

Sun Prairie Youth Hockey Association
Board of Directors Meeting Minutes
April 15, 2012

Audience: Seth Blahnik, Suzanne Doody, Scott Halbleib, and Steve Traut

President Jeff Thornton called the meeting to order at 6:04 pm.

1. PUBLIC COMMENTS

There were no public comments.

2. EXECUTIVE COMMITTEE REPORTS

a. Secretary – Betsy McCrary

Minutes from the March meetings have been posted. Betsy thanked those who replied to her second plea. The Ecomm meeting minutes with the discussion of the conditions for the temporarily suspension of the alcohol policy for the alumni tournament were distributed early in the week as well, to allow for Board members review prior to the weekend. Betsy mentioned she sent out Ecomm meeting minutes from the April 16 meeting today.

b. Treasurer – Paula Walker

Paula noted that we have \$88k in checking (equipment balance of that is still \$5k), money market is at \$105k, and capital money market is at \$137k,

Kathy has sent her the final update for volunteer hours: 36 families still owe, most are from ADM. The 2011-2012 volunteer season ended March 31. She will update invoices and send them out ASAP. Jeff asked that the list be passed through Ecomm for a sanity check first.

Paula distributed the audit report to all Board members. Jen asked how often this was done, since this was the second year in a row. Jeff figured it should be done annual during fundraising activities. The comments are pretty much the same as last year. The bookkeeper needs to make some entries related to depreciation. There was also a recommendation that a policy/procedure for handling funds be created. Basically, events that take in cash should have the money counted by two people, who sign a cash receipt. Jen asked about the cost of the audit. Paula said it is about \$7k, which is a discounted rate for WIPFLI. Jen asked if every other year was a possibility. James still felt it should be done annually during the active fundraising period, and then perhaps it could be done less frequently.

Jeff mentioned to Mike that with two years of information, it would be helpful to start working on a budget. Mike recommended a list or spreadsheet be put together.

James asked if the numbers from the audit were in Quickbooks. Paula said yes, so the bookkeeper would make the adjustments WIPFLI noted. Jeff would like to see SPYHA prepare a response to the audit letter, which would be discussed as new business next month. Jeff also requested that Paula prepare a comparison report for the last three years. He also thanked Paula for getting the audit done and managing the process.

c. President Elect – Dave Batterman

Topics will be covered later.

d. Past President – James Trent

James requested that jerseys be added to the agenda as old business. Otherwise, his topics will be covered later.

e. President – Jeff Thornton

Jeff set in on the DC Diamonds board meeting on Thursday. He learned the Diamonds are no incorporated. We are their parent association, and have a co-op agreement (chartered under WAHA) with Sun Prairie, Waunakee, and East Madison. He asked them what happens if you get sued? There is the possibility that as the parent association, SPYHA would be responsible. Mike asked if we should get a legal opinion, and wondered if we should be accounting for their financial activities. Chris asked how Ice Spirit was set up. It looks like SPYHA should have a meeting with the Diamonds and all co-op partners. Mike asked if they were profitable. Jeff doesn't have the numbers, but knows they lost money last year during their summer program. He mentioned he didn't feel too badly about our Board meetings, since theirs was 2 ½ hours long.

On another note, seven SPYHA players made the Kohlmann Cup or Bantam Festival teams. Kohlmann Cup is open to tier II players, the Bantam Festival is open to both tier I and tier II. SPYHA had one 1999 player – Jack Bostedt, and multiple 2000 players: Bennet Halbleib, Travis Kernan, Brayden Uttech, and Kyle Hagermann, at the

Kohlmann Cup, where players try out by region and then play a tournament against other regions. The Bantam Festival is a state-wide tryout that was held in Stevens Point this year. 1998 player Mikey Butcher and 1997 player Jake Thornton were selected from Sun Prairie. Both events are run by WAHA.

Jeff received a State of WI Annual Report form, which he handed off to Paula to have the \$10 fee paid and sent in.

3. COMMITTEE REPORTS

- a. Volunteer Committee – No representatives present. A new season has opened in DIBS – families need to register in DIBS each season. All Board members were reminded to register in DIBS.
- b. Annual Fundraising Committee – The golf outing had a large poster set up at the alumni tournament. It is schedule for June 22. Sherry Herwig is the chair, and she has a committee that's just getting started.
- c. Communications Committee – Steve Traut asked for information on the golf outing for the website. Jeff thanked Steve for sending out the email blast this week. Jen asked if he had any line of sight to the Northern Edge registrations. That information isn't coming through Steve, so he doesn't know.

4. LEVEL REP REPORTS

- a. ADM –Angie Hadley (Marcie Rauls absent)
Nothing to report.
- b. DC Diamonds – Nate Rosin
Nate arrived just in time to give his report. They are worried about U10 numbers. Angie concurred. They want to get flyers to schools, have a come try hockey skate. He asked if SPYHA would provide free ice for session like this. No one objected. They have lists of girls form each association. Betsy had provided them previously. Jeff noted that it is a delicate balance for SPYHA, because girls are welcome to continue to skate with SPYHA teams, too. The Diamonds purchase a little less than half their ice from SPYHA in the winter, and all of their summer ice, because Waunakee shuts down.
- c. Squirt – Mike Weber
Nothing to report.
- d. PeeWee – Jen Kurtz
Nothing to report.
- e. Bantam – Chris Gehrmann
Nothing to report.
- f. High School – Ken Frassetto
Nothing to report.
- g. Coaches rep. – Troy Giesege
Chris and Troy are planning to have a coaches committee meeting this week. They would like to survey coaches, but were also wondering if SPYHA was going to do a parent survey this year.

Jeff added d. Level 4 coaching reimbursement and e. Parent survey to the agenda under New Business.

5. OLD BUSINESS

- a. New Rink / Building Committee – Dave Batterman
Dave and Jeff were at the rink beginning at 4 pm to review the plans with anyone who was willing. The z-team had some representatives, and one other association member came. They have comments and will now sit down with our architect, Joe Lee, to review them. It will take about five weeks for design documents. Jeff and Dave also met with the city planner about two weeks ago, and he provided some great advice. There is hope for an initial review by the city planning commission in May. Jeff and James will be meting with a potential user group on Wednesday at 6 pm.

On another note, Dave and Jeff attended a council meeting for PAC's CUP, and had no concerns. They went on record as SPYHA supporting the project.

- b. Capital Fundraising – James Trent
James said they Capital Campaign Committee is meeting regularly, but efforts have slowed down recently. Only about \$7k has come in recently; however, he has finally rounded up five people to help make calls. Bill Blumer

made over 50 contacts in one day. We may do another mailing, depending on response from those making calls. We also need to talk to hotels.

Jeff reiterated that this is the most important thing our association has faced in the last 20 years. The go date is November 1 – that's the date we need to commit to spending the money. Construction drawings would be prepared at that point. Mike asked if there has been any bank meeting. Jeff wants to update the business plan from the latest audit first.

c. Region 4 Report

The last meeting was March 21. Jen attended. DCHOA is looking for associations willing to host officiating seminars. Jeff indicated that SPYHA would possibly host one. Classroom space is the challenge, so we're looking to see what might be available in the Westside building or at the library. There will be rate increase for refs, expected to be minimal, 1 to 2 %.

Screening verification was brought up – hardly anyone has turned in their form. Region 4 elections will be held at the May meeting. Jen isn't planning to be an Age Level Director (ALD) next year, but she has been asked to run for vice president.

It was again confirmed that there would be no full ice tournament for the red, white, and blue ADM teams. WAHA is considering not allowing any 8-year-olds to play up. It's in the inquiry stage. Nate is concerned that this could hurt the Diamonds. Jeff asked when this might be voted on – it should come up at the annual meeting.

Region 4 overall did a great job fulfilling USA Hockey's 2x2 challenge. Soon registrars will have a link on USA Hockey.

The concerns with the decision to move up the bantam/HS2 tournaments up to February were discussed. Betsy asked if it was a done deal or if they would still take comments or consider changing. Jen reported that Jerry Kennedy has received lots of concerns. Current thoughts were to try it for a year, then evaluate. Betsy will send an email to Jerry and co9py families on the HS2 team.

Josh Biser from Total Hockey is planning a coaches seminar, and the company is trying to promote more participation, as he's concerned there is a feeling that Total Hockey is just for AAA players.

Beloit is thinking about a rec league for 12 and 14 year-old payers. Southwest and the Polar Caps have rec leagues with one practice/week and one game/work. Jeff thought this would be cool at the new rink. James wondered about timing. Jen will look for a contact. She asked if maybe an April/May rec league would work. James is concerned, though, that by then kids might be playing other sports.

James asked if the Region 4 vice president became president the following year. Jen said no.

d. Elections/Annual Meeting

Paula made a motion to set the annual meeting for May 20th at 6 pm. Jen seconded the motion. There was no public discussion. All approved.

There was a question if there was any other business besides elections, as in past years there have been proposed revisions to the bylaws. Betsy thought they were in pretty good shape after the past two years. Jeff assigned the responsibility to the Board to review bylaws to determine if additional revisions were needed, and respond within a week.

Postcards with the annual meeting notice will be sent to members 10 to 30 days prior to election. This is the responsibility of the secretary. The election is for president elect, secretary, and all age-level directors.

e. Alumni Tournament

Jen worked 10 am until 4:30 at the donation/raffle table, and by the time she left, there were 8 \$1000 pucks "dropped," which included some glass blocks. The raffle was kept separate to start, and had \$2100 when Jen left and Kelly Mikula took over. The lobby, stands, and areas around the boards were packed the whole time. Betsy spent a few hours in the concession stand, and that was busy, too. Nate grilled brats that garnered several compliments. They ran a little behind, as they had to zamboni every three periods, instead of every four as planned. Jeff gave a shout out to the OBHL refs who stepped out and volunteered their time. Chuck was at the rink at 7 am, and continued into the evening at the Cannery. He was also there until 10:30 pm Friday. The committee that put this together did a great job. There were eight teams with about 115 players. Goalies rotated. The Cannery reception was amazing, but too crowded. Jen heard the comment "why haven't we done this sooner"

multiple times. Angie Hadley (who went to school in Superior) didn't know a lot of people there, but she and John had a great time.

Overall, the estimates for the weekend included:

\$29k in donations, including the raffle (over \$4k total from the raffle)

\$25k in match by anonymous donors

\$20k from Sherry Herwig's parents, the Schultes, designated for bleachers

Jeff suggested putting an ad in the paper thanking the committee and everyone who participated. Some clarification on how the donations will be handled is necessary. Checks were made out to the SP Hockey Boosters.

If the event gets old, there are other things that could be done. Email lists were compiled. We should do a thank you with tax information, or is there something else SPYHA should do. Angie will follow up. It was mentioned that maybe those who donated \$500 or more who did not include a glass block form should have that form sent.

SPYHA is so incredibly thankful to everyone, especially the committee, who worked to make this a showcase event for SPYHA.

f. Jerseys

James met with Tony to discuss the jerseys. They proposed \$10 for the red (away) jersey for players who wore them, with reserving the smaller jerseys for ADM. For selling other jerseys, they think they can find people who are having garage sales to sell them and provide the proceeds to the rink. For the new jerseys, they will get the committee together. There have been suggestions to add a little black into the jersey. For ADM, there have been suggestions to use a reversible jersey. The ADM reps could help out and explore the possibilities.

There are still some people who haven't returned jerseys. This would count as outstanding debt to the organization, and if you're not in good standing, you can't vote at the annual meeting.

6. New Business

a. Annual Fundraising for 2012-2013 Season

Scott Halbleib from the Annual Fundraising Committee asked how much the association wanted to make. Previously, before the Dine and Discount Cards, about \$13k, versus the \$20 to \$25k from the Dine and Discount Cards. Scott has done some search, and we are making more than other associations. Jeff said there haven't been too many complaints, but it's been successful. Families were billed and we gave out the cards.

Angie asked about the credit card style reusable discount cards. Scott explained that those are smaller value discounts.

The association isn't really a good candidate for the traditional fundraising pizzas/wrapping papers.

Prizes at New Years Eve have been well-received.

Nate asked if someone doesn't want cards, could they just pay whatever the profit is to the association and take the tax decision. Paula said this would be an accounting nightmare.

Jen said this fundraiser offers families the opportunity to make money back. Scott pointed out that another option is to increase dues.

From the audience, Suzanne Doody felt she couldn't speak for the whole association. Jeff asked if anyone was opposed to continuing with the cards. Paula made a motion to continue with the Dine and Discount Card annual fundraiser. Jen seconded the motion. It was noted that ADM families didn't complain as much with a reduced number of cards to sell, and it was recommended that we leave that as is. Chris had no objection to the cards, but felt like the Board should revisit the reduced number of cards for ADM/New to SPYHA. She felt like the little guys got off pretty easy. Nate said there is nothing about the cards he likes.

Betsy expressed concern about the idea of opting to just pay the "profit" and taking the tax deduction, or increasing dues to account for the fundraising, as there is already a perception that hockey is a sport for wealthier families. Not every family is able to itemize. Some families need an option to be able to reduce their costs by selling the cards. She pointed out that one of the candidates for the city council went on record saying he wouldn't support the city providing any financial support for the rink because hockey wasn't a sport many kids could

participate in because of the cost. He was mistaken, as the learn to skate option was extremely reasonable, and scholarships were offered – information Jeff shared with him.

Chris mentioned that 10 years ago, Learn to Skate was about \$100 for the whole year, but they had full fundraising, and now the same age group is about \$185 but has reduced fundraising.

Motion passed 9-2, with Nate and Chris voting nay.

Scott asked if there was any business people were particularly interested in, please let him know. Jeff asked him to keep the oil change.

b. Alcohol Policy for Adult Hockey

Jeff started by asking if this would be an adult hockey policy or an OBHL policy. He thanked the alumni committee for handling the alcohol policy very well. Betsy noted that she didn't see any evidence of drinking in the rink, and while there were cases visible in the parking lot, no one was actively drinking when she went through.

Dave followed up on the insurance question, as Waunakee and Sun Prairie have the same insurance agency. We have a "house policy," so we are allowed to have alcohol, but additional riders are needed if we sell it. From an insurance perspective, we're covered. James clarified that even if we change the policy, we would be covered. Right now, you have to be 21 to play in OBHL.

Paula asked how this would be handled. Jeff suggested that users would petition the Board. OBHL could sign off their acceptance of the policy at registration. James added that contract users could petition the Board. Jen asked what Waunakee did – if they have a no alcohol policy, do we have to change ours?

Jeff and Betsy both agreed that SPYHA should change the policy – it's hypocritical to have a no alcohol policy and then look the other way. Dave noted that the z-team could be in a difficult situation. Jeff thought that the GM's from OBHL are relatively strong, and if they had to petition annually, any problems could result in it being taken away, which is really what happened to put the no alcohol policy in place to begin with. Anyone who would want to drink would have to be a member of OBHL – you couldn't be a spectator and then come into the locker room to drink. Ecomm will write a policy for Board review and distribute for discussion/email vote.

c. Other Business

Jen mentioned that patches are here, but they arrived separately from the defense patches, which are with Chuck. Jen will send an email to the team reps.

d. Level 4 Coaching Reimbursement

Troy explained that he and Chris Finkler would like to attend the Level 4 coaching clinic. There is one in Madison. SPYHA coaches are already covered for reimbursement, but as ACE Director Chris isn't. Cost is estimated at \$215/person. Jen made a motion for ACE Directors reimbursement for the Level 4 coaching clinic. Paula seconded. During discussion, it was noted that Chris Finkler can't recertify anymore. USA Hockey has changed the policy, and Level 3 certification can only be renewed twice. Motion passed with all approving.

e. Parent Survey

Based on the question from the ACE Directors, Jeff asked if we want to do it, and if we are, who is going to do it. Angie likes the idea, but it seems like a daunting task. From the audience, Scott Halbeib pointed out that if people really wanted to communicate, there were lots of options – including Board member attendance. They could also reach out to the ACE Directors. Chris commented that there is a tendency not to complain about coaches during the season. Jeff agreed: if we had time and energy we'd love to do it. Betsy noted she was tapped out and couldn't take on more. Troy thought maybe we could tackle this next year. James noted that on the Board there were a lot of different people/opinions, so hopefully that would also be representative. As there were no one who spoke up willing to take this on, it won't be done this year.

Troy made a motion to adjourn the meeting. Paula seconded the motion. All but Nate approved. Motion passed 10-1, and the meeting was adjourned at 8:32 pm.

Next meeting Sunday, May 20, 2012,, after the annual meeting.