

Sun Prairie Youth Hockey Association
Board of Directors Minutes
July 18, 2010

President	James Trent	LTPH Reps.	Jen Voge, Paula Walker
President Elect	Jeff Thornton	DC Diamonds Rep.	Chris Herwig
Past President	Tony Rehm	Mite Rep.	Mike Weber
Secretary	Betsy McCrary	Squirt Rep.	Absent (Dave Batterman)
Treasurer	Tim Butcher (late)	PeeWee Rep.	Jen Kurtz
		Bantam Rep.	Absent (Gary Pfann)
		High School 2 Rep.	Chris Gehrman
		Coaches Rep.	Rob Wisniewski

Audience: Jason Harkins, Karen Welling, Sandy Brendemuehl, Kimberly Trent, Bill Welling, Seth Blahnik, Dale Ripp, and Steve Traut

President James Trent called the meeting to order at 6:05 pm.

I. Public Comments – none

II. Executive Committee Reports

- A. Secretary – nothing to report
- B. Treasurer – absent (at time)
- C. President Elect – nothing to report
- D. Past President – nothing to report
- E. President
 1. Addition to the agenda – Cardinal Cup Plans
 2. James is working with Chuck on the skate sharpener
 3. Jeff Thornton is working with Jon Elvy on jerseys for next year. They are working on a few design concerns. This is the last year in the three year plan to have members buy home (white) jerseys annually. The board will need to reevaluate whether to continue in the “jersey business.” Options include:
 - a. Every family buys two jerseys
 - b. The association buys both jerseys
 - c. Continue current plan (association buys red jerseys to last three years, whites are bought by player annually)
 4. Jacobsen release request to return to Waunakee
James reported that the Jacobsens are members in good standing. Jeff Thornton reminded board members of the policy: to release families if they ask and are members in good standing. Motion by Jeff Thornton, second by Jen Kurtz to approve Jacobsen transfer. All approved.
 5. Codey Nieses transfer
The family has requested a transfer from Dells/Delton association to SPYHA. They live in Portage. Codey is a second year squirt goalie. He has been skating in our summer program. Motion by Betsy McCrary to accept the transfer, contingent on a discussion between James Trent and the Dells/Delton association with no concerns. Second by Rob Wisniewski. All approved.
 6. Concession manager
SPYHA is looking for a new concession manager. The current plan for concessions would include a manager, two schedulers, and a buyer. The openings will be advertised and added to the website. Interested parties should email James Trent.
 7. Parking lot lines
The lines in the parking lot are almost gone, causing some parking challenges during busy times when PAC members are using the lot. James has asked Chuck to get quotes. Hallman-Lindsey will sell us paint and let us use a liner, so this could be a volunteer opportunity. The parking lot would need to be power-washed 12 hours prior to painting and then allowed to dry. Bill Welling offered to follow-up with Chuck on some suggestions for contractors.

III. Level Representative Reports

A. LTPH

Jen has gotten a few calls about summer hockey questions. She has one to follow-up on. Paula agreed. James suggested they go through Bob Houle.

B. DC Diamonds – nothing to report

C. Mite

Mike asked, “What is my job?” James explained that it was communicating with parents and sharing information (up and down. There is also the expectation that each level representative volunteers one at least one committee. Team reps for travel teams will be meeting with Chuck to discuss Region 4 scheduling. They also go to the scheduling meeting to help schedule teams. Tony added that each rep. will be asked to attend one Region 4 meeting and report back.

D. Squirt - absent

E. PeeWee – nothing to report

F. Bantam - absent

G. High School 2

Chris mentioned the looming issue on how HS 2 will be divided.

H. Coaches

Rob has been called about HS2 teams and lessons learned from last year’s evaluation procedure with delayed placement until varsity selections. This made scheduling of games very difficult. Projections show 30 to 32 HS2 skaters this year: a big change from last year’s six skaters with three goalies (one goalie skated out). SPSHS has no traditional JV team associated with the HS team. WAHA has made some changes, clarifying that HS1 and HS2 teams at the association-level and varsity teams are for the HS to manage. We host the HS2 tournament this year. Having a midget (U16) team poses the problem that birth years would determine team composition. A HS1 would probably play mostly JV teams and some WAHA teams. Jeff added that Steve Hanrahan (varsity coach) has concerns with some of the differences between how WIAA handles issues like fighting in situations where HS1 teams play JV teams. This could impact who would play our teams. A “JV” (HS2) schedule is pretty much set based on the varsity schedule (one team would be scheduled). No decisions have been made yet. Rob will schedule an additional meeting with Steve Hanrahan. It is unknown if there is a U16 state tournament.

IV. Old Business

A. Annual Fundraising

Kimberly Trent reported that all school skate dates are set for each level: 4-5, 6-7, and 8-9. There will be a meeting to discuss association spiritwear at 7 pm on Thursday. Information will include colors and clothing styles. Vendor is Ameriprint. They have donated 24 hats to be sold for \$20 each. They are local and easy to work with. This is our second year working with them.

Scheduling for the mandatory fundraiser meeting to highlight the Dine and Discount program will hopefully take place the second week of August. This will include an orientation meeting, too. The cards will sell for \$25 each. Each family will be responsible for selling or purchasing eight cards (\$200/family).

B. Golf Outing

Chris Herwig reported that seventeen four-somes attended, a little less than hoped for. There were eight hole sponsors, and an excellent raffle with donated prizes. The food was good – My Menu catered the lunch and there was a pig roast dinner. Jessie Vetter was interested by WIBA radio and Channel 15, which aired the interview on the 5, 6, and 10 pm news. The Star was also out, with articles and information published before the event, too. The media coverage was excellent. The committee worked with Jim Geisking, our public relations person. Thank yous sent to sponsors and donors. The next profit was approximately \$5,000. We’ve booked for the same Friday next year. The target was 100 golfers and a few more hold sponsors. There wasn’t a target profit. For sponsors, many had already spent the budget, so we need to start earlier. It was a rebuilding year for the event. Tony noted that the goal was to get individuals reconnected to the association. Chris thought Sherry would probably chair again next year. Jeff extended thanks to Sherry.

C. Organizational/Operational Chart

Tabled

D. Registration Packet (Welcome Letter)

The information has been updated and this version needs review. James will send this to everyone, with comments to go back to Gary.

V. New Business

A. New Rink

Plan is for \$3.5 million capital campaign, with hope to break ground in April 2011 and skate in Oct. 2011. With PAC money, we could swing a mortgage of ~\$1 million. Regarding the change from two sheets, we don't have the contracts for two sheets. Preliminary estimates from Stevens Construction indicate we should be able to build a new rink with 1 sheet and 1 studio rink for \$3.5million. If not, it is acceptable to have the shell with dirt floor for studio rink, and finish when we can. Jeff indicated we are trying to avoid building a big metal box (similar to Oregon and Waunakee . . . and what we have now). We haven't hired a design yet. The city land has slope, so the hope is to build deeper into the ground, which would lower utilities. Plans are for an NHL size main sheet (200' x 85') and a 100' x 60' studio. There would be enough seating (1,000) to host a hockey WIAA sectional. There are six large 18'x20' SPYHA locker rooms, a re room, a coaches room, two varsity locker rooms (one may be used for girls HS hockey in the future). The hope is to build a large enough facility to not blow out walls to expand, so money would be focused on building volume. The current design concept would be to view down into the rink. Similar to West Bend, you can walk behind the standards. There is also equipment storage, office space, and a conditioning area. *(technical difficulties . . . skipped to communication and came back after resolution.)*

Jeff presented a visual report to show the concept of the new rink. The building itself is approximately 238' x 275'. The studio rink size is what the Fond du Lac studio rink has. In response to questions about the 1½ rink proposal, Jeff talked to the figure skating group, and they are comfortable with the approach. They would not be required to accept 100% studio time, though. Financially and fundraising-wise, the choice to do 1½ rinks was most appealing. It is tied to the lease with the city. Both PAC and city patience is wearing thin.

B. Lease Agreement

Tony presented information on the lease agreement. After we start construction, our lease starts: 40 years at \$1/year, payable upfront. The changes to the agreement were all pre-construction: two sheets were changed to one plus the shell for the studio. This was a big concession for the city. The terms changes: starting July 1, 2010, we have until July 1, 2011 to raise half of the capital campaign (\$3.5 million, would need \$1.75 million). If accomplished, we would get another six months to start construction. We have \$900k from the PAC sale that is applicable to the \$1.75 million. If we break ground before July 1, 2011, that's fine. Other concessions were the timing for the city skate program. Having an indoor program is very important. They no longer need access to rink restrooms or storage/storage shed because of agreements to use high school facilities. Tony made the motion to accept the lease with the city as written. Jen Kurtz seconded the motion. There was no additional discussion. All approved.

C. Capital Campaign

The Capital Campaign is seeking approval for a \$3.5 million campaign. Mike Weber is chairing the working group/steering committee. They are working on members for the campaign cabinet with Dave LeDuc. They have their top 5 potential donors identified and hope to contact them by the end of August. Now is the time to implement plans. They know how much money they need, and now will work on marketing materials and converting the plan to the budget.

D. Rink Design Expenditure

Tony made a motion to give the building committee permission to build the volume to hold 1 rink and the shell for the studio rink. Mike seconded the motion. There was a discussion to create a semi-tangible budget at this point. All were in favor, motion passed. The committee will report back in a month.

E. Player/Team Projections and Bantam Evaluations

Discussions on HS2 team already presented. Feedback received that last year's bantam tryouts were too long. They are still working on plans to shorten up the timeframe. Regarding the number of teams: for mite and squirt teams, projections are difficult because the numbers don't indicate if players are travel-ready. This won't be known until registration. Plans are for 1½ mite teams (A and a mid-season additional team), three peewee teams (~40 players) two bantam teams, and two HS2 teams. This is an addition of two teams from 2009-2010.

Additional discussion about the squirt level: There are 56 players on the list now; however, that includes transfers and girls who have or may play with the Diamonds. Last year ~26 of the 56 were in LTP, and may not be ready. A high number of squirt travel players may jeopardize the in-house program. USA hockey wants to eliminate mite travel. There was extensive discussion about number of players/placement and philosophies . . . should teams be

relatively equal number-wise, should numbers be based solely on ability (i.e., should A team only have 11-12 players, with other teams rostering more)? It was pointed out that some players who tried out for travel at the squirt level have not been placed on travel teams in the past . . . it pretty much depends on the numbers. It was agreed that three teams of 15 players/team wouldn't be forced. It was re-iterated that we will have to wait and see what happens at tryouts. Questions about opponents for a fourth squirt team were raised. (Not a lot of associations have a Squirt D, may not be a state tournament, if there would two squirt C teams would they be split by ability?) James agreed to have Chuck look to see if it is possible to field four squirt teams.

F. Dues

James presented a proposal for 2010-2011 dues, with historical dues back through 2007-2008. There is a small increase for most levels. The increase would cover increasing costs for utilities and other expenses. Regarding bantams, the schedule has dropped on week of "skills" (there is still preseasoning conditioning "camp") to shorten the period. They would still have 12 games (same number as other teams), but there would be an effort to schedule as many as possible ahead of time. Bantam tryouts would be three weeks long (starting Oct. 18)

James noted that rates dropped last year significantly because expenses were lowered due to the switch to more of a volunteer-based organization. James reviewed information on the estimated amount per hour of ice. There was a question on why there are out-of-district costs for the LTPH program, but not travel. Tim Butcher noted it was not a significant revenue source.

Chris Gehrmann raised concern about dues cost for HS2, as it was only \$25 less than bantams and peewees. It was noted that referee and other costs (tournaments, for example) are higher, but they play 2 fewer games and have a few less hours for practice. They also have a reduced volunteer hour commitment (20 versus 30 for other travel families).

Tony made a motion to accept dues charges as written, but eliminate the out-of-district charges, contingent on a check of WAHA requirements. Paula Walker seconded the motion. In discussion of the motion, Mike Weber expressed concern about the lack of budget and how the dues numbers were arrived at. James passed out an estimated budget spreadsheet based on costs that had been used for several years. Tim noted that last year SPYHA showed a net income of \$101k, with about \$190k in the bank. We owe \$45k for grading on the site of the new rink. The goal last year was to reduce the cost of skating but provide more ice time, which we did. Tim asked to consider modification of the motion that if out-of-district fees were required by WAHA, they reflect a consist \$25 increase over the in-district rate (LTPH2/3 was only \$15 more as presented, while LTPH1 and LTPH4 were \$25). Tony and Paula agreed to the modification of the motion.

Vote to accept the following 2010-2011 dues, with out-of-district fees to be eliminated pending investigation about any WAHA requirements:

LTPH 1	\$75 (out-of-district \$100)
LTPH 2 & 3	\$215 (out-of-district \$240)
LTPH4/SPHL	\$295 ((out-of-district \$320)
Mite A	\$740
Mite B	\$540
Squirt	\$740
PeeWee	\$825
Bantam	\$825
High School	\$800

In favor: Jeff Thornton, Tony Rehm, Betsy McCrary, Tim Butcher, Jen Voge, Paula Walker, Chris Herwig, Jen Kurtz, Rob Wisniewski

Opposed: Chris Gehrmann and Mike Weber
Motion carried.

Follow-up: The out-of-district surcharge is not required by WAHA. Chuck provided the history that there had been concern that equipment from out-of-district players might prove more difficult to have returned, which led to the surcharge. Based on the motion, SPYHA will no longer charge an additional fee for out-of-district skaters.

G. Communication – Newsletter, Informational Meeting, MailChimp, @SPYHA.com

James reviewed the purpose of a new communications committee comprised of Steve Traut, Kimberly Trent, Sandy Brendemuehl, Betsy McCrary, and himself. Communications, especially with LTP families, have been lacking. The committee plans to start with a printed newsletter (other associations do this) with dates, times, dues, a simplified welcome packet, fundraiser information, and an ad for the fundraiser. It would be physically mailed to every family. Kimberly Trent noted that the bulk mailing fee would be about \$23. There will also be first ever informational meetings for each level: veteran, LTP, and brand new families.

Mailchimp is an automatic mailing service which we can use to send future electronic newsletter, biweekly newsletters, and other information. Cost is about \$153/year.

Tony made a motion to spend up to \$153/year for mail chimp for SPYHA. Paula Walker seconded the motion. All approved.

It was suggested that Mike Weber work with mail chimp for communication if it would be helpful.

The communications committee is also looking at bulletin boards and pictures. James has set up his email to redirect from an @SPYHA address to his accounts. He could do this for the capital campaign and has set up, but not activated it, for the entire board. We could have about 200 addresses. James will send information to the board on this change and update links on the board page of the website.

H. Face-Off Festival

Jeff reported that the committee has been meeting. Gary Pfann has agreed to chair it. They will be going before the city for a liquor license soon.

I. Cardinal Cup Plans

Last year we couldn't do a Mite B Cardinal Cup as planned because of the state tournament, so we switched to a Squirt B/C. Some teams asked about Badger tickets (we didn't offer them this year.) During the PeeWee Cardinal Cup, Jeff had four associations comment/express disappointment about not having Badger tickets this year. It seems to depend on where the teams come from. Tony made a motion to line up two weekends with Badger games and two without, provided Chuck can make it work. Chris Gerhmann seconded the motion. All approved. The discussion on which teams would host Cardinal Cups was tabled for next month.

Meeting adjourned at approximately 9:35 pm.

Next meeting: Sunday, August 15th, 6 pm in the rink meeting room.

Respectfully submitted,
Betsy McCrary
SPYHA secretary