

**Tornado Youth Hockey**  
Board Meeting Minutes  
October 10, 2022  
Onalaska Omni Center



Board Members	Role	Present	Absent
Bryan Helgeson	President	X	
Greg Marso	Treasurer	X	
Andrea Kelm	Girls Director	X	
Jenny Keer	Off-Ice VP	X	
Gabby Hansen	Secretary	X	
Mary Ciano	External communications	X	
Zach Tevis	Team Operations	X	
Scott Zietlow	Fundraising Director	X	
Ron Dehli	Tournament Director	X	

**Guests:** Anna Peterson - pictures; Kristy Domenget - manager representative; Kristen Kingery - registrar

**Call Meeting to Order 6:02pm**

1. Attendance
2. Approve minutes
3. Review Agenda

**Open forum**

-Photography - Robin is no longer doing photography; Anna has reached out to a few places; Design photography is one, other local people who may be parents, waiting to hear back, many aren't available

- Design is \$4-\$6 more per item, would want 1-2 sessions, for consistency sake maybe try a studio type place
- position was 21 hours last year with no extra effort in it
- Ideal to have a photographer lined up by the end of month - pictures at the beginning of Dec were too late
- will check with Studio Photography and any others
- plan on 3 nights, 175-250 kids depending on Coulee Region Stars, there are 8 TYH teams plus mites, 4 teams for CR Stars, no team picture for mites

**Executive Committee Reports**

1. President Report
  - a. Approval for up to \$3000 in goalie gear equipment; can use \$1000 from Grass Roots scholarship - formally approved by Scott Zietlow, seconded by Zach Tevis
  - b. Need board input on ensuring all kids get on ice in jerseys that are standardized
    - i. Volunteers named for jersey management
2. Treasurer
  - a. 162,382.43 balance in bank, will be around 100,000 by end of season
  - b. Please notify if bills need to be paid right away otherwise bill will be paid monthly

3. VP
  - a. One player was turned away due to registration being closed, was well after registration closed
  - b. All try hockey for free service house have been validated
    - i. For Dibs, just send verification to Krystal
    - ii. If parents sign up for a shift and no-show, may consider billing for the missed hours in future
  - c. Coach and board member, volunteer registration is created on Sports Engine - sign up will be open today, need to complete by Sunday 10/16/22; board members can go on there too, links will be there as well for how to get the things we need; will have it ready sooner next year. Coaches are reimbursed for registration and background check, not for clinics.
  - d. Advanced mites need multiple coaches who are rosterable, likely 3 available. Need done by Nov 15. Will need to ask at mite level meeting at the end of October.
  - e. Coaches need to self police that all volunteers on ice are registered, certified. Will get a list to each level main coach to share who is. All coaches/on ice helpers have to do safesport and age specific module.
  - f. Referee coordinator looking to have new refs get into scrimmages once season starts; check with RG on that; will look at what needs we have for ice time, will not be planning on inter-level scrimmages within TYH
  - g. Ice scheduler - everything should be in through December. Omni can schedule through the end of season, but waiting on high school teams to look at practices, may be short on practice times on a few groups and will make up if able.
4. Girl's Director
  - a. Working on how to divide 10U girls teams, plans to meet and discuss
    - i. Reach out to Jen Pinnow about practice times
  - b. Looking into adding teams on sports engine so she can communicate
5. Secretary

### **Board Reports**

1. External Communications
  - a. Parade update at next meeting - review from Jenny Rourk
  - b. Community events done for now; noted need for improvements
  - c. Will re-eval number of ordering pucks next year in greater quantity
  - d. UWL Lady Eagles camp - in 2nd half of season?
    - i. If they organize it we can do it
2. Team Operations
  - a. Tournament registration
    - i. Can we just register for 1 for each team; considering we want to remain competitive; Older teams need to register sooner
    - ii. We need a running list of this knowledge - team managers should give feedback at end of every year to recall tournaments
    - iii. Ideal to play teams we may find competition in later as well
    - iv. Kristy and Zach to get a list to treasurer of plans/ideas, will reach out to team managers to ask about preference, need someone to check if there is availability many websites will show if full
    - v. Need tournament registrar; need this ASAP

- b. Influx of tournament requests
  - i. Washington Co and La Crescent have asked us to come
  - ii. Do this after tryouts, with team manager, checking with Kristy to get input - this is not an immediate issue, wait until teams are formed
- 3. Fundraising Director
  - a. Jerseys should be here week of 11/4/22
  - b. Window decals are ordered, helmet stickers are ordered
  - c. Raffle letter to travel leaders, in review; seems common, but COVID decreased these requests
  - d. Pure Hockey closed, opening again around Christmas, what else do we want on the site?
    - i. Are funds for anything? Are they for specific things Pure Hockey allows? Scott checking on this
  - e. Needs receipts for anything we want to use Grass Roots for - give to Scott
  - f. Golf tournament committee - plan to form in December
  - g. Needs help for roles under him - get on Dibs?

### **New Business**

- 1. Hockey Culture Improvement
  - a. Powerpoint
  - b. Board member commitment
  - c. What is our goal?
- 2. Positive Coaching Alliance Leader Training
  - a. WAHA offering for 2 leaders in organization, this is required participation
    - i. -expectation is that all presidents and hockey directors attend
  - b. 90 minute virtual training
  - c. October 16, 7:00pm
  - d. Josh and Bryan to attend for now
- 3. Player agreement (may go to exec board after regular board meeting)
- 4. Mandatory parent meetings on first day of tryouts – discussion/plan to increase transparency
  - a. 15 minutes prior to each groups tryout session - focus on culture, organization standards - truly will know some kids places before tryouts but cannot evaluate without knowing them a little prior to tryouts
  - b. Pre-tryouts do help for some players where coaches need to get to know them
  - c. Pre-tryout ranking of kids 1-2-3; focus of evaluator is on bubble kids who could go either way, check overall to say yes/no to likely place on all kids
    - i. Open door is new this year, coaches in pre-tryout practices will be invited to evaluation discussion; may write names/numbers but will not run discussion; purpose is to have someone in in case of disputes someone is in the room to discuss
  - d. Will need big board room from 9-12 Saturday

### **Adjourn**

7:55pm