

Sun Prairie Youth Hockey Association
Board of Directors Meeting Minutes
June 17, 2012

Audience: William B. Gilbetson, Karen Welling, and Steve Traut

President Jeff Thornton called the meeting to order at 6:03 pm, noting it was Father's Day and thanking the fathers who are here to talk about hockey.

1. PUBLIC COMMENTS

There were no public comments.

2. EXECUTIVE COMMITTEE REPORTS

a. Secretary – Betsy McCrary

Betsy distributed recent Ecomm meeting minutes to the group. Paula noted that there was information there regarding thoughts/input needed for the dues. Betsy also thanked those who responded to the meeting minutes approval request.

Grow the Game Grant/Award

Betsy reported that SPYHA won second place in the Grow the Game grant/award, which will provide 20 sets of new hockey equipment to the association, plus recognition for SPYHA at the national USA Hockey convention. Jeff asked Betsy to explain what the grant said. It described the activities that SPYHA did to draw interest in hockey last fall, particularly bringing equipment and information on hockey and Try Hockey for Free to the schools' open houses.

Betsy asked that the Region 4 report be added to the agenda.

b. Treasurer – Paula Walker

Paula reported that there was \$73.125 in the checking account, \$3,218.27 in the equipment fund, \$105,934.20 in money market, and \$168,474.17 in the capital campaign account.

The payroll transition to direct deposit is in progress, and Chuck is working on the final steps. The three who need to sign (Paula, Dave, and Jeff) have signed the necessary paperwork. Checks will be cut and mailed automatically, too.

James confirmed that changes would be done yearly as the Board changes. ACH is set, and Cathy and Chuck have user IDs. Information is also on file. For now, Charter and WE Energies are set up, and we're looking into transitioning the referees to this system. James noted that 13-14 year-olds don't often have checking accounts.

There are 15 families left on the volunteer penalty list, 8 are travel. If they register and have not paid they will not step on the ice. Jen asked if there was any recourse for the summer, since the programs are run privately. There really isn't. Paula has sent each family a letter indicating they are not in good standing.

c. President Elect – Dave Batterman

Nothing to report

d. Past President – James Trent

James has talked to Tony Rehm about the jersey committee, and they'll be getting together the week after July 4th. He's invited Jeff, as jerseys generally fall under the responsibilities of the past president.

e. President – Jeff Thornton

Jeff had promised a state of the association.

There is \$350k in accounts. The association made about \$95k this year, and \$101k the year before. It was a solid year, and some of the money is for new rink donations, but we're financially in a good position. SPYHA launched ADM. There were some hiccups, but that's to be expected. We were one of the few local associations that stuck to the USA Hockey Guidelines. Jon Lambert picked up the pieces of the program, and deserves huge thanks. Coaches helped out.

Board reps have a difficult job and made some tough decisions during the year. We've made huge progress on the new rink. Dave and James and Jeff have spent hours on it. To everyone who volunteered, thank you very much. After almost forty years, we're getting closer to a new arena. SPYHA's HS2 team won a state championship – congratulations again to the team and coaches, especially as they worked through some of their own challenges.

This year we provided a number of scholarships, more than before, and every family gave a little toward the fund. Six were given.

Jeff acknowledged some drama this year, but each Board will have some challenges, and in the end he felt the Board was closer despite it. He extended thanks for enduring four-hour Board meetings. For James, Jeff recognized his 36

straight Board meetings, hundreds of meetings, dozens of hours per week in his term. It is a thankless job, and James had been “a hell of a mentor and friend.” Jeff again thanked the Board for a tough but good year.

He also extended thanks to Chuck, who wasn’t there, but he does so much. He and the z-team make this place work, parenting kids who have just been dropped off – huge thanks to them. Jeff thanked the parents, and ACE Directors Troy Giesegh and Chris Finkler. They’ve done a fantastic job, and neither one has a kid in the association. He can’t imagine putting in the time of hours they did.

Jeff mentioned that Chuck is transitioning down more, and will be working from his cabin next week. Allowing him to work remotely will keep him in the fold.

3. COMMITTEE REPORTS

- a. Volunteer Committee
No report.
- b. Annual Fundraising Committee
There are a few more golfing groups than last year, but no other information was available.
- c. Communications Committee
Steve Traut has been cycling the website and Facebook between Northern Edge and the golf outing. There were questions about the Northern Edge Schedule. Paula will look into it on their website, or make some calls. Steve also mentioned he needed contact information for the new Board. Betsy will help Steve gather that information.
- d. Region 4 Report
Region 4 meetings will reconvene in August, but Jen will send out an email to see what she can learn about the Red, White, and Blue league. Waunakee’s ACE director had an idea to do a separate East/West league and keep Janesville, Rockford, and Beloit in their own group. Jen was in the room at the time. Jeff reminded her that regular league play was not within the ADM principles. Maybe there will be a Region 4 discussion on this. It is recognized that kids would have fun occasionally playing others. Jen asked for Karen Welling’s thoughts as an incoming Board member. Karen thought maybe a few times a month at most. Jen was asked when her Region 4 Vice President duties start. They already have - they did in April. Marcie asked if we would need to send a representative to the meeting in August. She will go – it’s the third Wednesday in August. Dave will handle a sign-up of Board members next month. Marcie and Karen will be getting together soon. Jeff asked them to explore what options are available for ADM. Jen will let them know if anything happens on the Region 4 front.

4. LEVEL REP REPORTS

- a. ADM – nothing in addition to above
- b. DC Diamonds – Nate Rosin absent – Jeff noted that SPYHA donated an hour of ice time and equipment for the DC Diamonds “Skate Like a Girl” event in June. A lot of new skaters joined. U10 needs skaters: at least six to field a team, and there were 15-20 new skaters. They got great feedback, and SPYHA received a thank you letter from the Diamonds. They had their annual picnic at Warner Park last weekend, which was very nice.

As a follow-up to previous discussion, Dave and Jeff met with Dana Turner, the new head of the Diamonds, along with the two other co-op organizations. The Diamonds are not an association, and are not registered as a non-profit. Jeff asked who assumes their liability/debt. Dave and Jeff officially asked that the Diamonds find out, as they don’t file taxes, either. Their financial statements may need to be added to ours, as we’re the lead association. Follow-up is expected in a month. At this time, it’s a concern, but not alarmingly so.

- c. Squirt – Mike Weber was absent
- d. PeeWee - Nothing
- e. Bantam – Chris Gerhmann was late, but had nothing to report
- f. High School - nothing
- g. Coaches rep. – Troy Giesegh will continue to work with Chris Finkler on coaching contacts for next season. He asked if there is another ADM committee scheduled. Noting Troy and Chris would like to be included if none has happened yet. . Dave noted there was an initial meeting at the end of the season, but no follow-up. Dave will send out an email to the group and Board.

5. OLD BUSINESS

- a. New Rink / Building Committee
Jeff said it was a crazy month. He took the architect to Fond du Lac and Cornerstone ice arena. By adding four feet in width to the rink and a walkway in front on the bleachers, they were able to get 4 locker rooms, 2 training rooms, 2 coaches room, and a ref’s room. They also added showers. The area under the bleachers became very useable space this way. They also had a meeting with the city, bank, and a bond agent. The city has about \$4 million of room for a guaranteed bond, which would cut about 40% in interest. This saves about \$6k/month in mortgage costs, so it’s something we’re continuing to pursue. There are higher upfront fees for a bond: about \$150k to get a bond, but at

worst case that's a two-year payoff. The bond agent worked on Waunakee's rink, so the information learned there would make it easier.

The new Board will likely be asked to "break up" youth hockey from the rink operation, which would require a special meeting of membership, new 501c(3) incorporation, and SPYHA becoming a user-group. Dave noted that protection of SPYHA's interests would need to be addressed, as would things like concessions. The business plan is being worked on. The exercises involved in looking at this indicated that SPYHA would still be profitable.

Dave and Jeff met with a potential user group (their president, coach, and a board member). Discussions are going well. They have a set of plans and a theoretical rate structure. They've also met with figure skating groups: our two current users plus representatives from Beaver dam, Dodgeville, Janesville, and more. Right now, these groups get crummy ice times, but if the US Figure Skates groups came together as one buyer, they could purchase 600 to 1,000 hours of ice. There is a meeting this upcoming Wednesday. We are suggesting they start with what they want, because getting it later could be tough. We could be a home for figure skating in Dane County. Right now, there are four Learn to Skate programs in Sun Prairie: the city, two user groups, and SPYHA. The rink could hire and manage one skating school, which would be profitable for the rink.

Jeff asked if there were any questions or if anyone was opposed to the changes, or the concept of the rink board's 'big board' and 'small board.' Dave asked that if those present hear people talking about it who have questions or don't understand, to please direct them to the right people. The concept is that there would be a three year term on the big board, made up of 7 to 9 people. SPYHA would have a direct voice. There would also be an accountant and/or attorney, potentially a city leader, Chuck/rink manager, and maybe a representative from a user group who brings a significant amount of total money to the table (e.g., \$2 million). There would also be an elected representative from the smaller board of users. It would operate as a business. Successfully setting this up is huge in the eyes of the city and bank.

b. Capital Fundraising – Jen Kurtz

James has handed off chair of capital fundraising to Jen as of June 14th. Jen plans to have the committee meeting every other week beginning Wed., June 27th at 6 pm. They will be rotating locations throughout Sun Prairie. This was Gary Brendumuehl's idea, with the idea that it helps spread the word about our progress. The Star ran a picture last week with Harms Insurance and the big check. There are three other donors lined up to do pictures, which we'll stagger over a period of time. It was also suggested that we look at placing another ad. The committee will discuss this next meeting.

The next goal is to raise the 25% cash needed by Nov. 1 – about \$650k. Some of the expenses we've already paid/incurred, such as grading surveying, and architect fees can go toward this. Oregon borrowed about \$3 million for a single sheet, and we estimate we could borrow about \$4 million for a two sheet, but that's more than we'd rather do.

The committee is always open to new members.

Troy confirmed that he has the masters for the brochures.

c. Alcohol Policy Update

Jeff explained that the Ecomm took responsibilities for the day-to-day rink operations; the Board is responsible for policy. Jeff reviewed the proposed alcohol policy, which indicates that the Sun Prairie Ice Arena is a no-alcohol facility, with the following possible exceptions: the Board could approve consumption of alcoholic beverages during special SPYHA-sponsored events, and the Ecomm could approval an exemption from the policy for user-groups. Dave wondered going forward what would happen given that the facility would be next to the high school with a shared parking lot. That would have to be considered later.

This is a change in direction from previous policy. Since we are covered liability-wise, Troy felt this is the right thing to do. From the audience, Steve Traut indicated that this still provides guidelines. James asked if there should be a process for a fee/fine. Beyond the exception being revoked, there aren't plans for either. There were no further questions.

Paula made a motion to adopt the policy as proposed. Troy seconded the motion. All approved and the new policy passed.

6. New Business

a. 2012-2013 Dues

Jeff reviewed the proposed due structure, which includes the option to increase costs for second half dues if teams end up smaller than budgeted. There is also an option of a limited travel season. Jeff reviewed the numbers, which included proposed fees for a 15 person roster and a 12 person roster. There was discussion of player numbers, particularly for HS2. Last year we added games with a larger roster for HS2, but SPYHA has previously eaten the

costs of the smaller teams. The change, which would allow adjustment in fees between the 15 and 12 person roster, so there would be a consequence if parents decided they wanted the smaller teams. The adjustment would be in the second half dues.

Chris Gehrmann asked if there was a way that families who had a HS kid trying out for varsity could have less upfront SPYHA costs. Since the varsity tryout process also requires upfront payment, it can mean a lot of money tied up for families. After discussion, it was determined that the SPYHA varsity team holds the checks, so it shouldn't be an issue.

Bill Gilbertson asked if the \$1,300 upfront costs for squirt (dues plus mandatory fundraising) were in line with other associations. Paula thought it was based on what she's learned.

Jen made a motion to approve the proposed dues structure, and Paula seconded the motion. The structure is as follows:

	Squirt	Squirt - Limited travel	PeeWee	Bantam	Midget U16/HS 2
15 person roster					
Proposed Fee	\$ 875.00	\$ 475.00	\$ 900.00	\$1,000.00	\$1,050.00

12 person roster					
Proposed Fee	\$1,050.00		\$1,075.00	\$1,200.00	\$1,275.00

All fees include:

Capital campaign contribution (tax deduct.)

\$ 50.00

Scholarship fund contribution (tax deduct.)

\$ 15.00

WAHA Tournament fees (gate fees eliminated)

One Cardinal Cup or travel tournament of equivalent cost

Families would pay 15 person roster upfront (at least half amount due) - SPYHA reserves right to adjust second half dues accordingly, within range provided.

Each family is also responsible for \$250 in annual fundraising (Dine & Discount Cards), as previously approved

Squirt travel fees no longer include equipment use (paid separately if needed/available)

Limited travel

1 practice per week, alternating 2nd practice/week with a game (6 home games)

No state tournament or other tournament fees included

Dave noted that it would be critical that the possibility of increased dues due to smaller team sizes be discussed at each team meeting. This responsibility will fall to the Board level rep.

Paula clarified that families should only pay the first half of the dues upfront. Betsy indicated that it will need to be clear on the registration packet and invoices.

The goal is to have travel registration open Aug. 1 through Sept. 1, with late registrations after Sept. 7th. Invoices would be due around Sept. 15th. Betsy wondered if instituting a late fee, maybe \$50, would be helpful. This will be a separate vote.

There was no additional discussion. James abstained from voting, motion passed 9-0-1.

Betsy made a motion to include a \$25 late fee for travel hockey registrations after Sept. 7. Jeff was torn, as were Paula, Marcie, and Angie. Dave seconded the motion.

Jen indicated it would have to be in huge font on the registration packet. Steve sees everything on the website and can add this, too. Karen Welling from the audience was okay with this as long as there were reminders.

Motion passed with all approving.

Steve can do a countdown to registration on the website.

ADM dues/program discussion

There was a tremendous response from new families this year, but there were so many introductory players who needed to learn how to skate that it was tough. We're recommending that kids registering for ADM have the ability to stand up on the ice and skate. There was also some feedback that some families felt it wasn't fair that kids who paid the New to SPYHA Hockey for a reduced rate were in the same program as those who paid full price. We're proposing an introductory program that would be a pre-requisite for new children interested in hockey. The program would be five sessions long and start in November, after Try Hockey for Free, for a cost of \$50. It would be offered for session one, with the idea that kids could then transition to session 2 ADM. Depending on interest and ice time it might be offered a second time in the second half of the season. Chris was concerned that for a really enthusiastic kid waiting until November to start, and then on the ice five times prior to January 1st, may not be enough ice time for them.

Betsy made a motion to accept the introductory program. Paula seconded the motion. Jen asked if we can do this hours-wise. We're early enough to be able to schedule this. There was no additional discussion, motion passed with Chris Gehrmann voting no.

Betsy reviewed information on the ADM dues. One question evolved around full annual fundraising requirements for ADM families. Last year they had two cards/session, so in a full year they did half the travel requirement. This year we've added two more cards to the travel mandatory fundraising, so what should be done for ADM? The proposal was to allow ADM families to continue with a reduced number of cards: three per session (total of six for both sessions) for families that only have ADM players.

There was additional discussion regarding possible travel for ADM programs, specifically ADM U8. There was also a concern about numbers, and if perhaps we needed to consider limiting the numbers based on registration, or indicate that registrations after 50 kids, for example, would be placed on hold until we had enough kids to start another section. With many questions still unanswered, Paula agreed to follow-up with Puck to see if we can have two registration information packets, one for travel and one for in-house/ADM programs. Marcie will also check into programming. Further discussion on ADM dues was tabled, to continue next month.

b. Stevens Contract

Dave met with Stevens on Friday, but the agreement is not quite ready for final review. It is a single page contract, but the Board will be asked to vote via email. This is a stepping stone for budgetary numbers. It is going forward, not retroactive to any hours they've already put in. This agreement will be a bridge to the final contract.

Follow-up – The interim contract in the preconstruction document was approved by the Board on June 22, 2012.

c. Other business

There was no new business

James made a motion to adjourn the meeting, Troy seconded the motion. All approved. Meeting adjourned approximately 8:30 pm.