

Sun Prairie Youth Hockey Association
Board of Directors Minutes
March 20, 2011

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.	Dave Batterman
Treasurer	Tim Butcher	PeeWee Rep.	Jen Kurtz
		Bantam Rep.	Gary Pfann
		High School 2 Rep.	Chris Gehrmann
		Coaches Rep.	Absent (Rob Wisniewski)

Audience: Nate Rosin, Shawn Lane, Michael Sanders, Chuck Wilson, Steve Traut and Kevin Weisensel

President James Trent called the meeting to order at 7:04 pm.

1. Public comments

Nate Rosin wanted to express thanks for a great season. He also expressed thanks to Chris Herwig for the in-house program – it was lots of fun. The U10 Diamonds had so much fun, too, thanks to Jeff Thornton.

Shawn Lane asked about the new rink, and if we were still on task. James noted this will be addressed later in the meeting.

Kevin Weisensel asked how young kids can be to help out in LTP. He's noticed that many of them are not really helping. James added this to new business. Kevin also shared that, with the help of Jeff Thornton, one of our players was featured in a national magazine, **Flat Out**, using the tires for hockey drills. He invited everyone to come out to the midget races. Jeff Thornton gave Kevin, a big thank you for the tires (and cleaning them).

Steve Traut asked about ice time this summer, particularly if there was open ice available for purchase and how people could be notified. It suggested that it be easy for people to get information on rental and he's willing to help out.

Shawn Lane also asked about summer hockey. James and Chuck are working on finalizing the details. There are plans for squirt, peewee, and bantam programs, as well as learn-to-play. Some interest for HS programming has been expressed, although there are not many times left for opening. Shawn pointed out if we wait too long to get information out, families may make other plans.

2. EXECUTIVE COMMITTEE REPORTS

a. Secretary – Betsy McCrary

Minutes from the February meeting were approved by the Board and have been posted on the website. Betsy noted that there are minutes from a February 28 Executive Committee minutes pending.

b. Treasurer – Tim Butcher

Tim reviewed information from the balance sheet, profit and loss statement, and statement of cash flows, and the information was circulated through the Board for review. Jeff asked about the current mortgage: approximately \$120k remains. One item Tim wanted to highlight was related to expense controls, particularly for things like utilities. Last month, SPYHA paid out about \$25k. Three years ago, during the same time period, expenses were \$43k. Tim wanted to give kudos to Chuck and his team for their attention to saving energy.

c. President Elect – Jeff Thornton

Jeff had nothing that was not already on the agenda.

d. Past President – Tony Rehm

Tony noted that equipment return is underway, and he is working to form a jersey committee. James asked how the red (travel) jerseys looked. Tony thought they still looked good, and we could probably get another year out of them.

e. President – James Trent

James is working with Empire Photography for next year's contract. He was able to negotiate three travel coaches plaques (two for in-house) at no charge, otherwise, there are no additional changes in terms. It was suggested that we request that the team pictures have the team name on them.

Summer hockey planning is in process, and parent-kid games have been scheduled. Limited equipment is available for parents to use: it's at the top of the stairs.

Follow-up meetings with committees are underway for annual fundraising and concessions/volunteers. It's basically a what do you need/where are things at fact-finding mission.

We need to find a 3x3 director. Mike Sanders is willing to continue as tournament director. If anyone has thoughts/ideas on this, please contact James.

Regarding collections, a few people (12-18) have set up terms. Those who have not paid second half dues will receive certified letters and will not be considered members in good standing or be eligible for summer hockey until paid.

James only heard one negative comment about the cards fundraising program that he needs to follow up on. Beloit's car raffle is not going as they had hoped. They are worried they won't break even. Our Dine and Discount Card fundraiser took in about \$27k.

3. LEVEL REP REPORTS

- a. LTPH – The Red Team won the Cardinal Cup, and the kids had a lot of fun.
- b. DC Diamonds – All three girls' teams went to state: two took fourth and one took 7th. Their summer program will start in mid-June in Sun Prairie. They would also like to do something in Waunakee, but they're taking their ice out. Jen Kurtz mentioned that both the U14 and U12 girls' teams won their Region 4 leagues.
- c. Mite – Mike Weber reported that the Mite A team was 13-20-5 and took fourth at state. He personally thanked the coaches, and noted the team won more games at the end of the season. He also thanked Paula Walker for lots of games. The Mite B took second place trophies at both the Fox Valley and Middleton tournaments.
- d. Squirt – The Squirt A team took second at state, and the B and C teams took fourth. Everyone had excellent records, and the A team won Region 4.
- e. PeeWee – The PeeWee A team went 22-16 and won their Region 4 league. The PeeWee B team was 25-11-1 and took seventh at state – it was a very good tournament, and SP was the only team that scored on the Polar Caps. The C team was 11-21 and took second in the Green Bay tournament. Jen Kurtz would like to see a recommendation to WAHA that the hosting association would have to provide three referees for state tournament games. James would mention this to the WAHA rep. Jeff Thornton noted that we should include the number of games allowed at each level in the policy and team rep handbooks.
- f. Bantam – Bantam B's took fourth at state. Regardless of their record the Bantam A's had a pretty good experience for the year. Jen Kurtz asked about the bantam/tryout start time for next year. Jeff Thornton will add this to a future agenda.
- g. High School - HS2 took consolation at state, which was hosted by Sun Prairie. They had a tough first game against Fond du Lac. The team did not attend the season-end league tournament, as parents declined. It was post-state, and some expressed concerns about seniors and any repercussions for serious penalties. It was a last-minute decision. Chris Gehrmann wasn't sure that backing out at the end should be a parent decision, and it wasn't clear if the coaching staff lead the decision-process or not. Chris noted that the seeding was poor, and that no one attended the league meeting. There were some complaints about coaching staff and their ability to develop players. This is something that will need to be addressed in the off-season.
- h. Coaches - Rob Wisniewski was absent.

4. OLD BUSINESS

a. Region 4 Meeting Report

Dave Batterman distributed his notes from the March Region 4 meeting. Elections were held, and all previous ALD's (age level directors) continued in their posts. Jen Kurtz is continuing as PeeWee ALD. She said it's only painful for about two weeks of the season.

- b. CO Metering
Gary Pfann requested this addition, as he contacted Wisconsin Energies, but they declined. Chuck learned that Bassett Mechanical would give a basic one-time reading. If it was something we wanted regularly, it would cost money. Gary's idea is that we do it once, probably at the start of next season, when we have full activity. We also have a plug-in detector. Jeff Thornton noted that CO monitoring is incorporated into the new rink and will be bid.
- c. New Rink / Building Committee
Jeff shared that, although there is a perception that planning for the new rink has stalled, nothing is further from the truth. Instead, there have been some sensitive negotiations going on. We will not be breaking ground in April, but as noted in New Business there is a contract extension to discuss. Jeff noted that he wishes more information could be given, but at this time we cannot comment, and we've learned from previous experiences not to. We are "cautiously excited" but have been requested to keep things quiet by the involved parties.
- d. Capital Fundraising
Mike reported the committee has been in a holding pattern pending more information related to Jeff's news, but they will be meeting Tuesday night.

Jeff's additional new rink news was that the z-team and some coaches have been reviewing the designs. The first sheet will have seating for about 1000, and the second sheet for about 500. The current estimate is about \$500k difference to go from a studio to a full second sheet. We have a good handle on what would fill a second sheet.

5. New Business

- a. PAC Contract
PAC is supportive of where we are, and has supplied an updated agreement that first of all allows us to stay two more full seasons if needed – until September 2013. It also modifies the fundraising portion of the agreement slightly, in that PAC will still work with us to raise the \$100,000 from a list of potential donors, but it is no longer guaranteed. There are still a few language clarification/tweaks, but a document fairly close to a finalized version has been shared with the Board. Tony made a motion to approve the concept of the PAC agreement. Paula seconded the motion.

During discussion, Mike noted that this extension is a good indicator of the PAC's continued commitment to work with SPYHA. Gary's concern is what happens next, and he feels communication is key.

The question about where the city fits in was raised. James noted that they are aware of the changes/developments, and that we still have until July in the agreement. Tim pointed out that this change gives us more time become even more financially stable.

Jeff said we were ready to go, with materials, when this opportunity arose, but felt we had to at least investigate it.

Jen Kurtz noted that the Capital Campaign Committee has already put in a ton of hours, and weekly meetings are about 2 hours long.

It is understood that the lack of additional information is frustrating, and we'd love to be able to say more. In the meantime, additional members are welcome to help on the Capital Campaign Committee is welcomed.

There was no further discussion beyond this and all approved. James will pass on the final version as soon as he receives it, and Betsy will collect votes by email.

- b. Cardinal Cup Wrap-up
Mike Sanders presented information on 2010-2011 Cardinal Cups, but also asked about next year (teams/dates) so that they could be advertised. Paula thought some information for ADM and cross-ice jamborees might be coming soon, so we could look into hosting one, too.

The Squirt A tournament filled up pretty quickly, but we struggled to fill the Squirt B tournament and could easily have filled an eight-team (rather than four-team) Squirt C tournament. The PeeWee A tournament only filled five out of eight slots, but Oregon was hosting a PeeWee A tournament the same weekend. We should get in contact with them to see if we can schedule different weekends. Bantam B was full, and they will host state next season. As noted before, HS2 hosted state this year.

Mike estimated income before expenses at \$16,600, plus gate fees from the HS2 state tournament came to \$1600. WAHA paid us \$4k for ice for the statement tournament.

There was a movement to standardize the tournaments, so there weren't raffle tables. Instead, there was a 50/50 raffle and a chuck-a-puck, but how teams promoted this were up to them. The 50/50 raffle didn't make much money, but the traditional raffle tables tend to cost host families quite a bit (much more than is usually taken in), and require additional supervision.

The photography program was not as successful as hoped, and the vendor will end up losing money if she gives SPYHA the negotiated cut. Mike thought maybe a CD option for teams to purchase in advance might work better, but the most appeal is at mite/squirt age.

The t-shirt vendor didn't sell a ton, and pre-orders may be the way to go.

Holiday Inn cut us a check for about \$1,200 for room referrals, which was a surprise.

Expenses were \$2,295. We asked for 100 free hot dogs for each tournament, and sold about 80. The ice and referee fees aren't included in the expenses. Excluding these things, we probably made just short of \$18k.

Jeff asked how the streamlined concept went. Mike thought it went well, and it saved the hosting families well. Jeff had attended one tournament as a visiting coach, and he thought it went well.

Mike asked for input on the in-house Cardinal Cup and scheduling, for example, should it be more like a true tournament (Friday, Saturday, Sunday)?

As far as next year, it would be helpful to pick weekends by Sept. 1st. Mike is willing to be tournament director next year, but he'd like to find someone for the 3x3 tournament. He's willing to help transition leadership of the 3x3 tournament this year, and will also ref. Jeff thanked Mike for a great job, and Chris Gehrmann also expressed appreciation for all Mike's help with the HS2 tournament.

On a related note, James would like to survey team reps about tournaments, and he'll work with Kelly Chlebowski, the team rep manager, to learn where they went and how was it. Shawn Lane asked why the association picks some tournaments. James explained that some tournaments close quickly, and in some cases, our teams are picked late.

Jeff Thornton expressed appreciation and thanks to Mike on behalf of the Board.

c. PR Contract

Our PR contract with Jim Geisking is up at the end of the month. Cost is about \$5k/year. He has tried to get us out there, and James receives a few emails a month. He secured a TV crew at the golf outing, and also set up the Channel 27 interview. The Board requested more information (what's been done, what's being worked on). James will follow up.

d. Learn to Play Hockey Assistants on the Ice

After further discussion, any helpers should be helping, not distracting.

e. Other

Chris Herwig mentioned the golf outing is in late June. Sherry is coordinating it. It will be at Sun Prairie Golf Course, and Porktropolis is doing the catering. Save the Date cards will be coming out soon.

Annual meeting date proposed for May 15th at 6 pm, with the Board meeting to follow. Notice needs to go to membership 10 to 30 days in advance. Jen Kurtz agreed to be on the nominating committee again this year, and someone will follow up with Kathy Thornton. Current requirements for voting are to be a member in good standing and have an interest in hockey. Betsy and Gary will review the bylaws to see if additional updates are needed.

Tony made a motion to adjourn the meeting. Jen Kurtz seconded the motion. All approved. The meeting adjourned at 9:10 pm.

Next meeting: Sunday, April 17th, at 6 pm.