



2024-25 Season

**Woodbury Area Hockey Club Board Meeting
May 20, 2024**

In attendance: Mark Schwab, Jaime Wyeth, Rod Rankin, Tim Affeldt, Sam Crabtree, Matt Berdahl, Eric Fugleberg, Josh Wendel, Jeremy Bell, Mary Lemmer-Charitable Gambling, Lonie Nelson-Admin

Meeting called to order at __: __ PM

Guest Presentation: RahRah Solutions

David Nelson-Owner & President, Brett Caslow-Director of Sales & _____-Sales Associate (&Hudson Hockey Association member) presented on their new state of the art Fundraising Program for youth associations, schools, and teams.

- View presentation and program information at links below:
 - RahRah Presentation - [Watch Video](#)
 - Link to website: <https://rahrahsolutions.com/about>
 - Key points presented:
 - High profits. Avg profit on each supporter joining is \$28
 - Residual renewal income each year without repeat selling, money collections or product deliveries
 - All digital custom platform, enhanced with personal athlete development features
 - Support local small businesses/partnerships and connect each hockey community together for all FANS of youth hockey associations in the metro.
 - Over 500,000 locations to promote to FANS nationwide
 - RahRah is targeting MN Hockey Districts 3, 6, 2, 8 to onboard in 2024. Committed associations to date:
 - Edina Hockey Association
 - Minnetonka Hockey association
 - Waconia Hockey Association
 - Hudson Hockey Association
 - Baldwin Hockey Association
- Brief board discussion followed. Concern that our current player fee structure-payment/collection framework doesn't readily facilitate this fundraising supplement (unlike other associations that bill their teams throughout the season for ice, etc.
- *Tabled to June Board meeting* for decision on if/how WAHC might move this forward for 25-26 season or later (See Strategic Plan discussion below).

Guest Presentation: ORTHOLINKED

Shawn Rankin-Founder/CEO & Andrea Rankin-VP-Client Success presented on their Free digital platform resource for athletic association, sport teams and clubs linking athletes/families/coaches to content, providers, product to improve musculoskeletal health & athletic performance.

- View handout (attached)/program information at links below:
- Link to website: www.ortholinked.com



2024-25 Season

- Brief board discussion followed. Concern with risk of liability to WAHC in the perceived promotion/sponsoring of the providers/resources and vetting/approval of the resources (providers, knowledge, products) linked.

Financial Review

Charitable Gambling

Reviewed actual results/variances for 12 mos ending Apr2024 (refer to Gambling Report handout). As we’ve noted in prior meetings, charitable donations have exceeded our budget (\$115,000) – totaling \$210,040. These donations paid for 23-24 ice in part and player jerseys in part.

- Actual Expenses of \$93,204 and donations of \$26,250 and variances to estimates for the same were reviewed and approved - all in favor, none opposed.
- Reviewed and approved estimated allowable expenses for Jun2024 totaling \$88,303 – all in favor, none opposed.

General Fund

Actual results for the 12 months ending Apr 30, 2024 are favorable to budget. Individual budget line variances were reviewed. A summary follows.

Financial Snapshot

	BUDGET 2023-24	ACTUAL 2023-24
Revenue		
<i>Player Counts</i>		897
Player Fee Revenue	1,336,000	1,343,070
Hosted Tournaments - Net	2,061	(9,046)
Fundraising - Net	11,600	13,568
Interest Income	5,000	10,849
Lawful Gambling - Donations	115,000	206,290
	<u>1,469,661</u>	<u>1,564,731</u>
Expenses		
Ice (excluding ice for tournaments)	676,310	704,177
Operations (incl Harding Cap Asset Mgmt)	784,671	793,458
	<u>1,460,981</u>	<u>1,497,635</u>
Net Hockey Operations	<u>8,680</u>	<u>67,097</u>
Year End Cash & CD Balance		747,199

Other Financial Matters

New State Mandated Retirement Plan- Federal legislation (SECURE act) [enacted by MN-Jan2025](#).
 Tabled to a future meeting – **note: Jan2025 effective date**



2024-25 Season

President's Vision for Next 2 Seasons

M. Schwab shared an overview of and highlights from the Minnesota Hockey *Association Leaders Conference* held the first weekend in May. See attached handout-[MN Hockey Association Operational Excellence Assessment](#). Mark requested that each Director review/complete an assessment – with our Hockey Club's mission in mind - **MISSION STATEMENT** - The Woodbury Area Hockey Club aims to provide the most gratifying and rewarding youth hockey experience for players, parents and coaches seeking either the best competitive or recreational athletic experience in a positive, developmental environment at a reasonable expense.

Mark shared some key priorities including succession planning and establishing a strategic planning process –that identifies and measures/marks progress toward (1-3 yr) short-term, (5yrs) mid-term and (8-10yr) long-term objectives to help shape the overall direction of our club.

23-24 Season Survey-Summary Results

– *Tabled to a future meeting.*

Budget & Blue Book Updates

Board was asked to provide items for budget consideration to J. Wyeth & Lonie prior by mid-June so that these items can be included in the initial 24-25 Budget draft.

Board was also asked to review the Blue Book & Appendices and bring proposed policy updates/adds to our June Board meeting. See Blue Book and Appendices linked [HERE](#).

Next Meeting: Jun 17, 8PM

Meeting Adjourned _:_PM



ORTHO LINKED

OUR MISSION: To set the world in motion by empowering people to improve their musculoskeletal health and athletic performance.

At ORTHOLINKED, we're big believers in the power of movement. Very simply, ortholinked.com was created to help people move better.



WHY WE EXIST

1) Millions of people everyday deal with aches, pains, injuries and conditions and they need convenient, cost-effective solutions that are easily accessible.

2) Athletes everywhere are trying to get better at their sports.

ORTHO LINKED wants to help.

WHAT WE DO

At ortholinked.com, we link people to trusted content, products, providers and the local resources they need to improve their musculoskeletal health and athletic performance.

WHAT WE OFFER

Ortholinked.com is a [free](#) resource that athletes, associations, sports teams and clubs can share with their athletes, parents, and coaches.

Thousands of exercises and exercise programs are available on the site to help people move better and feel better. We believe daily exercise is one of the key pillars of good health. We want everyone to know how to exercise safely with the correct technique. When athletes, parents, and coaches want to know what exercises they can do to

stretch or strengthen different body regions or want to learn sport-specific exercises that will help them get to the next level, ORTHOLINKED provides those recommendations, and much more.

When athletes experience injuries and conditions that keep them out of the sports they love to play, ORTHOLINKED is the trusted resource athletes, parents, and coaches can turn to, to get better faster. When you have an injury or condition that requires the expertise of a physician, physical therapist, or chiropractor to help you get better, it's not enough to simply be referred to a clinic. At ortholinked.com, we're committed to putting a face on health and care. We only feature trusted providers who are the [best](#) at what they do, and who truly care about doing a great job. ORTHOLINKED is the digital front door to musculoskeletal care that families can rely on.

Our sports training module for [hockey](#) is new and is just starting to be populated with resources that families can leverage to help their athletes get to the next level. Sports training facilities, strength and conditioning specialists, skating and shooting instructors, a We / AAA hockey program, products for hockey training and skill development, dietitians / nutritionists (to support healthy eating habits), and local physicians and rehabilitation providers that work specifically with hockey players and athletes are some of the resources that will get featured over time.

ORTHO LINKED is a [free](#) resource that enables you to get what you need fast, with only a few clicks or taps. Our ORTHOLINKED team is committed to continuing to evolve the user interface and experience so it's as simple and convenient as possible for our users.

HOW WE GET YOU STARTED

It's super easy! Ortholinked.com can be linked directly to your website, and then we agree on:

- 1) how your families and coaches get introduced to this [free](#) resource.
- 2) how often families and coaches are updated or reminded about ORTHOLINKED (i.e. monthly, quarterly, bi-annually, or annually).

ORTHO LINKED CONTACTS

Shawn Rankin, PT, MS, CSCS
Founder & CEO
Email: www@ortholinked.com

Andria Rankin
VP, Client Success
Email: www@ortholinked.com

Mike Frank
Chief Technology Officer
Email: mfrank@ortholinked.com

