

Sun Prairie Youth Hockey Association
Board of Directors Meeting Minutes
July 24, 2011

Audience: Joe Brickl, Steve Traut, Kimberly Trent, Shawn Lane

President Jeff Thornton called the meeting to order at 7 pm. He welcomed the Board and each Board member introduced him/herself. Jeff extended thanks to Tony Rehm and Tim Butcher for doing a fantastic job and contributing hundreds of hours to the association. Jeff also thanked James for his service as president last year. Jeff noted one change in meeting format: as topics come up, the public will be invited to comment on the topic, and then public comment will be closed and the Board will discuss the topic.

1. PUBLIC COMMENTS

There were no public comments. Jeff expressed his appreciation to the audience members for their attendance, as most are regular attendees.

2. EXECUTIVE COMMITTEE REPORTS

a. Secretary – Betsy McCrary

Betsy reported that minutes from the June meeting were approved by all members present and have been posted on the website. The Executive Committee has been meeting to discuss the proposed dues which will be discussed later.

b. Treasurer – Paula Walker

Paula distributed financial information in advance. She has determined that the \$21.95 suspense was an ACH debit for merchant service for credit cards. It was thought that this had been stopped. Paula is also looking to see what happened to the Summit Credit Union account. Mike Weber asked about a separate account for capital campaign. Since it is separate funding, it should be a new account.

The golf outing made \$11.8k in revenue, with profit of \$7.9k, which is up from last year. Jeff thanked the Herwigs and the rest of the committee for their work. The catering was free in return for the Diamonds hanging flyers. It was a successful event.

Paula is continuing to look for better formatted reports, and will re-pull numbers for profit and loss. Mike extended kudos to Paula for getting out the reports in advance, and he is willing to help out.

c. President Elect – Dave Batterman

Dave is looking at applying for a Royal Bank of Canada grant, and needs help on submitting it.

d. Past President – James Trent

- Jerseys – James has been working with the jersey committee, which includes Jason Walker, Julie Butcher, Tony Rehm, and Shad Kernan. We will order whites (home) jerseys this year and reds (away) next year. They have three estimates from different vendors and are also looking to purchase socks, too. They are also keeping older jerseys (including old red and black) to make a history of Sun Prairie display in the new rink. They also have several unused jerseys, and are looking for ideas to get rid of jerseys. James asked Board members to think about it and come to him with ideas.
- Banners – Banners fizzled last year, after a big push two years ago. James will meet with Bill Blumer, who has coordinated the effort in the past. Any banner orders need to get back to the volunteer committee for credit to be given.
- Unpaid Dues – About ½ the list of people with unpaid dues from May have paid, but there are still 11-12 people remaining. We are taking a very firm stance, if you're outstanding, there will be no registration for the upcoming season. This situation cannot continue. Payment plans need to be requested if necessary and be well-documented.

e. President – Jeff Thornton

- Erik Olson Donation – Erik Olson was accidently double-invoiced. He paid both invoices, and asked that the overage be considered a donation. Jeff wanted public acknowledgement of this, and extended his thanks.
- Utility Cost Update/Cooling Plant Problems – Costs are up substantially over previous years. Twice this past month there were major outages, and one closed the rink. There was a similar situation last October, too. We're investigating a plan to resolve the issues. There doesn't seem to be a leak under the ice. The Bassett contract is the best insurance we could have against this type of thing. The Z-team and Chuck have been doing a great job with the physical plant, but utility costs are going p, and this will need to be factored in to the dues.

- Staff Salaries – Jeff and James met with Chuck to discuss salaries. Historically, Chuck has been given a budget of about \$47k, and this year he came in at about \$41k. The last raises were over 1 ½ years ago, so after discussion with the rest of the Executive Committee, raises of approximately 4% were authorized, effective July 1. This comes out to about 50¢/hour. This action would still be under budget. This past season, the Executive Committee asked the Z-team to do more customer service in addition to all they have been doing, and in return for doing an outstanding job, they were rewarded with a \$250 bonus check. Even with the bonus and raise, the staff salary budget is still under the budgeted amount, and has been the last two years.

Jeff also shared that Chuck has asked for some reduction in responsibilities. The Executive Committee (Ecomm) has agreed to reduce Chuck's hours to 32 hours/week and freeze his salary, as well as remove oversight of the facility and z-team. The Ecomm is looking at options within the team for these tasks. Chuck has been doing a fantastic job, and spent the night at the arena recently during the outage.

- Dec 24/31 Schedule – The holidays are causing some scheduling challenges this year. There will be no games on Dec. 24, 25, and Jan. 1. On Dec. 31, the rink will be operating (with home games scheduled) until 2 pm, when it will close in preparation for the New Year's Eve event.
- Pepsi Contract – Jeff is meeting with Pepsi to clarify the contract.
- Cornfest Parade Chair – Jen Kurtz agreed to call the chamber to see if we can still enter the parade. We are still looking for a person to chair the event, with hours given as used, 1 credit/hour. Jen will check into DJ and trailer services from the Halbliebs and the Welchs, respectively. Thanks to Natalie Weasler for her work on coordinating SPYHA's entry into the Flags of Freedom parade. Betsy also extended a huge thanks to Dale Ripp for riding in the back of the truck and filling buckets and bags with ice pops for participants to hand out.
- 3x3 Chair – Mike Sanders has agreed to run the 3x3 tournament again. Betsy reported that Joe Nett has agreed to work with Mike to learn the ropes.
- Other news – Jeff has received a call from some Beaver Dam players asking about joining our bantam program, as Beaver Dam won't be having a Bantam team this year. Chris Gerhmann has also received calls about this. Right now, we have about 30 skaters, including goal tenders. There wouldn't be a release required for this, but SPYHA would still ask for confirmation that the families are in good standing in their current association. No action will be taken unless a formal request is made. Jeff also noted that volunteering seems to be at all time low, and with Face-off Festival proposed for discontinuation in its current state, we're looking at ways to keep people engaged. We have poor Board meeting attendance, and Jeff floated the idea of offering one volunteer credit for attending a regular Board meeting. To be eligible, the individual would have to sign in and stay for the entire meeting. This is just food for thought – formal discussion slated for later in the agenda.

3. LEVEL REP REPORTS

- a. ADM – Marcie Rauls
Marcie has already received an email from a new Sun Prairie resident asking about the fall program. The ADM reps will be leading the marketing charge for the program, with help from Amie Brickl, a new recruit for the marketing committee. Jen Kurtz and Jeff Thonton reviewed the USA Hockey 2x2 challenge and how this may fit into the Try Hockey for Free program.
- b. DC Diamonds – Chris Herwig has stepped down, as his daughter is no longer skating with the Diamonds. The Diamonds will make a recommendation for a new representative. The directorship is vacant at this time.
- c. Squirt – Mike Weber had nothing to report.
- d. PeeWee – Jen Kurtz confirmed that the no-checking at PeeWee proposal has been approved by USA Hockey. Contact will be okay. There is also "tag-up" at the Bantam level.
- e. Bantam – Chris Gehrman had nothing more to report beyond the Beaver Dam player information previously discussed.
- f. High School – vacant. James mentioned he talked to Jodie Krause from Region 4, and SPYHA is still in the HS2 League for Region 4/5; however, there seems to be no additional information available at this time.
- g. Coaches rep. – Troy Giesege explained that in addition to coaching certification requirements every two years, there is also an age appropriate evaluation requirement that coaches will need to fulfill annually.

4. OLD BUSINESS

- a. New Rink / Building Committee - The Ecomm continues to work with the city and developer on a new location, but for financial reasons additional information cannot be disclosed. It is in a Sun Prairie TIF district. The City of Sun Prairie approached SPYHA and asked us to reconsider locations. The proposed development includes accommodations and restaurant, as well as other features that fit well into our hockey rink plans. PAC and SPYHA have been working together on this, and we've been pushing to release information at least at the Board

level, but only have been allowed to disclose the information above. Although this has caused a substantial delay, it was something we needed to investigate.

Jeff explained that one significant consideration is a long term lease rather than building ownership. The building becomes taxable which makes it alluring for the city. We believe we are close to bringing the Board an agreement to lease a new two-sheet ice arena. The current design would only need some modifications. City involvement/contributions are still being discussed. PAC is actively involved, and would be a lease-holder if that is the route taken. The lease payment would be about \$300k/year, or \$25k/month; however, there may be variations such as a 9-month rate and a 3-month rate if one sheet was shut down and used for something else, like a PAC program. This change would also likely require a Rink Board that runs the facility and physically holds the lease. It means SPYHA would give up day-to-day operations. There are numerous pros/cons, but right now there is too much up in the air to answer any questions. The agreement could be written with an option to buy.

The city extension on the current plans runs until Sept. 30, 2011. The grading money already spent is up for negotiation if a different location came to fruition.

- b. Capital Fundraising – We need to expand the committee and find a new chair. It would be great if the committee could reconvene soon (Tuesday at 6 pm?) so that things are ready to go. Paula will see if a room is available at Buck & Honey's.
- c. ACE Director Recommendations
The Board approved by email three very qualified people. Chris Finkler holds the title of ACE Director for USA Hockey purposes, but the role has been broken into three positions: Chad Schneider has responsibility for ADM (non-travel), and Chris Finkler and Troy Giesege are working on travel and tryouts. All three agreed to split the duties. Communication will be a key to their success, and SPYHA is very fortunate to have three very talented and qualified people willing to work with us.
- d. Region 4
Jen Kurtz mentioned the ALD's will work to set up leagues, taking input from associations at this time. Making this a group effort lifts a huge load from Jerry Swenson. Dubuque has pleaded with Region 4 to remain in the league, as they have no other league options. Rockford has been warned. They play in multiple leagues, and it seems Region 4 games become a lower priority. Jeff asked that Jen let it be known that SPYHA is considering boycotting Rockford games because of so many issues with them.

5. New Business

- a. Personnel Activities – As noted above, Chuck's hours are being reduced. As soon as assignments are determined, they will be reported to the Board.
- b. HS2/Bantam Start Dates (# Games/Scrimmages) – In recent history, bantam and high school teams have started later, but the start dates are being proposed to move up to early October, similar to other teams. The advantage for HS2 is getting registration in earlier. This is before the varsity team is picked, so if a player makes the varsity team, they will be reimbursed for dues not used. This provides more flexibility for scheduling. Varsity can technically take players from both high school and bantam age. One other note is that both teams would have 12 home games, but bantams would also have two scrimmage games (one home). James made a motion to accept the proposal that bantam and HS2 start in early October, to coincide with other travel teams. Paula seconded the motion. Discussion included acknowledgement that there is more ice and more practices, so costs would go up. There were no public comments. All approved, and motion passed.
- c. Try Hockey for Free/ADM Schedules – USA Hockey provides marketing materials for this program, as well as a limited number (40) of jerseys and a goody bag. The date is Nov. 5th, and it can't be changed. The Ecomm is recommending that ADM starts right after this event, which pushes it into late March for an end date. Having some activities going on after travel tournaments isn't a bad thing, and the delay gives us some time for programming. The target date for starting ADM would be Nov. 12th. Try Hockey for Free would require pre-registration. Marcie asked if this would mean a break for ADM kids from mid-September until November – Jeff confirmed this is true; however, USA Hockey also recommends kids play other sports besides hockey as part of the ADM program, and this break encourages that. Mike asked if SPYHA had tried Try Hockey for Free previously and what was the turnout. This is a new program for SPYHA, but we're hoping to promote heavily through open houses at schools. One idea was to encourage players to recommend friends, and then hold a

drawing for a SPYHA jersey. Jen Kurtz made a motion to proceed with Try Hockey for Free and start ADM later as proposed. Chris Gerhmann seconded the motion. There was no additional discussion, and all approved. Motion passed.

d. Cardinal Cup Tournaments

This year SPYHA is hosting the Bantam B state tournament. The proposal from Ecomm for Cardinal Cups is as follows: Squirt A, Squirt B/C (potentially no Badger hockey game this weekend), PeeWee C, and PeeWee B. It was pointed out that there was no bantam tournament then. Jen Kurtz made a motion for the following Cardinal Cups: Squirt A, Squirt B/C, PeeWee B, and Bantam A. Chris Gerhmann seconded the motion. There was no additional discussion, and all approved. Motion passed. Betsy will get this information to Mike Sanders and to Chuck.

e. Face-off Festival

Gary Pfann ran this event last year, and did a great job, but getting volunteers was really tough. Lots of hours were put in, but the per hour return was very low, and it is recommended that Face-off Festival in its current format be discontinued, and replaced with a Welcome Back/Drop the Puck event to coincide with the 3x3 tournament. Mike Weber made a motion to eliminate Face-off Festival as an annual fundraising event. Paula seconded it. During public comment, Steve Traut stated he was all for a modified “party”/Drop the Puck event. There was no additional discussion, and all approved. Motion passed.

f. Welcome Back Week

One suggestion that came from the WAHA meeting was to call previous SPYHA families who haven’t registered as registration closes. This would take effort but help returns, especially for younger families. The targets would be U8/ADM and HS2. The ADM reps could work on the U8 groups. James and Chris agreed to team up on the HS2 group.

g. Team Pictures

Team pictures will be off the ice this year. Troy requested a different background. Overall it worked well last year, and so we’re planning for the same time-frame this year. Jeff emphasized that the expectation is that travel teams are ALL wearing the same jersey. This is NOT coaches’ choice (or players’ choice). This will be part of the kick off meetings.

h. Travel Team Schedules, # Games

USA Hockey has recommendations for number of games, and SPYHA has had a policy in the past for number of games, but it has not been enforced strongly in recent years. The Ecomm proposed the following

Activity	Squirt	PeeWee	Bantam	U16/HS2
Home games	10	12	12	12
Scrimmage	-	-	2 (1 home, 1 away)	-
Reciprocal games	10	12	12	12
# of tournaments	3	4	5	5

Tournament games would not count in the number of games allowed. After additional discussion, it was agreed that a team may give up a tournament and add three games. Troy pointed out that each high school team would be limited to five JV games within the indicated allotment. Each team proposal was voted on individually. Regional playdowns and state tournaments are not included in the number of allowable games or tournaments.

Activity	Squirt	PeeWee	Bantam	U16/HS2
Home games	10	12	12	12
Scrimmage	-	-	2 (1 home, 1 away)	-
Reciprocal games	10	12	12	12
# of tournaments*	3	4	5	5
Motion made by to accept proposal for indicated team	Paula	James	Dave	James
Second	James	Paula	Paula	Marcie
Vote	7-2	9-0	9-0	8-1
Opposed	Dave & Jen	None	None	Chris
Result	Motion passed	Motion passed	Motion passed	Motion passed

*Team may give up one allotted tournament to add three games.

i. Dues/Ice Rates

The standard rate for ice time will increase from \$200 to \$210 per hour. Other non-prime ice time will increase approximately 5%. Increased utility costs are the main driver for the price increase. Betsy distributed information on proposed dues based on these costs and the ecomm's evaluation of them, as well as recommendations for fundraising requirements and volunteer requirements.

	Learn to Skate 1st session only	ADM U6**	ADM U8**	Squirt**	PeeWee**	Bantam**	Midget U16 High School 2**
Proposed Fee	\$50	\$200 (\$100 per session)	\$310 (\$155 per session)	\$785	\$845	\$1000	\$1000
Prior Fee	\$75*	\$215	\$295	\$740	\$825	\$825	\$800
Fundraising requirement (per family)	none	\$100 per session		\$200			
Volunteer requirement (per family)	none	7.5 hours per session (was proposed for 10 hours per session)		30 hours			

*for two sessions

**Proposed fee above includes new arena fee (\$50) and \$15 scholarship contribution, which may be tax deductible

Other notes:

ADM fees will be split into per session dues.

Each family is obligated to sell 8 fundraising cards (\$200).

LTS players have no card requirements for one session.

LTS players have no volunteer requirements for one session.

Bantam fees include 12 home games + 2 scrimmage games

HS 2/U16 midgets include 12 home games (up from 10), and they start sooner (more practices)

There was some concern that the proposed 10 hours/session for ADM could cause tracking difficulties in DIBS due to DIBS being open since April and families signing up under that program already. As a result, it was recommended that this be adjusted to 7.5 hours/session for this season.

Dave made a motion to accept the travel fees as presented. Paula seconded the motion. There was no additional discussion. All approved. Motion passed.

The ADM program included an incentive for young new skaters who had never skated with SPYHA before. The Learn to Skate session would be held in conjunction with ADM U6 (regardless of player age), but would be inexpensive with no concern for fundraising or volunteer requirements for one session only. Paula made a motion to accept the ADM fees and program for Learn to Skate as presented. Troy seconded the motion. All approved. Motion passed.

j. Bounced Check Policy

Betsy had sent the Board an updated Bounced/NSF Check Policy in the pre-meeting information, which stated the following:

NSF policy

\$35 fee for NSF checks, and loss of personal check-writing privileges for one year. Subsequent payments must be cashier's or bank-certified check, money order, or credit card (Pay Pal).

k. Marketing Director

Aimee Brickl has stepped forward to take charge of marketing, which includes coordinating a SPYHA presence at elementary school open houses.

l. Unfulfilled Volunteer Hours

The Volunteer Committee has indicated that there are approximately 670 unfulfilled volunteer hours for the 2010-2011 season from 60 different families. Outstanding payments for these unfulfilled volunteer requirements amount to approximately \$10k. Notices were sent out prior to the end of the season, and there will be follow-ups with invoices coming.

m. Budget

Jeff asked if Mike can look at working on a budget. Mike asked if there were specific objectives, and agreed to work with Paula on this.

n. Other business

With respect to the previous idea that was circulated about providing credit for Board meeting attendance – 1 hour of volunteer credit per family for attending a Board meeting (They would need to sign in): James made a motion that every SPYHA family who comes to a SPYHA Board meeting and stays for the duration would receive one volunteer credit. Jen seconded the motion. All approved.

Jen asked about registration. Paula hopes to have it open in early August for travel teams, with invoices out in early September. It will be online registration.

Mike extended thanks to First Weber for the garage sale fundraiser.

Next Board meeting was scheduled for Aug. 21st at 6 pm at the rink. Paula will take notes, as Betsy will be absent due to work travel requirements.

James made a motion to adjourn the meeting. Paula seconded the motion. All approved. The meeting was adjourned at 10:53 pm.