

## West Fargo Hockey Association Board Meeting

Board Meeting Minutes: Monday, September 20<sup>th</sup>, 2021 at 6 p.m.

West Fargo Sports Arena 520 32<sup>nd</sup> Ave W West Fargo, ND

### Board Members:

*Present:* Alex Aughinbaugh, Josh Benson, Scott Haider, Sarah Elkins, Kelly Kisell, James Cailao, Seth Rehm, Kayla Goebel, Ryan Thayer, Brent Kuehne, Kristen Cigelske, Eric Nelson (via TEAMS Meeting)

*Absent:* Jareb Raan

### Others Present:

*Executive Director:* Jeremy Jorgenson

*Hockey Director:* Jason Gregoire

*Charitable Gaming Director:* Jason Campbell

**Members Present:** None

## PROCEEDINGS:

**Meeting called to order** at 6:00 p.m. by President Alex Aughinbaugh.

### Minutes Approval

**Aughinbaugh**

Benson made a motion to approve the August 16, 2021 Regular Board Meeting minutes as provided to the board of directors. Motion was seconded by Haider. Approved by all; motion was passed without dissent.

### July 2021 Financials

**Aughinbaugh**

Aughinbaugh reviewed the July financial documents which indicate that the cash assets are up from June 2020. Taxes have not yet been taken out for the financial quarter. Advertising and accounts receivable have also seen an increase with new and existing sponsors. Campbell stated that the tax adjustments for gaming, passed by the state legislature earlier in the year, will begin in October.

*Kuehne entered the meeting at 6:02 pm*

### Executive Director Updates

**Jorgenson**

#### **Fargo Force Night**

Jorgenson reported that the Stampede will host a night at the Fargo Force for interested families. This will take place on October 9<sup>th</sup> with seating available in Section 108. An e-mail will be sent out to the general membership on September 21<sup>st</sup> when single tickets become available for sale. There is a plan to have a table set up outside the section with WFHA employees available to families to answer questions and greet members. There may also be the opportunity to sponsor some giveaways to attending families. During the introductions and line up of Fargo Force players there has been a request for 20 skaters from Stampede to join players on the ice. The Fargo Force are looking for Stampede players from 8 – 10 years old to participate. The general consensus from the board was to send out an e-mail to target population and the players will be selected from those that express interest.

#### **Go Promo Store**

The first Go Promo store has been closed with 130 orders being placed and about \$17,000 of merchandise being purchased by members. Jorgenson and Twila Nogowski, the owner of Go Promo, are working to create a 2<sup>nd</sup> store that will be available

to members in late October and the turnaround time is planned to be available in time for Holiday delivery. Stores are planned to be opened throughout the season for members to purchase apparel and related Stampede products.

### ***Office Letter of Intent***

Jorgenson has received an office letter of intent from Jeff Fisk regarding the new office space for WFHA. The letter includes confirmation of the price per square foot, the approximate square footage of the space and monthly payment. Jorgenson has shared the initial quote and information with Kuehne. The document also details lawn care, garbage and the length of the lease. The former occupants have vacated the building and demolition on the interior of the property has commenced. Benson inquired on the option of doing a fit plan for the space which Jorgenson confirmed would be completed.

### ***Corporate Sponsor Update***

There are currently 17 existing contracts for sponsors that the organization had inherited when Jorgenson began his employment as the Executive Director. Those contracts are being honored as they currently are and will be renegotiated on the new terms once they expire. There were 11 contracts that had expired which Jorgenson was able to renegotiate based on the new corporate sponsor rates. He has also secured 10 new confirmed sponsors at the updated rates for a total of 38 corporate sponsorships at the present time.

Jorgenson has been working with Sign Badgers on the design, production and installation of dasher boards. He has mapped out the arena with locations of the boards to assist the installer that will collaborate with Jamie at Veterans Memorial Arena to streamline the process and make it the most effective and efficient. He has also sold about 5 of the 8 banners available for sale. In Veterans Arena 1 Scheels has purchased a sponsorship to have the in-ice logo located inside of the blue lines. Currently all of the proceeds from the dasher boards and banners come back to the organization.

### ***Bank Documents for Signing Power***

Bank documents for approved signatures have been updated to include the Executive Director and have removed a former employee and representative from Brady Martz. Jill Mattson from Western Bank is the direct contact who will assist Jorgenson with any future needs. It was clarified that each time a board member or employee needs to be added or removed it will require the bank to draw up new documents.

### ***Employee Retirement***

In response to employee inquires Jorgenson has been researching possible retirement options for WFHA employees. The majority of staff is interested in this option and January is the open enrollment period when this could potentially be implemented. Initially it appears that an IRA would be the most feasible. After some suggestions, input and discussion among the board Jorgenson will continue to research retirement options. Retirement will not only help to retain current employees but will attract future applicants for any open positions that should arise. Jorengenson will report his findings to the board in the future after more research has been conducted.

<b>Hockey Operations</b>	<b>Gregoire/Kisell</b>
--------------------------	------------------------

Gregoire gave a summary of the Winter Classic Tournament planned for late December/early January. Currently there are 7 Peewee B1 teams and 10 Bantam teams registered so the tournament will take place as planned. There is still time and space for more teams to register. Any open ice time during the tournament is planned to be utilized for Squirt games. The Thursday before the start of the tournament have activities planned for Stampede players as a kick-off for the Winter Classic Tournament.

Pre-season activities continue with the Intro to Hockey program (in conjunction with West Fargo Learn to Skate), fall camps (with 300 players participating) and the upcoming checking camp which has reached its registration capacity. Current registration numbers for the 2021-2022 season are at 640 with registration for Termites, Mites and 8U open until October 17<sup>th</sup>. Currently there are 29 girls registered for the upcoming season at the Termite age level; if those numbers reach 40 Gregoire feels that he could offer a team option for 6U with their own practice time slot utilizing the same Termite curriculum. State Championship teams participated in the West Fest Parade and were overall great

representatives for the organization. Gregoire has received positive feedback on the parade and continues to see pictures highlighting the event participants on social media.

NDAHA held a state meeting this past weekend with some updates to current rules that will take place in the upcoming season. Available videos are planned to be added to the website to help support the implementation of these changes. Bantam aged players will be the ones most impacted with the new rules. These changes will pertain to penalties per game, face-off after a penalty, penalty length and no tag-up for offsides.

New flooring is scheduled to be installed the week of October 18<sup>th</sup> – 22<sup>nd</sup> in Veterans Memorial Arena. The product will be black rubberized flooring with specks of blue and yellow. In order to properly install the flooring, the rink needs to be warmed up for the floor to reach a temperature of 60 degrees which will impact the condition of the ice. In order to accommodate the installation temperature requirements, it will coincide with the “week of care” scheduled for travel teams when practices have not yet begun.

Gregoire feels that everything is on track for tryouts including jerseys. Looking ahead to the season for ice time there are combined practices with some early mornings and ice being utilized at all arenas. Hoist Arena will have some available ice time for the upcoming season which could give some teams an individual practice time and also allow Mites and Termites more ice time as well. Hoist has rink space as well as dryland space that could offer additional opportunities for teams. Gregoire is working to find ways to utilize this opportunity in the best way possible for the season and our Stampede Teams.

## **Gaming Operations**

**Campbell/Nelson**

Nelson reported that the WFHA Gun Raffle tickets have been printed and are now available for members to pick up and sell. The raffle is scheduled to take place on April 8<sup>th</sup>, 2022 at the Red River Valley Fairgrounds. Campbell added that about 2,500 of the 6,000 tickets have already been picked up for sale by members. The Winter Raffle is on schedule for tickets to be distributed to families during picture nights for Stampede teams in early November. Jorgenson and Campbell have been working on compiling the prizes that will be available for the Winter Raffle with 2 large prizes that will create a big draw for ticket purchasers.

Campbell reported on the outcome of the SouthTown PourHouse Golf Tournament held in late August. Even though they experienced a slight drop in the sponsorships this year there was a great turn out of participants. After the expenses were paid WFHA will be receiving \$4,175 from SouthTown PourHouse to benefit our organization.

The sale of the Kindred Spirits Bar in Kindred has been completed. This was one of the gaming sites run by WFHA. Before the sale it was thought that with the current gaming contract in place that once the sale was completed the gaming would be retained by WFHA. After the sale was complete the Kindred City Council approved for the West Fargo Fire Department to take over the gaming at Kindred Spirits. Campbell was notified of the change in gaming by the West Fargo Fire Department and the State of North Dakota. All of the gaming equipment owned by WFHA has been removed. As the rent is paid at the gaming sites 3 months at a time WFHA will be receiving a check back for the last month of rent at the site that will not be utilized by WFHA.

Fort Knox is continuing to work on the approval process for the e-tabs at that gaming site. It is hoped that the final document will be ready by next month approval to go in front of the City of Fargo as soon as possible.

*Gregoire exited the meeting at 7:05 pm*

## **2021 WFHA COVID-19 Guidelines**

**Aughinbaugh**

In consideration of the recurrence and uptick on COVID-19 cases within the community some general discussions were had on previous protocols from the 2020-2021 season. Overall, it was thought that keeping the 15 minutes before practices, Termites and Mites coming fully dressed, following general protocol in regards to exposure/sickness/positive testing continue to be followed. Masks will not be required this season at this point in time but members and players are

welcome to utilize this option if they choose. If schools begin to require that masks be worn or the facilities we utilize change their mask policy, we will adjust accordingly in a timely manner communicating those changes to our membership as needed.

**Center Ice Cancellation Discussion & Future Event Ideas**

**Aughinbaugh**

Center Ice has been cancelled for this season due to several reasons. In the past this event has been promoted as a “fun”-raiser more than a fundraiser. Future considerations as to how to hold the event with options for other venues, food and activities will continue to be discussed. As an organization WFHA is also considering more family friendly and family inclusive events for the future that get both players and parents involved. The Fargo Force Night is an example of the direction that WFHA could pursue. Suggestions were made to consider the possibility of a low-key “Back to Hockey” night as a way to kick off the season that could include options for family friendly as well as adult only options.

**Adjournment**

**Aughinbaugh**

**Meeting Closed at 7:22 p.m. by President Alex Aughinbaugh**

**Meeting was adjourned at 7:59 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*