

West Fargo Hockey Association Board Meeting

Annual Membership Meeting Minutes: Monday, April 11, 2022 at 6 p.m.

Rustad Recreation Center: Harvest Room 601 26th Ave E West Fargo, ND

Board Members:

Present: Alex Auginbaugh, Josh Benson, Scott Haider, Sarah Elkins, Kelly Kisell, James Cailao, Ryan Thayer, Kristen Cigelske, Eric Nelson

Absent: Jareb Raan, Seth Rehm, Kayla Goebel, Brent Kuehne

Others Present:

Executive Director: Jeremy Jorgenson

Hockey Director: Jason Gregoire

Assistant Hockey Director: Zach Feltman

Operations Manager: Shana Wilson

Charitable Gaming Director: Jason Campbell

Assistant Gaming Director: Tyson Nelson

Members Present: See Attached Sign-In Sheet

PROCEEDINGS:

Meeting called to order at 6:03 p.m. by President Alex Auginbaugh.

Welcome Address Statement

Auginbaugh

President Alex Auginbaugh welcomed all attendees to the 2021-2022 Annual Membership meeting. He shared his background with West Fargo Hockey to all in attendance and gave a brief overview of the meeting agenda. Some of the major changes and highlights over the past year were presented to participants. Hiring of new staff to support West Fargo Hockey has also allowed a reduction in the size of the West Fargo Hockey Board and elections of open positions this year will be for two positions. The relationship between the West Fargo Park District and the West Fargo School District and the positive nature was highlighted along with the projected need for additional ice. Auginbaugh briefly touched upon the West Fargo Hockey Staff and their respective roles within the organization.

Executive Director Updates

Jorgenson

Jorgenson welcomed the meeting attendees, shared the background of his role and briefed the audience on the highlights of his time since assuming the role in July 2021. Since his induction into the role 9 months ago he has worked to provide a more cohesive structure and organization for WFHA. This has included crafting the core values of leadership, accountability, sportsmanship, development and opportunity with the staff. Defining roles and responsibilities of the staff has been a top priority to ensure clarity and cohesiveness. With the recent office move he shared the improvements of having a new space and also the new address for those interested in visiting with any of the staff. A key objective is to continue to improve relationships with community partners, improve upon current hockey and gaming operations and avoid complacency for this growing organization. Jorgenson touched upon the importance of building the Stampede brand which includes new jerseys for the 2022-2023 season and improving apparel options for membership to proudly wear and represent West Fargo Hockey within the community. He reiterated the importance of seeking more ice space with the focus on being financially sound and having sustainable options in the long term. The current gaming operations and the scale of charitable gaming including the industry regulations were shared with members.

Review of Hockey Year 2021-2022**Gregoire**

Gregoire, the current Hockey Director, updated the membership on the number of players that participated for the 2021-2022 season which totaled 691. This was an increase from the prior season of 634 which included the addition of a 6U girl's level. The girl's hockey program continues to gain momentum each year along with the growth of the organization as a whole. Gregoire highlighted that the growth we are experiencing is not the trend that all organizations are currently experiencing. Over the past 4 years, since his accepting the role of hockey director he has seen improvements in the respect and reputation of the Stampede as well as in the overall behavior of the parents. This season WFHA hosted the Winter Classic tournament for the first time and also the Bantam B1 State Tournament. Our teams experienced success on many levels and had 5 teams playing in championship games at their state tournaments with the 15U girls team repeating their championship wins with back-to-back titles in 20-21 & 21-22. This year teams also began to utilize the Hoist Arena as an additional ice space which he is looking to expand upon next year. Gregoire commended the parents of WFHA for their overall conduct and representation at home and away games.

2022-2023 Hockey Season**Gregoire**

Looking ahead to the next season Gregoire will be reevaluating how to offer the Squirt in-house program to continue providing the worthwhile opportunity while lessening the time commitment that this can add to the travel teams. In the past the Mite program has been structured with several different levels in many ways. This program is also being reevaluated to determine the most effective way to utilize play and levels for the skill & ages involved. A focus for the upcoming season will be supporting, educating, monitoring and recruiting coaching staff that will best meet the needs of WFHA. Based on feedback from the season Gregoire will be looking to add more video review sessions for teams and exploring options for adding off-ice elements to the hockey programming next season. In order to support players at all levels Gregoire will be compiling a Hockey 101 that will consist of video content for players and families.

Board Candidate Introductions & Elections for Open Positions**Aughinbaugh**

Aughinbaugh allowed each board candidate that was present at the meeting a chance to share about their background, their interest in applying for the board position and any other information they felt was pertinent. Candidates that were present and able to introduce themselves were Nick Skarphol, Brett Anderson, Kayla Kottsick and Adam Guy. Potential board candidates not in attendance were Marah Kleingartner and Judy Solberg.

Aughinbaugh opened up the election process to all eligible members for voting. Ballots were turned in after voting was completed; votes were counted and verified by Jason Campbell and Tyson Nelson.

Fundraising and Gaming Overview**Nelson**

Nelson shared an overview of the current gaming sites where WFHA operates charitable gaming. There are currently 8 gaming sites which includes 1 location in Fargo. WFHA added E-Tabs to their gaming choices in 2018 with the first location at M&J Saloon. E-Tabs continue to generate a large amount of the gaming revenue for WFHA. Nelson also highlighted the annual raffles for Stampede which entail the annual Winter Raffle and the annual Gun Raffle. The winter raffle continues to be the biggest with available tickets of 10,000 and the gun raffle a close second and a sale total of 6,000 tickets. While the gun raffle sold out this year the rising costs of guns did not net as much of a profit as the winter raffle. For the 2022-2023 season Nelson is looking to apply for a Big Game Tag which are given to charitable organizations and then allows them to sell raffle tickets as an additional fundraiser for WFHA.

Membership Survey**Haider**

After the conclusion of the Annual Membership Survey, Haider has been working with Jorgenson and Wilson to analyze the results and data. He stressed how important this survey is to the organization and how much it is valued for the feedback and information it gives to help propel the growth and improvements for Stampede. On behalf of the intense

promotional efforts of the survey from WFHA Staff this resulted in the highest response rate of 64% (443 responses) from the membership. The responses were the highest from the members with players on travel teams. Data along with comments appeared to be representative of multiple perspectives. Haider shared some graphic representations and trends of satisfaction in the areas of player and member satisfaction. Comparisons were made historically along several years to highlight the improvements that are being seen over time in these areas. Many focus areas continue to be coaching, discipline and reputation. A notable improvement stems from the area of communication from the association which will continue to be an ongoing area of focus. Haider thanked the membership for taking the time to provide feedback through the survey.

Announcement of Election Results

Aughinbaugh

Aughinbaugh thanked all of the candidates for applying and taking the time to consider volunteering for WFHA in order to support our organization, the families and the players. It was also shared with the attendees that the association is looking for and will be in need of members to serve on upcoming committees. He encouraged anyone looking to serve and support WFHA to be watching for many upcoming opportunities that might be of interest to them. Aughinbaugh announced the results of the election. The newly elected Executive Vice-President for the 2022-2023 Season is Brett Anderson. The newly elected Treasurer for the term of three years to begin with the 2022-2023 season and ending with the 2024-2025 season is Adam Guy. Congratulations were extended to both winners by Aughinbaugh.

Meeting Adjournment

Aughinbaugh

Meeting was adjourned at 6:51 p.m. by President Alex Aughinbaugh.

Board of Directors

Alex Aughinbaugh, President

Josh Benson, Past President

Scott Haider, Executive Vice President

Jareb Raan, Treasurer

Sarah Elkins, Secretary

Kelly Kisell, Director of Hockey Operations

James Cailao, Director of Tournaments

Seth Rehm, Director of Compliance & Safe Sport

Kayla Goebel, Director of Membership & Recruitment

Ryan Thayer, Director of Business Operations

Brent Kuehne, Director of Facilities & Equipment

Kristen Cigelske, Director of Communications & Marketing

Eric Nelson, Director of Fund Raising & Gaming

WEST FARGO HOCKEY ASSOCIATION ANNUAL BOARD MEETING



April 11th, 2022

6:00 p.m.

Rustad Recreation Center: Harvest Room

ATTENDANCE – Please sign legibly

1. Kayla Kottsick

2. Elane Graham

3. Sean Graham

4. Adam Guy

5. Kary Nelson

6. Brad Saville

7. Greg & Heidi Mattern

8. Amy Barton

9. KARA SKARPHOL

10. Nicholas Skarphol

11. Billy Gierszewski

12. Glenn Key

13. Heather Heck

14. Jesse Heck

15. Danny Hanson

16. Andrea Benson

17. Brian Ruud

18. Liza Ruud

19. ALEX SCOTT

20. Nicole Anderson

21. Ben Jauke

22. Beth Raan

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