend due to medical reasons; husband John Murack presented on her behalf).

Ballots were distributed to all members in attendance. The voting took place, ballots were collected and counted by Alex Aughinbaugh and Sarah Elkins.

Financial Information 2020-2021

Benson

Josh Benson reported on the first 6 months of the financial year for WFHA. While the association is still waiting for the February and March financial reports, we have already exceeded our expected revenue as gaming has been performing extremely well. This allows the association to continue to keep yearly membership dues at a very reasonable rate with minimal increases in costs to families. WFHA continues to operate 8 gaming sites with an expected 9th site to be opening soon in Argusville. Benson reported that our gaming revenue is about \$700,000 past our original budgeted income for this year. While hockey typically runs at a loss of \$400,000 per year, we are currently at \$280,000 which is covered by the gaming revenue. Benson also noted that the association is always looking for additional input from its members on how to continue to improve the organization and grow. With the need for additional ice WFHA is currently exploring options for building our own rink, partnering with the West Fargo School district or expanding our offerings by teaming with the West Fargo Park District. The positive increases in gaming revenue will help us to achieve this goal.

Fundraising & Gaming 2020-2021 Season**Nelson**

Eric Nelson, the current Director of Fundraising and Gaming, presented on the 8 gaming sites that we currently run through West Fargo Hockey. The sites with e-tabs are the most profitable due to not needing to find payroll at these sites. Bingo is currently offered a total of 9 times a week between 4 of our gaming sites. Currently across all of the gaming sites WFHA operates 40 e-tab machines which are the most profitable and the biggest producer for our association at this point. Gaming is trending positively at this point. Nelson reported on the issues that could impact gaming including legislative bills that have the potential to be approved. One of the most recently approved bills is in our favor as it will ultimately help us save on the taxes, we pay out due to gaming income. The raffles for the organization continue to improve especially the winter raffle which has seen an uptick in prizes over the past season with a new car being the big-ticket item for this year.

Review of 2020-2021 Hockey Season**Kisell**

Kelly Kisell, Vice President of Hockey Operations, reported on the highlights of the 2020-2021 hockey season on behalf of Jason Gregoire, WFHA Hockey Director. Kisell highlighted the opportunity that our state and organization had for continued play of hockey while many of the surrounding states and Canada were unable to participate in due to COVID-19 lockdowns and restrictions. The enrollment from the previous season, 2019-2020, in all age groups from Termites to Bantam was around 600. The 2020-2021 season experienced an increase, even with the unknowns regarding COVID-19, of about 30 kids for a total of 634 players.

Many of the restrictions and protocols in place for this year, the enforcement of masks for our players by Gregoire and the diligence in the membership of adhering to the guidelines helped WFHA to continue to play. Our utilization of the Hoist 3-on-3 hockey arena for Saturday games of Mites and 8U helped to alleviate the scheduling issues for travel teams in our other rinks that we have experienced in the past.

WFHA only missed playing in one tournament this year due to COVID-19. In total we played in 74 tournaments among our teams with 19 championships wins and 15 2nd place wins. During the state tournaments our Peewee and Bantam teams also experienced positive outcomes and a record year with three 1st place finishes and one 2nd place finish. This was not only a personal best for our program but was also a record among the state for the most championships in a single year for a youth hockey organization. WFHA hosted the state tournaments for Peewee B Silver and Bantam A and Bantam AA levels in West Fargo.

Shana Wilson, Hockey Scheduler, reported on the current state of DIBS for this season. This year there was a shortage of DIBS for the membership as a whole. Going forward there are plans in place to help remedy this situation especially with possible tournaments for next season. Current opportunities still exist for those who have not completed DIBS for this season to input data from past raffles to support future fundraising efforts. All DIBS not completed by the end of April will be billed out to members.

Alex Aughinbaugh previewed an upcoming tournament opportunity for next season that would be hosted in December at The Lights outdoor rink: The Winter Classic. WFHA would be partnering with The Lights Venue and the West Fargo high schools. This would be the first tournament, outside of the state tournaments, that West Fargo Hockey has hosted in quite some time.

Benson also updated the membership of plans for WFHA to begin an active search for an Executive Director. While this was approved by the board last year the process was put on hold in light of the pandemic and the many unknowns of the season. The search for an Executive Director has been reinstated with a committee formed for the purpose of beginning this intensive process this spring. Benson believes that the size of our membership, doubling over the past 10 years, demonstrates the need for this. He stressed that we will take as much time as we need to find the right candidate to fulfill this position for the West Fargo Hockey Association.

2020 – 2021 Membership Survey**Kisell**

Kisell gave an overview of the Annual Membership Survey that was sent to all members of the association at the end of the 2020-2021 season. This year a record number of participants responded with 304 members taking advantage of the opportunity. This equals about 48% of the total membership. The goal of WFHA is to gauge the direction of the association and continue to ensure satisfaction with the program, operations and offerings within Stampede Hockey. A summary of the slides was covered as shown below.

Membership Highlights:



- Total number of survey respondents (record high this season) 304
- 48% of the Membership took the survey. Nearly one parent per player.
- What levels participated in the survey the most?
 - Bantam/15U > Termite > Squirt/10U > Pee wee/12U > Mite/8U
- Customer Satisfaction is our #1 goal
- Tryout Process Preference – year after year it is the combination of Independent Evaluators, internal Coaches and Hockey Director.

Membership Satisfaction



Category	Response	2019	2020	Up/Down	2021	Up/Down
Player Satisfaction	It was good / had a blast	75%	78%	4% increase	85%	9% increase
Member Satisfaction	Satisfied/ very satisfied	43%	61%	42% increase	72%	19% increase
Locker Room Supervision	Satisfied/ very satisfied	58%	74%	28% increase	56%	24% decrease
Tryout Process	Satisfied/ very satisfied	58%	55%	5% decrease	53%	4% decrease
Paid Coaches	Satisfied/ very satisfied	45%	55%	22% increase	52%	5% decrease
Parent Coaches	Satisfied/ very satisfied	54%	65%	20% increase	66%	2% increase
Communication	Satisfied/ very satisfied	35%	50%	43% increase	68%	18% increase

Gregoire entered at 6:20 p.m.

Gregoire summarized the possible issues with the decrease in satisfaction level regarding locker room supervision. He proposed some ideas of what might be the cause of the decrease in this area and will be looking further into this issue to improve upon for next year. Some of the policies with limits of locker room time implemented for this year, due to COVID-19, may be continued for the upcoming season in hopes of being able to further remedy the locker room situations and increase satisfaction with the supervision provided during practices and games.

Benson announced the results of the election for the open board positions. The membership elected the following candidates to serve for the ensuing term until their successors are elected and qualified:

Executive Vice President: *Scott Haider*

Executive Vice President of Business Operations: *Ryan Thayer (unopposed)*

Director of Fundraising and Gaming: *Eric Nelson*

Director of Tournaments: *James Cailao*

The President of the Board, Josh Benson, will now assume the Past-President of the Board position. The Executive Vice President of the Board, Alex Aughinbaugh, will assume his duties as President of the Board following the conclusion of the Annual Membership Meeting on April 12, 2021.

Adjournment

Benson

Meeting adjourned at 6:30 pm by President, Josh Benson.

Board of Directors

Josh Benson, President

Joel Honeyman, Past President

Alex Aughinbaugh, Executive Vice President

Jareb Raan, Treasurer

Sarah Elkins, Secretary

Kelly Kisell, Director of Hockey Operations

Corey Moos, Director of Tournaments

Seth Rehm, Director of Compliance & Safe Sport

Kayla Goebel, Director of Membership & Recruitment

Anthony Houkom, Director of Business Operations

Brent Kuehne, Director of Facilities & Equipment

Kristen Cigelske, Director of Communications & Marketing

Eric Nelson, Director of Fund Raising & Gaming