



Mounds View Youth Hockey Association

MVYHA General Board Meeting
10/07/2019

Agenda for Meeting

Call to order @ 7:02 PM

1. Record Members:

Jen Engel	Pete Lobe	Tracy Henry	Mike Marshall
Darrick Metz	Trevor Marshall	Lyle Sothern	Justin Messner
Kevin Bourassa	Julia Sabev	Jeff Hermes	Jen Remore
Joe Schuneman	Lori Hanson	Ted Koepl	Jim Kalkes

i. Not present:

Michael Dick	Eric Friedman	Kelly Walseth
Brad Held	Dan Walseth	

ii. Record Guests:

Mark Kasiask	Amber Bros	
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1. Approval of any outstanding minutes
 - o Motion to Approve outstanding minutes—Jeff Hermmes motion to approve, Darrick 2nd- Minutes approved
 - o Second / Discussion / Vote

1. President’s Report (Timm Ideker & Tracy Henry)

- a. Thank you all around for Tryouts! 3 Big changes-
 1. Evaluators
 2. Application
 3. Scrimmages

Things went well

- b. Merger Update | Arena Improvement Update—Not much has happened- will be moving forward-
 1. Arena Improvement- 1.5 years through the 5 year exclusive- approx \$150,000 to make the upstairs a dryland area. Nothing has been approved- Timm and Justin walked through the City Officials. Took the meeting as a positive step forward. Wifi is set up and there will be signs posted with the password
 2. MVI Hockey Foundation-\$20,000 check was cut- somewhere around \$64,000 to date. Added Moes so there is now 4 locations. Really good year in donations. Please make sure that you support the businesses that are participating. Spots on the board are good.
- c. Mascot Proposal

1. Vice President's Report (Darrick Metz & Charlie Schuchard)
 - o New Corporate Brochure on the website-\$17,000 raised from Corporate Sponsorships
 - o Logo's will be discussed, Strauss did a nice job of getting them screen printed
 - o New Volunteer policy is ready to roll out- Charlie will be able to be at the Managers meeting
 - o Turf room ready to go using sign up genius-
 - o 347 hours in Turf Room- Request for Dodgeballs and Stick handling balls- will have a storage locker to have their.
 - o Clix- will take a front and back of the jerseys to send to the sponsors.

1. Secretary's Report (Kelly Walseth & Jen Remore)
 - o September Minutes need to be approved
 - o Managers Meeting Thurs Oct 10, 7:00 pm, Shoreview Community Center

1. Treasurer's Report (Justin Messner & Lori Hansen)
 - o 2018-2019 mite refunds
 - o P&L comparison & Balance Update
 - o Non-parent Coach Pay-Justin needs to know what they are being paid. By mid October
 - o Parent Coach Ice Credit-Will need to work with Coordinators
 - o Team budgets due October 23
 - o All tournament entries have been paid

1. Tournament Director Report (Ted Koepl - seasonal attendee)
 - o Thanksgiving was full for minute- until 1 team dropped- Need 1 Squirt A team.
 - o Bantam highest level will have 5 possible games
 - o 72 teams for Thanksgiving Tourney
 - o Schedules will be done next week.
 - o Shane is working on link to get rosters.
 - o We are way ahead of everything-
 - o Thank you to Trustone for the donations
 - o 12U B need 1 more team-
 - o Canceling the 12U A bracket

1. Manager Coordinator (Dan Poppler)
 - o Managers Meeting: October 10th
 - o Managers Manual Updates-Anyone has any changes make them and send to Dan
 - o Photo Day Scheduled - November 16-17: Schedule will be coordinated with ice management. Chippewa Middle School,
 - o Manager Meeting is for traveling teams only- there will be a separate meeting for Mites later

1. Boy's Coordinator Report (Dan Walseth & Mike Marshall)
 - o Teams are all set with head coaches and 3+ assistants. Left Shoreview Arena at 10:30- apologize for how long it took to get teams posted- but we wanted to make sure we had all the coaches in place.
 - o Thank you Eric Friedman, Kevin Bourassa and Mike Marshall for all of your work with tryouts. Also a huge thank you to the terrific coaches who stepped up to help with tryouts and warm-ups!
 - o Moving forward with being available to all coaches
 - o Paid Coach at Bantam AA, Bantam C, Bantam B2

1. Girl's Coordinator Report (Jen Engel & Lyle Sothern)
 - o Teams are all set!
 - o Thank you to the board members and all the parents that stepped up to help!
 - o 120- girls registered for the season so far!
 - o Bag order available till 10/14 for Girls in the association to order Email sent to all girls coaches and managers who have been named.
 - o Girls event was a success Sunday - thank you, Timm & Amber, for helping. Had about 40 girls there- 4 Whitecaps showed up.
 - o

1. Mite Coordinator Report (Timm Ideker (acting) & Michael Dick)

- o Timm-good numbers- at our enrollment number now that we were last year. Will probably graduate most LTP to Mite 1
- o 109 Mite Eval, down a little bit from 123 last year.
- o 8U's numbers- should try and have 11-12 girls on a team- 16 would be difficult for games-

1. Try - out Coordinator's Report (Eric Friedman & Kevin Bourassa)

- o Evaluations and software worked well. Tryout scores were compiled and worked with Coordinators to post teams.
- o The new process worked to have a better focus on bubble players at all levels, also was flexible enough.
- o Learned quite a bit about tryout software that will fold alternate eval pool approaches into easier data management through pool sessions next year. May consider new tryout jersey/pennies with fixed # to streamline-The software was awesome!
- o HS coaches really helped with evaluations and logistics, great to have as part of the team Jerry Hayes did every evaluation. All 4 coaches made it to evaluations.
- o Volunteers, KB, and coordinators are invaluable to the process!
- o Minor movements between teams of the same level for carpool, coaches.
- o Having the food was great!
- o Added the B Scrimmage this year and it was really good.
- o Some improvements need to be made- but it went really well!
- o Just a couple of questions so far this year about team placements-

1. Retention and Recruitments Coordinator Report (Trevor Marshall & Jim Kalkes)

- o Overall registration will be close to 550 vs. 564 YoY (-2.5%)
- o One of the big drivers to decline is Pre-K/Learn to Play, down -20 YoY
 1. 2019-2020 Learn to Play numbers, while down YoY, are higher than 2017-2018 numbers, so 2018-2019 may have been an anomaly year.
 2. Pre-K/Learn to Play numbers could also be impacted by other market forces, such ebbs/flows based on when younger families enter our communities.
- o Same advertising playbook and budget ran in 2018 and 2019 Including over 8,500 direct mailers, Slice booth/parade, Stockyard Days/St. Anthony parades, Yard Signs, August Try Hockey for Free (including Facebook word of mouth advertising), Equipment Lending Program, and Meet Your Teacher tables.
 1. Try Hockey for Free (a feeder into Learn to Play) was down slightly YoY (but pretty close) when combining our All Girls and Boys/Girls Try Hockey events in Aug.
 2. Recommendation for 2020 is to supplement current playbook with social media prospecting campaigns (i.e. Facebook ad targeting) aimed at families in MVI zip codes with children ages 4-9. Social Media marketing experience and budget would be needed.
- o Equipment Lending Program doubled in participants, up -20 YoY New MVI families love this program because it helps mitigate the cost of entry when determining if their child will like the sport of hockey and it simplifies the relatively complicated process of purchasing equipment.
- o Finalized Recruiting & Retention annual budget, to include as line item on P&L.

1. Registrar's Report (Shannon Madison & Julia Sabev)

- o USA Hockey Rosters-working on those-
- o Emails went out last night to all coaches with the emails of the players on their team-
- o Safe Sport for Volunteers
- o School Waivers-
- o LYM- will go live for pre-sale sometime next week.

1. Equipment Manager's Report (Pete Lobe & Brad Held)

- o Irondale Equipment Rm now accessible. BH Going to discuss if we can combine and only have 1
- o Jerseys are on track to be completed next week. Moose has asked for name and size info for each team to assist in sizing. They are working directly with coaches for their respective teams.
- o Puck buckets are available for all coaches and will be distributed over the next few days. Many tonight.

1. D2 Representative Report (Jeff Hermes & Joe Schumann)
 - o District 2 hosting 12U and 19 U state. Will be hosting PWAA and all B/A regions.
 - o MVI merger discussion at MN Hockey meeting
 - o Ben Erhly in as D2 Squirt Coordinators
 - o Discussion regarding the shortage of officials
 - o PWAA will be in District 10.

- A. Old Business:
 - a. (add here)

- B. New Business
 1. Welcome to Mark Kasiak new Goalie Coordinator
 2. Tracy Henry brought up the Nickname. We think it is time to formalize a Nickname
 3. Proposed process was handed out.
 1. Discussion-think it is a great idea-
 2. Discussed what needed to happen when it goes to vote.
 3. Our logo would not change- we would be naming the mascot
 4. Want it to hit all at one- time- all social media channels, email blasts-
 5. Motion made by Joe, Second from Pete-
 6. One person voted against- - motion passed
 4. Banners for state teams-
 5. Locker Room Attendants- need for them on the boys side- need to make it association wide if it is done- should be brought up at the managers meeting to have a sign up for each team.

- b. Darrick moved to Adjourn- Jen seconded

Motion to Adjourn @ _____