



Menomonie Youth Hockey Association

Board of Directors Meeting Agenda

May 4th, 2021

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 calls the meeting to session __7:05 _PM_____

Roll Call/Quorum:

- Stacy Hintzman, President - Present
- Kris Wilkens – Concessions Co-Director - Present
- Gary Messerschmidt, Treasurer - Present
- Bob Weir, Hockey Operations Director - Present
- Dave Schwedler, Growth & Retention - Present
- Mike Jax, Tournaments & Scheduling Director - Present
- Brent Pember, General Operations Director - Present
- Troy Wilkens, Concessions Co-Director - Present
- Adam Wamboldt, Equipment Director - Present
- Kelley Gowling Fundraising Director - Present
- Heidi Dowd -Secretary - Present

Member comments:

Consent Agenda:

Secretary: Heidi Dowd

- Minutes from April meeting

General Operations Director: Brent Pember

- Invoices sent to members with outstanding work assessment balances.

Equipment Director: Adam Wamboldt

- Grass roots grant submitted for 2021/22 season

President: Stacy Hintzman

- Four Non-Parent Coaching Applications at this point, lots of inquiries from the FB post.

Motion to approve. Second. All approve.

REGULAR AGENDA

Old Business

- Communication about girls coop committee position.
 - Heidi to send email. Contact person is Stacy.
 - Don't need a girl on the team to be on the committee.

- Update website with Rob Smith award criteria.
 - Bob will do this.
- Dave will take the middle school yearbook feedback/suggestions back to the Youth Sports Committee.
 - Was presented at last youth sports meeting.
- Dave to receive ideas for what to put on yard signs
 - Being put together
 - Hope to start printing in June
- Kelley to report back on Fundraising survey
 - See New business

New Business

President's Report: Stacy Hintzman

- General Updates:
 - Ice board is losing sponsorship signs and now wants to partner with us on selling them
 - We would get money from the new sales
 - Ice board would keep the sales they have already made
 - Who is handling bleacher sponsors?
 - Are we billing for additional years?
 - Kelley needs some information from the Ice Board regarding these projects to move forward.
 - Zamboni needs to get sponsored
- Stout Coach Survey results
 - Everyone was very/extremely satisfied but 1
 - How well coaches were prepared for practice varied
 - Head coaches were able to make appropriate game decisions got a pretty varied response
 - All felt respected and included as a coach
 - All had fun and felt they brought value
 - Some coaches feel more knowledgeable than they really are
 - Two said they would focus more on shooting and passing
 - MYHA needs to take a stance on behavior issues as those kids are ruining practice for everyone.
 - Did you feel the kids that were on your team deserved to be there
 - All but the two peewee coaches said yes. The peewee coaches said maybe
 - Suggestions to buy more skills equipment to improve our program
 - Provide kids with more opportunities to succeed
 - Hire outside coaches
 - Suggested more summer involvement
 - Kids need more ice time and coaches need to be prepared to use all the ice time they have
 - Focus more on systems and hockey knowledge
 - All but one said they would coach next year
 - All of them felt they were paid appropriately
 - Spent \$16,000 on Stout coaches last year
- Recommendation to try to get all the kids playing summer hockey together to take a picture of them to promote the program. Dave will bring up to his team and see how to promote this.

Treasurer's Report: Gary Messerschmidt

- General: \$44,583.18
- Savings: \$15,121.19
- Scholarship \$4,063.33

- Ice bill for next year budgeted through Ice board \$95-98,000

Secretary: Heidi Dowd

- None

Fundraising Director Support: Kelley Gowling

- Survey Results
 - 42 Responses
 - Wreaths got solid feedback
 - 81% felt the sales amount was reasonable
 - Quality issues we want to address with the company
 - People felt that it works well
 - Feedback was not to do fundraisers during deer season
 - Crazy chicken raffle
 - Some people loved it and others hated it
 - Some people don't agree with gambling and guns as part of a kids organization
 - Would need to structure more simply in the future
 - 40% want to get rid of the second fundraiser and raise registration
 - 38% wanted to keep the second fundraiser
 - There were people on previous survey that wanted an event as second fundraiser
 - People felt selling raffle baskets at the tournament was positive
- May 17th next Fundraising committee meeting then quarterly after that
- Assigned tasks to members
- Two open positions
- Flyer for open positions to go out tomorrow via Heidi
- We need to figure out how to pull money from this community
- Possibly plan for a party instead of second raffle next year
 - Teams would have to come up with themed raffle baskets
 - Run a smaller event to prep us for how to navigate through an event
 - Add \$50 to registration to help support throwing. This might be too much.
 - Hockey people like to get together and socialize
 - Food should be something that tastes good vs fancy
 - Audience would be hockey families
 - Fundraising committee would sell tickets not the players
 - We need to have an idea what we will generate for income to budget
 - Would we need to raise registration to help bridge the difference?
 - We could make people sell tickets to take the gamble out of it
 - This is what people are asking for
 - Opportunity to have a huge financial gain compared to selling anything
 - Would need a weekend where hockey is not scheduled on a Saturday night.
 - Would require some extra WAP hours
 - Board is pretty split on if they feel this could generate enough revenue to support our budget
 - Kelley will go back to the fundraising committee and work out a concrete plan
 - Hopefully in the future we will get better donations as the event grows
- Speedway raffle

- They are auctioning off a car using our gaming license
- We have no skin in the game
- It was thought we were going to get a percentage for letting them use our license
 - Kelley will follow up

Growth & Retention Director: Dave Schwedler

- Sports engine training
 - Russ was present for sports engine training and able to understand more from an IT perspective
 - We are currently part of Menomonie youth sports but have our own HQ.
 - There are concerns about how registration will go this year. Last year there was a lot of manual work required.
 - We could continue doing what we are
 - We could have people register twice
 - We could do registration through Menomonie Youth Sports
 - Separate LTS registration
 - Hand entering late registrations in the biggest set back
 - No decision was made about how to best move forward
 - Russ is the new webmaster for sports engine.
- Yard Signs
 - See old business
- Registration
 - Weekly registration push via facebook
 - Stacy to get Alli access to our facebook account
 - Need a budget for how much we want to spend on facebook boosts
 - \$ 250 for June and July
 - Would recommend an early bird special not a registration penalty
 - \$100 off as the early bird discount
 - First year skaters will not have to pay higher price
 - Advertise as applying early for all levels
 - People want to see the discount on their receipt
 - Brent to talk to Keila about how to pull this off

General Operations Director: Brent Pember

- approve 2021-2022 registration information
 - Skipped as we need to redo this

Concessions Co Directors: Troy & Kris Wilkens

- None

Tournaments & Scheduling Director: Mike Jax

- Job Description reviews
 - Team Manager
 - Team Manager Leader
- Home Tournament Discussion (in conjunction with open weekends)
 - Only Four open weekends all season
 - Only 16 slots for a weekend
 - Not enough weekends for all levels to have a home tournament

***Motion for 30 hours for team manager leader and team manager and accompanying job positions
Second. All approve***

Equipment Director: Adam Wamboldt

- None

Hockey Operations Director: Bob Weir

- PDC Update -
 - New PDC Member - Luke W has accepted the position and has already begun with the team.
 - PDC has met two times since the last board meeting. We will meet again next Wednesday for our standard meeting.
 - Goals :
 - Resource Guides: We currently have the guides in word documents as the web site gets reformatted for better organization the content. Goal is to have this completed by next Wednesday for PDC review. PDC considers these "live" documents and should be updated as new ideas are generated.
 - Coaching Curriculum: A baseline document has been started. Terry and Graham Loman will be leading sessions with players to get a baseline of what their hockey comprehension is. They are starting at the Squirt level and will work their way up to the high school team. The PDC will use this to help build our resource guides and incorporate into our coaching and player curriculum goals. Goal is to have the baseline coaching curriculum completed by our July PDC meeting.
 - Player Curriculum: The baseline documents are being developed and the goal is to have this completed by our September PDC meeting.
 - Coaching - We still have a lot of interest from non-parent coaches and will continue to search to see what other resources are available in our area.
 - Would like to have all non parent head coaches if possible
 - Try to get interviews in within the next couple weeks.
 - Stout coaches survey
 - Every single person said they would like to return next year
 - Matt is hoping to get the high school kids more involved too
 - PDC role in coaching: Additional discussion around having level directors in order to provide the structure and support needed at each level to drive consistency. This would assign one PDC member to each level and that would be their primary function during the season.
 - ImPact Testing: PDC has researched impact testing for players age 11 and up for concussion baseline. We are trying to finalize this program so testing can begin this summer. It is a minimal cost at approximately \$2.75 per player 12 and up. Might be slightly higher for testing 11 year olds.
 - Player Intake Form: Has been provided to the registration team to see if they can incorporate.

Next Meeting: June 7th at 7pm

Meeting adjourned 9:09 Pm

Things to do:

- Kelley to obtain info from the ice board regarding sign sponsorship/bleachers/Zamboni
- Dave to work on getting a picture of all kids that are playing summer hockey in their jerseys
- Get Ali access to our facebook account

- Kelley to follow up on raceway raffle and see what our return in on that
- Brent to talk to Keila about getting player form incorporated into registration