



Menomonie Youth Hockey Association - Board of Directors Meeting Agenda

September 10, 2018 @ 7 pm

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 meeting to order 6:36p

Roll Call/Quorum:

- Stacy Hintzman, President --Present
- Keila Drout, Past President --Present
- Chelse Cockeram, VP Fundraising --Present
- Gary Messerschmidt, Treasurer---Present
- Bob Weir, VP Hockey Operations --Present
- Kari Berthiaume, VP Communications --Present
- Mike Jax, VP Tournaments & Scheduling --Present
- Brent Pember, VP General Operations --Present
- Sara Bahr, VP Concessions--Present
- Adam Wamboldt-Secretary--Present

Guest Speakers:

Lewis Bjork:

The Bjork family sent a letter to the MYHA, in regards to Braxton, their 9yr old, and stated they feel he is not ready to be a squirt hockey player with MYHA. They would like to see Braxton continue to enjoy hockey but this move to Squirts may be too advanced and scare him away from the sport all together. Bjorks feels he is better suited as a mite vs. moving him up to squirts as he is not ready. Bjorks main concern is to keep him in the program and not scare him off, and help him continue to enjoy the sport of hockey! Seeking board approval to have this happen

Bob brought up the option of dual roster as a mite & squirt so as he develops throughout the season he can move if the coaches, board and family see fit.

Girls Coop:

Henry with the girls hockey coop wants to keep the communication channels open for the 2018/19 season. Henry's main goal was to ensure the Coop does their part now to have games go as expected by at the Menomonie facility. As ice time, practice time, travel time, and all the other things that come with organizing the Coop hockey program are covered. The question(s) he brought to the meeting were:

- The coop will plan to cover the zamboni needs for all their games in Menomonie.
- Coop parents are willing to cover the concession stand for the games in

Menomonie.

- Both of the above can be covered and set up through Dibs

As the practice/game times get worked out, the MYHA board and the Coop will keep communication lines open, to ensure a smooth operation between the two.

Consent Agenda:

Stacy Hintzman

None

Bob Weir

- Power skating coaching clinic set for Oct 8,9,10:
 - Mites/Squirts - 5:15 to 7:15
 - Pee Wees/Bantams - 7:30 to 9:30

Brent Pember

- Registration Update - We are at 51 skaters currently. Last year at this time we had 35. Here is the breakdown by level thus far for 2018/19 season.
 - Bantams = 4
 - U14 Coop = 1
 - Peewees = 7
 - U12 Coop = 1
 - Squirts = 6
 - Mites = 17
 - Mini-Mites = 5
 - LTS = 10
- Scholarships are still being collected, up till 9/15.

Sara Bahr

- The TV by concession stand for menu is installed and electrical has been complete on 9/6/18.
- The deep clean of the Concession stand happened on 9/6/18
- Will give hours to the 3 people that helped.
- We will be painting the exposed wood in concessions with white gloss paint on Monday, September 10.
- The week of September 17 we will put everything in its place from locker room 3, our first Tri-Mart order will arrive, and we will take Vend off of "Ice" or Hold.
- Training Manual is complete, just waiting on feedback from team. I have attached a copy for your review.

Chelse Cockeram

- Wreath sales are set to start Sept 20. Turn in night will be on October 24 at the rink from 5:30 p.m. - 7:30 p.m. (please see attached wreath pictures, I will send to you the order form in a separate email). We will need 2 volunteers to collect order forms and checks.
- Community cookout this Thursday, Sept 13- Had 1 member tentatively volunteer but waiting to hear back. I will work the 5-8 shift. However, if no other member volunteers from 3-5, will need to cancel booth.
- Spoke with Ice Board regarding Sponsorship program. They had concerns to share profit on the board and dasher signs. Stacy H. to meet with Ice board 9/10 @ 7:30 a.m. Will have update at MYHA Board meeting on 9/10.
- Grass roots program submitted for equipment

Kari Berthiaume

- Tournament Registration and Online Payment is now active.
- Facebook event created for Mandatory Welcome Back Night on Oct 4th, from 6-8 pm.
- Distributed pucks/flyers at Kid's Club on 8/10 (Johnson & Prechel families will earn 2 assessment hours for doing this)
- Marketing materials have been ordered for Community Cookout (Flyers, Banner & Foam Pucks) - 250 additional foam pucks have been ordered (with LTS free verbiage) – due by Sept 7th
- Becky Thatcher has accepted the Awards & Recognition Coordinator Position
- Marketing Sub-Committee met on 8/28. Committee Members include: Kari Berthiaume, Stacy Nelson, Angie Slupe, JoDee Mittlestadt, Janelle Johnson, Becky Thatcher and Keila Drout. Key takeaways included:
 - The next 30 days will be the most critical days for us to market our learn to skate free program towards 4-6 year old age groups.

- We have decided to participate in the following parades:
 - Colfax Fireman's Parade – Sept 8 @ Noon – WE CANCELLED OUR SPOT - DID NOT GET ENOUGH PARTICIPATION ON SUCH SHORT NOTICE
 - MHS Homecoming Parade – Sept 28th
 - Menomonie Winter Daze Parade – Dec 13 @ 6:30 PM

- Ad has been placed in Rec Department Flyer
- Will place another ad in the Dunn County Newspaper
- Registration flyers will go into the schools the week of Sept 10th. Targeting: Menomonie public and private schools, Glenwood City, Colfax, Elk Mound, Boyceville, Durand and Prairie Farm.
 - ❖ \$833 of \$2,100 marketing budget has been spent YTD

Mike Jax

None

CONSENT AGENDA APPROVAL: Stacy Motions to approve the consent, Sara B seconds, all approved!

REGULAR AGENDA

President's Report: Stacy Hintzman

- Ice Board Update
 - Adult hockey league is interested in having a tournament here. Mike jax will look at schedule options to present to the Men's league.
 - Ice board approved a budget for a fridge/freezer purchase up to \$1000
 - Ice board will cover the NEW TV in the common area
 - Ice board will fix the hole in the sink in the concession stand
 - Stout paid their 4th installment toward the renovation

- See marketing update in Chelse C agenda
- Ice Time/ADM is still continuing to be challenged. The ADM model is a guide to follow. There will be some deviation given the length of time that we have ice in MYHA, and all the user groups involved. This will be reviewed in the mandatory meeting slides in more details
- There is unused ice time and it is all on the weekends. How can we take advantage of this time to build on our practice/games schedules?
- The board Reviewed game & practice balance and Currently there is not enough practices to games at some levels. The scale is skewed as many projections are built on 5 months vs USA recommendations. The board would like to explore options to improve the balance of this.

- Looking at different option to get more ice time given we only have one sheet of ice. One option the board is looking into is partnering with the city to set up our old boards in the parking lot, under “new” lights and using a rubber walking pad to the ice for additional practices to be help out there for some levels.
 - Other options include:
 - To add another sheet is too costly in our current operations
 - Practice before school hours—presents schedule challenges
- Mandatory Kick Off Meeting will be held on 10/4/2018
- Background Checks/Safe Sport Certification
 - Email will come out, requirement is to get it done before the season starts
 - Concussions screenings will be completed by Mayo—Jody Dotseth will be our point of contact. We can go to a group Impact Testing through the grant through Mayo. Stacy will connect with her to set it up for MYHA. All squirts and levels up should all be tested. More to come at the kick off meeting.

Treasurer’s Report: Gary Messerschmidt

- Reviewed all monthly expenses & Income by item
 - Checking: \$32,690.07
 - Savings: \$14,946.43
 - Scholarships: \$4009.95
- Cover All banking transactions for the month of August no concerns at this point.

VP Fundraising: Chelse Cockeram

- Skate-a-thon - Chelse will come up with 3 ideas for the TOP 3 fund raisers.
- Chelse is actively working with Justin MaGill from Sports Engine. He has a contact through “Rally Me” that would keep all pledges electronic. Will give update when I have all the full details. If there is a cost for this site, will need board approval.
 - The board feels paper pledges should be an option no matter what.
- Chelse met with the ice board on the marketing program and sharing the fees on the rink marketing. They are not willing to give up their revenue stream to partner with us however they did like the one point of contact idea and one touch point. At this point will not pursue this option any further.

VP Communications: Kari Berthiaume

- Welcome Back Week is Sept 17-23.

- USA Hockey recommends Girls Hockey weekend is Oct 6-7. Girls hockey COOP should be coordinating this weekend.
 - This falls during our 3 on 3 tournament, so we need this to be scheduled for another time.
- Reviewed Upcoming Marketing Events:
 - September 13th Community Cookout: Will pass out flyers and foam pucks and have a dryland shooting station.
 - November 10th and February 23rd are Try Hockey for Free Days. Ice time dependent
- The board reviewed the New flyer for schools and they are a welcomed change! These will be hitting the schools soon.

VP General Operations: Brent Pember

- New Family Open House - Thursday 9/20 (5:30-7pm)
 - Registration Stations (Brent, Diane, Keila)
 - Equipment fitting – Adam/Bob/Troy
 - Fleet Feet Apparel - Amy
 - Concessions—Sara and Crew
 - Fundraising information to hand out will be made available by Chelse
- 3 year old skaters. Nothing in the Registration policy minimum age for registration. It just says under 8. We have been requiring that skaters turn 4 during the season to register. With the changes to the LTS/Mini-Mites/Mites should we allow 3 year olds to skate as long as they are potty-trained? Brent and Bob discussed this and the PDC is on-board allowing 3 year olds, that are potty trained. When Brent updates the policy we will add the minimum age language.

Secretary—Adam Wamboldt

None

VP Hockey Operations: Bob Weir

- Key Upcoming Dates:
 - Oct 3 - all coaches and team manager meeting
 - Oct 8 to 15 - specialized coaching clinics
 - Oct 16 to 21 - team assessments and evaluations
- Policy updates are coming based on PDC feedback and research.

VP Concessions: Sara Bahr

- Request made to ice board for new fridge and freezer, quoted by Sears. The shelves are broken, it keeps freezing over, and there is a hole with a leak in the fridge.
 - The ice board approved \$1000 and MYHA will cover the remaining balance.

- Bills will no longer be stocking the concession stand in the evening. They will be adding this to a driver's route, thus we need to get Bills Dist. a way into the building.
- There will be a change this season to skating fees at the rink:
 - Nightly Open skate change to \$5
 - Season Family Open skate pass \$50
 - Season Single Open skate pass \$25

- Sara will work with Russ Bahr to install “Raspberry pie” device to manage the TV for locker room assignments. This will be used on the TV already in place directly visible from the front door. This will minimize the need for the dry erase board use going forward.

→ All Board members approve the above

VP Tournaments & Scheduling: Mike Jax

- Mike will recap scheduling updates & 3 on 3 tournament registrations
- Mite, Squirt, Pee Wee, home tournaments are paid for
- 60% home games are scheduled

Past President: Keila Drout

None

MYHA next regular meeting(s)

October meeting 10/29/18 6p—Ale House

Adjourn: Stacy Motions to adjourn 9:41p

APPENDIX