

Sun Prairie Youth Hockey Association  
Board of Directors Minutes  
August 15, 2010

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

Audience: Steve Lane, Kevin Weisensel, Seth Blahnik, Steve Traut, Kathy Thornton, and Bob Houle.

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

1. Public comments – None

2. EXECUTIVE COMMITTEE REPORTS

a. Secretary – Betsy McCrary distributed Executive Committee minutes from Aug. 2 and Aug. 9 (July board minutes previously approved by email).

b. Treasurer - No report. Tim Butcher was absent.

c. President Elect – Jeff Thornton

i. Dues reduction – Jeff reported that he met with Terri Benisch, who is coordinating the dues reduction program. She is looking into Great Lakes Scrip, and presented some preliminary information to Jeff. She is doing additional research. The program is more localized than Simplified Scrip, with a good percentage return. Essentially the organization submits one order online monthly. Cost to the organization is about \$7.50/order. Jeff stressed that it will be important to have the information be very public. Hopefully something will be ready by the orientation meeting. This program is intended to be each family's personal dues reduction program.

ii. Liberty Mutual: Responsibility in Sports program – This program provides 20 grants/year to youth sports organizations. It is similar to a traditional grant application; however, the most successful applicants have a high percentage of members who review the information on the website and take a quiz. If SPYHA pursued a grant, it would probably need to be a mandatory activity, with all coaches and at least one member of each family participating. Jeff felt it had a good message. He will send more information with the link this week. The program opens in September. Mike Weber asked how it could be enforced. Jeff responded that we would get a list of those who participated, and families who hadn't done it would be encouraged to do so. Rob W. is willing to discuss this as at parent-coaches meetings. Because of timing, Jeff will email additional information to the board, and approval will be by email vote.

iii. Jersey program update – We are in the third year of our red home jerseys, which is the last year of the current plan. The white jerseys are purchased by families each year. The major change from this year is removing the shoulder "SP," which added \$11/jersey. To save money, we used the same jersey, but altered the cardinal design. It's a different look but less expensive. The jersey committee will reconvene and discuss options next year. The jerseys will be about \$42/jersey, down from last year's \$51 to \$53. (Variation of price is due to number of digits on the jersey.)

d. Past President – Tony Rehm not present

- e. President
  - i. Pictures - James passed out some 2009-2010 and 2008-2009 to team reps, to distribute to coaches as they can. Empire Photography is coming back this year, but pictures will be scheduled off-ice on the back corner of the rink to save ice time. We will either need to find a long runner or players will have to carry their skates to the picture area and then put them on. Mites through PeeWee travel pictures will be taken one night and Bantam/HS travel and LTP/SPHL pictures will be another night. This will save us money by not wasting ice time.
  - ii. Parking lot striping – Project completed. We have more spaces (they're a little smaller).
  - iii. Squirt rumors – James addressed rumors that have been circulating about this year's squirt teams, particularly that teams have already been picked. This is NOT true. Teams will not be picked until after evaluations. Registration has not even opened, so there is no way the players could be pre-determined. As a follow-up, we are hoping for three squirt teams. Even if the number of games were cut in half, it would still be tough to field four squirt teams. Some practices would have three teams/session if four teams materialized.
  - iv. DC Diamonds discussion – James and Jeff met with Chris Herwig and made a proposal that Chris will take back to the DC Diamonds' board. Jen Kurtz mentioned that Chris was disappointed he didn't receive a response to the email that he sent to the board. James felt it would be best to meet face-to-face rather than try to address things by email. Chris was asking for \$145/hour ice. Jeff reviewed a proposal based on prorating the price based on the Sun Prairie players participating (so if half the players were from Sun Prairie, half the ice cost would be at the reduced rate and half at the regular rate); however, SPYHA would also require fulfillment of half the responsibilities from the Diamonds. Gary confirmed that a formulary approach seemed reasonable. James said it would work out to \$172.50/hour assuming a 50/50 player split. Responsibilities (mandatory fundraising, volunteer hours, etc.) could be distributed among the team, and credit could be obtained for parent coaches, for example. This isn't a huge amount of money: \$4,000 to \$5,000/year; however, it comes at a time where we're trying to build a new rink. Jeff equated this with bicycling: equal rights = equal responsibilities. Any agreement would also need board approval. This year the Diamonds are planning to purchase about 50% of their ice from us and 50% from Waunakee.

### 3. LEVEL REP REPORTS

- a. LTPH – Jen Voge and Paula Walker had nothing to report.
- b. DC Diamonds – Chris Herwig was absent.
- c. Mite – Mike Weber had nothing to report.
- d. Squirt – Dave Batterman reiterated that Squirt teams have not been chosen.
- e. PeeWee – Jen Kurtz asked about preseason conditioning. The schedule has been approved and given to Chuck. Chuck will put it on the website. James noted that the preseason conditioning camps is \$75. Jen also asked how a lost USA hockey registration number for the 2010-2011 season could be located. It is possible to look this up on the USA hockey website.
- f. Bantam – Gary Pfann had nothing to report
- g. High School 2 – Chris Gehrmann requested that the buyout date for HS players be extended based on the late date for varsity tryouts. James noted that if a family bought out for volunteer hours and then the player made the varsity team, a refund would be issued.
- h. Coaches – Rob Wisniewski
  - i. Rob has learned that a Midget U16 team would play a JV schedule, and a HS 2 would play similar teams. One possibility of an approach for high school teams would be to have tryouts for anyone under 16 for the midget team, if over 16 they would automatically make the HS2 team. JV teams may be hesitant to schedule nonHS2 teams. SPYHA is hosting the HS2 state tournament. Rob would like to table a vote until the September meeting to do additional research. His concern is at a U16 team would be dictated by birth date. There are also questions about state tournaments and if there are enough teams. There are about 30 high school age kids who would be eligible to play this year. Gary suggested having a meeting to discuss various options with parents, because there are so many possibilities. For example do

the best U16 players go on a U16 midget team and the nonU16 eligible players and those who don't make the U16 team go on the HS2 team? Chris Gerhmann was concerned that the smallest or youngest would have to play against older and/or larger kids. WAHA has considered eliminating U16 midget teams. It was suggested that the registration process be somewhat generic (HS age), and then after registration have the parent meeting, which would include parents, coaches, and as many board members as possible. Gary suggested that it be very clear that this is an advisory meeting to highlight the options. We haven't been in this situation (multiple high school teams) for a while, and some of the rules have changed.

- ii. USA Hockey clinic – One week before the camp, the outlook was bleak, with just six mite/squirt level players registered and 13 peewee/bantam level players. It was almost cancelled. In the end, both sessions were filled: 22 mite/squirts and 32 peewee/bantams. It couldn't have been done with Jon Elvy, who was instrumental in setting this up. The coaches clinic had 23 coaches on Tuesday night. The USA Hockey coaches recertified our coaches who attended a 4 hour class and one of six on ice sessions. They flew in on the USA Hockey budget, and stayed with Jon Elvy. There was great input from coaches and players. Guy Gosselin is the head of the ADM program for USA Hockey, Dan Brennan came in from Denver, and Matt Walsh lives in Janesville. James extended a huge thank you to Jon Elvy from the board for putting this together. Rob went on to explain the ADM is the American Development Model, which is getting away from mite travel hockey. Instead the focus is all about practice, skills, and cross-ice situations. Hockey is the only sport that doesn't shrink the playing surface for younger players. The program focuses on the number of times you touch the puck. Jen Kurtz mentioned that DC Everest is starting their games in December to increase practice time. USA Hockey is not happy that WAHA has been slow to accept their recommendations. Onalaska is also converting and phasing out mite travel hockey. Guy will come anytime to talk about this. We should revisit this after the season ends. There is a focus on less games and less travel. Visit ADMkids.com for more details. Jen suggested a thank you note to Jon Elvy and all the USA Hockey coaches.

#### 4. OLD BUSINESS

##### a. Annual Fundraising

- i. Face off Festival – Gary noted the committee is making great progress. The application for the liquor license was submitted on time. The food order is in, and we have an arrangement for free buns. We are still looking for a band. Last year we spent \$500, the committee feels comfortable going up to \$1,000. Steve Traut works with someone who might work out. He will make contact with Gary. The goal is to get signage up in the building by the end of the week, essentially targeting publicity after CornFest. Flyers will go home with kids about two weeks before the event. 3x3 tournament is scheduled. Mike Sanders is handling that. It will be based on last year's age eligibility, and one AAA player is allowed per team. The plan is to finish 3x3 games earlier than last year to avoid conflicts with the band. Gary talked to our publicity person for about 45 minutes. The sled hockey team is coming again. There is hope to merge their visit with the capital fundraising crowd and perhaps garner some news coverage. Gary will share schedule with Mike Weber. The FOF Committee is a mix of experienced and new members.
  - ii. CornFest – Jen Kurtz admitted to being in a panic mode. She isn't sure if the \$175 fee for the booth has been paid to the chamber. They are hoping for a good turnout at the parade. She reminded everyone that there was no parking at CHUMS and participants should arrive by 5:45 pm and wear SPYHA apparel if at all possible. Rollerbladers must wear helmets. Bring two bags of candy per "hander-outer." James will send a volunteer email blast. There is an urgent need for volunteers on DIBS. Capital fundraising will have a tip jar at the SPYHA booth. Mike Weber has a fridge we can borrow for the booth at CornFest. Jen will put SPYHA info into the SP Community Guide (e.g., New Year's Eve, Open skates, school skates). Scott Halbleib is doing the music for the parade, and Jen will decorate the trailer using tablecloths again.
- b. Communications – Steve Traut reported that the newsletter is almost done. Sept. 12<sup>th</sup> has been set for the welcome meeting, with sessions at 2, 3, and 4 pm. It was suggested that the youngest go

- last, to allow the most time. Aug. 27<sup>th</sup> is the deadline to have it ready to mail out. All of the details for the meeting haven't been worked out yet, but it should include info on the new rink. Gary made a motion to approve up to \$500 for the communication committee to have the newsletters printed and mailed. Jen Kurtz seconded the motion. There was no discussion, and all approved. Also, Steve reported that 264 email addresses have been moved from Puck to the new email system. He is working with Troy Giesege on graphics, but will need a means to pay for the service. Steve will contact Chuck for the credit card information. The bulletin board has been started. Betsy mentioned that we may want to consider moving the SPYHA board to a more optimal location.
- c. New Rink – Dave Batterman shared a sample letter (request for proposal or RFP) being sent to about six designers. Some have rink experience. Two are from Sun Prairie. We will interview and then recommend a designer for board approval. Not everyone may respond with a proposal. Dave was asked how soon preliminary budget and sketches would be available. To move quickly, Dave may need to solicit board approval by email. The goal is to have information by Face Off Festival. Betsy moved to direct Dave to proceed with an appropriate RFP for an architect. Paula Walker seconded the motion. There was no discussion, and all approved. Dave mentioned he toured Waunakee's rink. He like the concessions window that opened directly to the rink, and a lot of the ice can be seen from the concession stand while working there.
  - d. Capital Campaign – Mike Weber stated that about 15-18 top prospects have been identified. Dave LeDuc will call for appointments. The committee is meeting again Tuesday to kick off the campaign discussion. Hopefully the slide decks/presentations, and marketing materials will be ready soon, so that at FaceOff Festival we can tell our story.
  - e. Cardinal Cups  
Proposed dates/teams:  
Dec. 11-12      PeeWee A  
Jan. 7-9         Squirt A  
Feb. 22-23      Bantam B  
Mar. 12-13      Squirt B/C

- We need to determine how to handle tickets for Badger games. Local teams may not be drawn to the tournament for tickets. After discussion of various options, Gary made a motion to approve the aforementioned teams/dates, and for SPYHA not to sponsor tickets, but to offer a link/information for teams to obtain their own tickets. Games would be scheduled to allow teams to attend the Badger Game. The motion was seconded by Jen Kurtz. Motion passed 9-1, with Jeff Thornton opposed.
- f. Registration information – James reviewed the welcome packet, with the board making suggestions/changes as needed. It was suggested that the registration process includes a confirmation of acceptance of terms (volunteer hours, mandatory fundraising). Current thought is that the Annual Fundraising Committee would be responsible for collecting money for the mandatory fundraising. Chris Gehrman asked if Q4 was necessary as the document was already pretty long. Jen Kurtz asked if this information would be available after registration. James confirmed it would. For equipment, Paula noted that historically equipment had not been invoiced if it had not been returned, and there is a lot out from previous years. This is something that the equipment managers will be charged with keeping on top of. Bob Houle asked if there was a buyout option for the mandatory fundraising. He would prefer to make a \$200 payment directly to the association. James explained that this was not an option at this time based on the setup of the agreement and the number of cards involved, as there is some money involved in processing the cards. It is something that could be considered in the future. Bob expressed his preference to pay more in dues rather than have mandatory fundraising. Chris Gehrman requested that the buyout for volunteer hours be extended to Nov. 30<sup>th</sup> for HS players. Gary moved to accept the registration packet with the modifications made. Chris Gehrman seconded. All approved with no additional discussion.

5. New Business

- a. Dues Reduction – Nothing to report
- b. Equipment colors – The current recommendation is red breezers and helmets; however, black is more readily available, and there seem to be multiple shades of red that clash with our red jerseys. Kevin Weisensel noted that Sun Prairie colors are red and white. Betsy made a motion to change the recommendation to black breezers and helmets, with language to be added to the registration packet and website that it is NOT mandatory to replace red breezers/helmets. Jeff seconded the motion, and all approved.
- c. Mandatory Fundraiser Incentives – The executive committee recommended that the board authorize \$2,000 for the annual fundraising committee to purchase about 10 prizes for the New Year's Eve drawing (for all who paid). Jeff explained that this maintains the tradition of a drawing on NYE, and gives back/softens the mandatory part of the fundraiser a little. Jen Kurtz made a motion to approve an incentive package of \$2,000 for additional prizes for all members, plus a kitty of \$10 for each additional card/family sold over the initial eight to be used for four additional prizes for those families selling more than eight cards. Dave Batterman seconded the motion, which was approved with no additional discussion.
- d. Tryouts / Evaluations / Picking Teams  
The executive committee has been discussing tryouts and evaluations. Jeff and Rob will meet to get a policy in place. James explained that hope is to bring more transparency to the tryout process. There would be two evaluators from level coaches and two evaluators from different levels, plus one non coach parent or board member present for discussion on players. This representative/liaison would listen in, but give no opinions. The idea is that the representative would help answer questions. Also, coaches would follow their players.

Jen Kurtz was concerned about the number of parents in the stands doing evaluations.

When the policy is done, it will be forwarded to the board for review.

- e. Other – Region 4 meeting  
James remembered that there is a Region 4 meeting on Wednesday at 7 pm at Vitense Golfland. James will attend. Each board member will be asked to attend one meeting. James will circulate a schedule at the next meeting.

Gary made a motion to adjourn the meeting, Paula Walker seconded, all approved. Meeting adjourned at 9:22 pm.