



Southwest Eagles Youth Hockey Association
Minutes
Annual Meeting
Wednesday, April 13, 2011
7:00 pm ENIA Mezzanine



1. Call to order – Mark Jones

7:05

2. Approve minutes of 2010 Annual Meeting

Motion by Janie Ritter, 2nd by Tom Osting to approve minutes. Motion passed.

3. Ice Inc. Report- Joe Taylor

Joe has been with SW since 2003, on board since 2004. Selected to be on Ice Inc board in 2010 and became President in 2011.

- **ENIA is a SW facility. ENIA and SW will either succeed or fail together.**
- **Ice Inc is a nonprofit board. SW has the majority of the members- Joe Taylor, Bob Ryan, Carl Makuch, Tony Heinrichs, Matt Sevens, Mike O'Brien, and Joel Marshall. They hold 3 year staggered terms, with 9 years maximum.**
- **There are 2 full time employees and many part time employees**
- **Financial status**
 - **Just refinanced with Oak Bank- 15 year term. Monthly payments have decreased; will put the difference into savings.**
 - **Advertising this year was brought in >\$20,000 (compared to \$3,000 the past 5 years)**
 - **Replacing cooling system this spring**
 - **Next major project will redoing the ceiling**
 - **Jr. Jets bought most of the ice this spring.**
- **C0 detection system- several test done two years ago, which showed good air quality. Since then, we have a new zamboni and industrial C0 detectors.**
- **Rink will be down May 17-31, for cooling tower. Will also be replacing the sand (last done 4 years ago).**

Question from SW member- is there some projects that the kids could do for the rink? Ice Inc will discuss options

4. Treasurer's Report – Joe Gastel

SW had a strong season fiscal wise. We were able to cash flow the entire season, as well as have a surplus projected to be at least \$12,000, after all EaglePass balances are collected.

The surplus is mainly the result of several factors:

- **A very successful invitational tournament at the end of the season that netted a record profit for the association**
- **Concession Stand revenue**
 - **No major outlays for startup expenses (realized in previous seasons)**
 - **Heavy Traffic (Kohlman Cup, UW Women)**
 - **Increased Menu Prices**
- **Sound budgeting and conservative spending**
 - **Elimination of off-ice training & cutbacks in several key areas**
 - **Ice Credit Reductions for Board and Chair position**



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Recap of Major sources of income & expenses during the season:

Revenue

Skater fees-	137,400
Fundraising (net of Ice Credits) -	29,340

Expense

Ice Rental	107,260
Ice Credits	16,800
Officials	8,025
General Operating Expenses	16,200
Coaches (include non parent)	4,500
Equipment & Jerseys	2,800

This was Joe's final treasures report, after serving 5 consecutive terms after finishing out the term of his predecessor. He enjoyed the great run and made many lifelong friends through this organization. Kendal will be playing basketball ☺

5. President's Report – Mark Jones
 - Financial outlook- good year
 - Decrease in number of teams at squirt and peewee levels. Which gave the teams a wide range of talent
 - Successful invitational tournament, hoping to make this a yearly event. Put in a bid for 2013 State Tournament.
 - Three teams went to state, down from past years.
 - Recruitment is a priority
 - WAHA annual meeting will be in Wausau on May 21
 - Parade of Homes fencing- need new chairs to coordinator
 - USA Hockey annual meeting- vote on PeeWee checking
 - Thanks to the outgoing board members- Joe, Coco, Janie, Kris, Rebecca
6. Committee Reports and updates
 - a. Concessions- Bradd Simms
 - Successful year. Thanks to Rebecca for all her help and hard work.
 - 19 families still haven't completed their hours (119 hours)
 - Upcoming event
 - April 30- Figure Skating Competition
 - Health inspector will be here next Friday- might need a commercial refrigerator.
 - b. Equipment- Mike Miller/Art Bishop
 - Pictures: Were very successful this past year without any known issues and will be scheduling pictures around the same time period next year to try to get our team photos in the High School Program again.
 - Coaches Equipment: Puck Bags, Water Bottles and First Aid Kits should all be labeled and turned to the Board Room if not already done.
 - Jersey's: Cost will increase next year for new jerseys to \$150 and used jersey cost will increase to \$75. For those skaters trading in a used for a larger sized used jersey it will be a wash. For skaters looking to sell



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back an old jersey the club will buy back at a rate of \$55 if their particular size is needed

- c. Coaches Committee – Joe Taylor, Ace Director
 - **8 teams, 5 rec team and several LTP.**
 - **50 Rostered coaches**
 - **Did back ground check on all coaches, managers, board members and players over 18 y/o. USA Hockey provided guidelines for pass/fail.**
 - **Will better implement USA guideline for an adult to be in locker room at all times with skaters.**
 - **Explained the duties and how the new committee members are selected. Information can be found on the coaches page of the website**
 - **Retention of SW players is around 75%**
 - **Need to do a better job in league placement for our teams**
- d. Website Update –Brad Montgomery
 - **New website has been a better communication tool for members**
 - **Would like to stream games in the future- looking into**
 - **WiFi – looking into changes for better security, unsure who is responsible- SW or ENIA**
 - **Email Brad with any suggestions for the website**
- e. Fundraising– Rebecca Polk
 - **Efforts this year for this position focused on supporting the many fundraising efforts we support as an association. This included coordinating Nest Fest Volunteers and transitioning concessions scheduling to a new team this year-Thank you to Kari Roehrig, Michelle Bishop, and Bradd Simms for the many hours these 3 put into this effort this year!!. We continue to wrap up concessions hours here at the end of the season as mentioned in the concessions report**
 - **Fundraising this year also started off the season with a couple new fundraising projects to include Papa Murphy's Pizza Night, Evergreen Sales and ice credit opportunity through Madison Festivals. While we were hoping for a stronger membership support on these projects the Evergreen Sales especially could have potential to grow next year and I would recommend continuing that project.**
 - **Other continuing projects include Hometown Days Bingo-Sue Wake again heading this up for us! Thanks Sue! Parade of Homes fencing and ticket sales will also continue. The membership should be receiving emails when hours are posted through Dibs to take advantage of these Ice Credit opportunities.**
 - **One project that will not continue this year is the Corn Booth at Middleton Good Neighbor Fest. We did not have a coordinator come forward for this event this year and ice credit opportunity depended on the coordinator securing sponsors for the booth in order to make this profitable for the volunteers.**
 - **Also under the fundraising category were the apparel sales-Thank you to Janie Ritter for heading that up this year!**



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- f. Registrar's report- Janie Ritter
- 198 total skaters at end of season (increase from 09-10 of 195 skaters).
~6 left the program (younger skaters)
 - HS 2- 13 (down from 18)
 - Bantams- 30 (down from 34)
 - PeeWees- 33 (down from 36, which some were squirt age)
 - Squirts- 30 (increase from 24)
 - Squirt Rec- 12 (increase from 11)
 - Mites- 14 (increase from 11)
 - Level 2- 16 (down from 18)
 - Level 1- 19 (increase from 17)
 - LTP- 30 (increase from 25)

- Recommend migration to on-line registration only next year

g. Tournament Coordinator – Jamie Stebbeds

MITE HOCKEY SHOWDOWN REPORT:

- Hosted the First Annual Mite Hockey Showdown
- 12 Teams and 175 skaters: (2) North Lakeland, (2) Beloit, Reedsburg, Dells/Delton, Wausau, De Pere, Chippewa Falls, SHAW, Fox Valley, and Southwest Eagles.
- Tournament generated over \$6,100.00 in Net Profit.

Thanks to:

- Janie Ritter for applying and obtaining a \$2,000 grant from the Verona Chamber of Commerce which was used for the planning and marketing of the event.
- 40 local business and sponsors who donated raffle items and cash to the event.
- SWE Board, teams, and families that provided raffle baskets, volunteer hours, and help organizing the event. (Joe Gastel, Mark Jones, Maria Hill, Joe Taylor, Coco Schauf and Jennifer McCormick)

Comments from participants:

- Teams were impressed with the organization of the tourney, the clean facilities, and friendliness of our volunteers
- "I've been to dozens of these over the years and this was one of the best run tournaments we've ever been too." Chippewa Falls Thunder
- "We wanted to end our season with a fun tournament and the Showdown did that, thanks!" North Lakeland Bucks
- "Please keep our association on your mailing list and give us first dibs for next year's tournament" Wausau Warjacks.

Recommendation by the Mite 2 Families:

- 100% in favor of doing it again in 2012
- We would also recommend that the 2011-12 SWE Board consider running additional annual tournaments at other age levels.
- We would recommend to the new board of directors that the Mite Hockey Showdown become an Annual Event.



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- h. Nest Fest- Mike O'Brien
 - Net \$28,000
 - This year will be held August 19, 20, & 21. Extend to Sunday- Walk/Run and Bingo
 - Next meeting April 26, 6:30 pm
- i. Recruitment- Jennifer Griffith-McCormick
 - 2nd year, foundation is in place
 - Pamphlets in Verona and outlining communities
 - Day care centers, Homecoming Parade (generated calls)
 - Verona fall Rec brochure

Suggestion from members- Hometown parade, do a cost comparison with other sports/activities

- j. Update from ALDs
 - HS- 3rd at state. Successful year, combined with Polar Caps
 - Bantams- Both teams made it to state
 - Peewees- A team took 4th at stated. No skater issues
 - Squirts-30 kids, had some growing pains, but improvement noted
 - LTP- We had 30 skaters finish the 2010-11 LTP season
 - All skaters plan to return next year as 2nd year LTP or moving up to the 5, 6 year old Mite Program.
 - There were 8 new coaches, all of which have notified me of their intentions to return again next season
 - 30 skaters is a significant increase over the past few seasons and that is due to the recruiting and marketing of the club by Jennifer McCormick as well as the association as a whole.
 - "Word of mouth is a powerful thing." (ie: tell your friends and family) I had several families who came to the club after seeing our kids in the homecoming parade as well as stopping by Nest Fest to see what we were all about.
 - Level 1& 2- Successful year
 - Mite- Many potential goalies, did Badger Mighty Mites, and skated at VAHS game. Christmas shopped, as a team, for a local family

7. New Business

- a. Mite ADM Model
 - Held two informational meetings, information is posted on website.
 - At March's Board meeting- Board voted to implement the ADM Model.
 - Coaches Committee to come up with recommendation for implementation, with parent input
- b. Rename ALD
 - i. Level 1 & 2 to U6-Per bylaws can be done at board level
 - ii. Mite to U8 Red/white/black- Per bylaws can be done at board level



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- c. Annual Elections- Mark Jones/Coco Schauff
- i. Learn to Play ALD
No nominations, remains open
 - iii. Level 1 &2 ALD
Jamie Stebbeds nominated by Joe Taylor, 2nd by Tom Osting.
No other nominations, motion to close by Janie Ritter, 2nd by Tom Osting. Motion passed
 - iv. Mite ALD
Tony Heinrichs nominated by Dave Karls, 2nd by Tom Osting
No other nominations, motion to close by Janie Ritter, 2nd by Tom Osting. Motion passed
 - v. Squirt ALD
Walt Iszczyszyn nominated by Terri Kaegi, 2nd by Dana Borgerding
No other nominations, motion to close by Janie Ritter, 2nd by Tom Osting. Motion passed
 - vi. Pee wee ALD
Terri Kaegi nominated by Julie Keyes, 2nd by Dana Borgerding.
No other nominations, motion to close by Janie Ritter, 2nd by Tom Osting. Motion passed
 - vii. Bantam ALD
Dana Borgerding nominated by Kari Roehrig, 2nd Terri Kaegi.
No other nominations, motion to close by Janie Ritter, 2nd by Tom Osting. Motion passed
 - viii. HS2 ALD
Bob Schaefer nominated by Mike O'Brien, 2ⁿ by Joe Gastel
No other nominations, motion to close by Janie Ritter, 2nd by Tom Osting. Motion passed
 - ix. Registrar (1 year term)
Jamie Smith self nominated, 2nd by Tom Osting
Mike Bakalars nominated by Jamie Stebbeds, 2nd by Tom Osting
Jennifer Griffith nominated by Terri Kaegi, 2nd by Julie Keyes
No other nominations, motion to close by Tom Osting, 2nd by Janie Ritter. Motion passed
 - **Results**
 - **Jamie Smith- 9**
 - **Mike Bakalars-14**
 - **Jennifer Griffith- 30**
 - **Jennifer Griffith is the Registrar**
 - x. Treasure
Roxanne Brazeau self nominated, 2nd by Scott Mirwald.
No other nominations, motion to close by Janie Ritter, 2nd by Tom Osting. Motion passed
 - xi. Secretary
Kerry Curtis self nominated, 2nd by Jennifer Griffith
Jamie Smith nominated by Walt Iszczyszyn, 2nd by Tom Osting
No other nominations, motion to close by Janie Ritter, 2nd by Tom Osting. Motion passed



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- Results
 - Kerry Curtis- 22
 - Jamie Smith- 31
- Jamie Smith is the new Secretary

xii. Vice President

Courtney Corning nominated by Bob Schaefer, 2nd by JR Reed

Mike Tollefson nominated by Steve Simpson, 2nd by Tom Osting

Janie Ritter nominated by Joe Gastel, 2nd by Brad Montgomery

No other nominations, motion to close by Janie Ritter, 2nd by Tom Osting. Motion passed

- Results
 - Courtney Corning- 34
 - Mike Tollefson- 12
 - Janie Ritter- 7
- Courtney Corning remains the VP

8. Adjourn meeting

9:56 motion to adjourn by Bob Schaefer, 2nd by Janie Ritter. Motion passed

4/16/11- submitted by Coco Schauff, outgoing Secretary ☺