

Minnesota River Bulldog Hockey Association
November 13, 2024 @6:30pm

Board Members Present: Dani, Lindsay, Laura, Leslie, Brielle, Greg, John, Matt, Kari, Mary

Non- Board Members Present: Crystal, Sarah, Abby, Jill, Jasmine and Tom W, Amanda

Call to Order and Roll Call-

- Approval of Agenda/Minutes- Brielle/Laura

Committees Reports

- Association Team Coordinator- see update below
- Registrar- see update below.
- Fundraising- see update below
- Volunteer- see update below. Add DIBS description. NO kids in the concession stand. You must be 18 years old to be in the concession stand area.
- Marketing- see update below.
- Concessions- see update below. Looking at pizza and other food items. Looking at adding open skate concession hours.
- Referee Coordinator- see update below.
- Ice Scheduler- no new update. Motion made to approve \$300 for new referee mentor program. Brielle made motion- Andy second.
- District Rep- no new updates.

- Tournament Committee Chair- no new update. Trophies have been ordered.
- Equipment- see update below
- Clothing- see update below
- Website- no new update

Old Business-

New Business-

- Required hours. Will we have enough?? Questions about multiple player required hours.

Officers

- President-
- Treasurer- looking for a list of reimbursement requests and bring to board for approval each month. Mary made motion and John second to approve the treasurer report.
- Gambling- Gambling Manager Kari Braun presented report form LG1004 page 1 for November 2024. The membership reviewed items 1-7 and all related documents and a motion made by Mary and a second by John was made to approve the report as read, Motion passed unanimously. Gambling manager Kari Braun presented completed and signed report form LG1004 page 2 for authorization of preapproval of allowable and lawful purpose expenditures for December 2024. The membership reviewed and approved the

expenditures with a motion by Andy and second by John. Motion passed. Will be starting Bingo at Prairie Saloon in January. April S will be assistant gambling manager. Motion to approve \$400 per month and back pay to October. Motion Mary and second John.

- Hockey Operations Committee – see update below.

Open Forum-

Next Meeting Date and Adjournment- Brielle/Laura

MONTHLY RECAP

Committee Activities

Committee Name: Equipment

For Month End: October

The biggest 'win' for your committee last month

- Equipment checkout was a success. 26 skaters have rented equipment.
- Post checkout inventory has been accomplished, as well as going through each item to ensure that it is in good condition to rent. Items that are not, will be thrown in the garbage.
- Order placed through Dick's Sporting goods was completed. \$33 of the \$1,500 was spent.

What can be improved for October 2025/Next Season

- Get the dates set for checkout out sooner

What is your focus for next month

- Order Skates from Play it again, John mentioned that he was going to take care of this
- Throw away non serviceable gear/put all gear away that was ordered

What are the revenue & expenses for last month

**if applicable*

Do you have any requests for your committee, or items that need approval?

MONTHLY RECAP

Committee Activities

Committee Name: Concessions

For Month End: October 2024

The biggest 'win' for your committee last month

(ie. Every volunteer showed up for their shift, All equipment was returned, etc..)

We have 2 new opener/closers and 2 from last year. First couple weekends went great. Cash drawers are working wonderfully. Hot spot seems to be working as long as its charged.

What can be improved for next month

(ie. Sending reminder emails earlier, Creating a posting plan, Being more timely with submissions, etc..)

Continue to keep food and supplies in stock. Working on inventory control for Bulldog gear through square.

What is your focus for next month

(ie. An event, A website launch, Picture day is happening, etc..)

Keep increasing sales and getting volunteers signed up. Working on pizza issue as Lucky Lure will not be doing pizza for us anymore. Trying new food ideas to see what sells in place of the pizza if that wont be an option.

What are the revenue & expenses for last month

**if applicable*

Our sales for the Month of October were

Sales - \$1639

Cash - \$982

CC - \$657

Cash app - \$0

CC Fees - \$27.25

TOTAL PROFIT: -\$853 (something new I am trying to do)

Do you have any requests for your committee, or items that need approval?

Debit card of some sort for the concessions possibly

MONTHLY RECAP

Committee Activities

Committee Name: Fundraising

For Month End: October 2024

The biggest 'win' for your committee last month

(ie. Every volunteer showed up for their shift, All equipment was returned, etc..)

Salt fundraiser complete! 3928 bags of salt for a total of \$11,805.10 raised.

What can be improved for next month

(ie. Sending reminder emails earlier, Creating a posting plan, Being more timely with submissions, etc..)

Next year: Pick up 1 week earlier to avoid any tournaments. Stick with Bantam players for help loading salt. Send additional reminders on salt pick up time/date, order due date, no home delivery to those participating, etc.

What is your focus for next month

(ie. An event, A website launch, Picture day is happening, etc..)

Car wash gift card fundraiser

What are the revenue & expenses for last month

**if applicable*

Do you have any requests for your committee, or items that need approval?

MONTHLY RECAP

Committee Activities

Committee Name: Registrar

For Month End: November

- Rostering coaches and submitting reports to Taylor
- Registration Reports – We have 207 players
- Rostered all players in SE
- Still rostering coaches into USA Hockey teams/ making edits
- Mite Jamboree Registration reports
- Submitting birth certificates as they come in.

What is your focus for next month

- Continue to submit Coaches reports until January
- Working on Mite Jamboree registration – been submitted to SE
- Getting birth certificates
- Roster & submit Mite teams into USA Hockey
- Question: Will some mite players being moved up?

MONTHLY RECAP

Committee Activities

Committee Name: Marketing

For Month End: November

1. Dasher Boards

- a. Need confirmation/consenses as what is still available. The layout online does not align with what is currently installed in the rink. We have two interested parties that would like to purchase dasher boards, but prior to confirming this I would like the Dasher Board Sponsorships to be confirmed and settled to avoid any issues. (*Dasher Board documents are in the Marketing folder on the shared drive.*)
- b. Dashers on the benches in “prime viewing” area are already very damaged and I anticipate they will be barely legible by end of season at this rate. How should we go about replacement for those as they are three year contracts?

2. Consistent Branding / Brand Kit

- a. Logo | We have multiple logos in circulation that are similar, but vary in color. In order to present a uniform brand I would like to get the logos consistent across the entire association. Building a brand kit that includes the approved logo, fonts, and colors would provide that consistency.

3. Team Sponsorships / Locker Room Flags

- a. Working on social media post for team sponsors to be scheduled and posted. Need sponsor logos from each team.

- b. Locker room team flags | Is each team responsible to source their own flag? Ideally they would all have the same appearance with our logo and font with the sponsor visibly displayed.

- 4. **Assistant Marketing Coordinator** | Seeking Board approval to bring on Jackie Fahey as an Assistant Marketing Coordinator. I would like to ask the Board's approval to add a critical Assistant Marketing Coordinator position. It has been previously discussed and approved to build out a committee for marketing, but I believe it would be cleaner to bring on one committed individual with a strong background in social and marketing to assist in all marketing efforts. For instances like hockey day or parades we would then form smaller committees *as needed* that would allow for pre-determined volunteer hours to be earned.

5. Hockey Day Committee

- a. Myself, Assistant Marketing Coordinator (pending approval), [Laura Hulsebus](#) and possibly Kelly Culbert. How would the board like me to track volunteer hours for Kelly and if we bring others on to the committee? How has this been handled in the past? (*Hockey Day documents are in the Marketing folder in the Shared Drive.*)

6. Marketing Budget

- a. What is the typical marketing budget for the year?
- b. What has typically come out of the marketing budget?
- c. Canva Pro | \$120 / year
 - i. Purchasing a Canva account for the Bulldogs would allow for documents to be created and easily edited across the board. Items would be able to be reused and updated with ease. Transitioning positions would allow for access to all previously used items that can be reformatted to be relevant to current years.

 - ii. Please note that I currently use my personal Canva Pro account for this and will happily continue to do this if necessary, but I wanted to share this as it would be a valuable asset for the association to have consistency and access to all created documents in order to edit and change for years to come.

MONTHLY RECAP

Committee Activities

Committee Name: Officials' Scheduling
For Month End: October

The biggest 'win' for your committee last month

(ie. Every volunteer showed up for their shift, All equipment was returned, etc..)

Even more brand new officials have registered from our area/association.

What can be improved for next month

(ie. Sending reminder emails earlier, Creating a posting plan, Being more timely with submissions, etc..)

I'll start to schedule these new officials once U10 and squirt games start. I didn't hear if the mentor program money was approved, so wondering about that before I schedule these officials.

What is your focus for next month

(ie. An event, A website launch, Picture day is happening, etc..)

Load U10 and Squirt games into Arbiter once their district scheduling meeting occurs.

What are the revenue & expenses for last month

**if applicable*

October officials' fees have been sent to the treasurer.

Do you have any requests for your committee, or items that need approval?

I didn't hear anything on this from the last board meeting...

I would like to continue our mentoring program this year by offering monetary compensation to select veteran officials to act as on-ice mentors to our new officials. I'd like to be able to offer \$30 for squirt games - this is the only level at which I schedule brand new officials. This would allow me to schedule an on-ice veteran mentor for a brand new official's first game. I'd also like to be able to offer an on-ice mentor to officials being scheduled for the first time in a 2-official system and as referee for a 3-official system. Again these first times will likely only be at the squirt level, but it is more difficult because these officials would be referees, not just linesmen. I'd like to be able to offer \$45 for these mentors. If the board would again approve \$300 for the mentoring program, it will hopefully be enough to allow for these opportunities as officials start and move up in status.

I have not yet seen the payment scales for other associations in our district. When I do, I may possibly be asking to increase our payment scale this year. I'll keep the board posted on that.

MONTHLY RECAP

Committee Activities

Committee Name: Association Coordinator

For Month End: October

The biggest 'win' for your committee last month

- It made a huge difference announcing teams early. It basically eliminated the need for me to make gmail distro lists/tags for each team because there was not the urgency to communicate to teams right away before games started and tournament hotels needed to be booked. I was able to get coordinators in place and they could then communicate this information. It was a huge win.
- The early date also meant I didn't need to scramble to get GameSheet set up since I don't even get the codes until the week after the game scheduling meeting. It provided a lot of breathing room which was nice.
- All coordinators are in place and rosters/contact info and tournament/hotel info has been shared. Coordinator meeting was held on 10/16.
- Team sponsors have been secured for all teams. Two teams have two sponsors who each gave \$250. The sponsorship tracker on the shared drive has been updated. Bantam A parents decided to pay for the sponsorship themselves which is why they aren't on the sponsorship tracker.

What can be improved for October 2025/Next Season

- Reminder for next year that any tournaments that are Stay and Play or book a hotel for our team should be indicated in the hotel tracker I am provided. In the past this has been done, but it was not done this year which caused some confusion.
- I would recommend that we continue to announce teams early. By early I mean they should be announced a week and a half or more before games start. It should be recommended that no scrimmages are scheduled the weekend after teams are announced. If a team does schedule a scrimmage, they should be aware that they will not have roster labels and we don't get gamesheet codes from the district until after the scheduling meeting.
- I'd like to continue to have photos right away on the weekend after teams are announced. I would move this to Saturday since Sunday is the game scheduling meeting.

What is your focus for next month

- Mites 1-3 pictures are scheduled for Sunday, 11/17
- Le Center Hollydaze parade
- Order team locker room flags

What are the revenue & expenses for last month

**if applicable*

We ordered new mite jerseys. I need to be reimbursed \$960. Electronic receipt was forwarded to the treasurer and board. I will have a paper copy at the 11/13 board meeting.

Do you have any requests for your committee, or items that need approval?

MONTHLY RECAP

Committee Activities

Committee Name: HOC

For Month End: October, 2024

The biggest 'win' for your committee last month (ie. Every volunteer showed up for their shift, All equipment was returned, etc..) Games have started for all age groups - U10 attending D9 Placement Jamboree on 11/16 - Squirt & U10 scheduling meeting on 11/17

What can be improved for next month? N/A

What is your focus for next month?

- Finalize Summer Schedule to present @ December Board Meeting
- Budget
- Costs from City
- Joe, Allison
- Paid Outside Coaches
- Paid Association Coaches
- Schedule (HS, youth practice)
- Needed Volunteers
- Schedule to be made public by January 1st, 2025
- Registration needs to be shared with Jill by the December Board Meeting
- Registration Go-Live Date?
- 1/15 or 2/1?

What are the revenue & expenses for last month? N/A

Do you have any requests for your committee or items that need approval? N/A

Monthly Recap

Committee Activities

Committee Name: Clothing

For Month End: October 2024

The biggest 'win' for your committee last month

(ie. Every volunteer showed up for their shift, All equipment was returned, etc..)

- 2nd round of orders came in and have been distributed.
- Have extra socks available in the concession stand area.
- Brielle ordered extra hats for the concession stand area
- Working on getting a few more options with a local vendor in Mankato for women's hats.

What can be improved for next month?

- Getting some orders out that are still waiting on some items.

What is your focus for next month?

- Getting the remaining clothing orders out.
- Working with Sean on another clothing window.

What are the revenue & expenses for last month?

NA

Do you have any requests for your committee or items that need approval?

NA

MONTHLY RECAP

Committee Activities

Committee Name: Volunteer
For Month End: October 2024

The biggest 'win' for your committee last month-

All DIBS have been claimed

What can be improved for next month : NA

What is your focus for next month

Close out preseason and figure out why some families hours are not calculating.

What are the revenue & expenses for last month- None

Do you have any requests for your committee, or items that need approval? No

