

Sun Prairie Youth Hockey Association
Board of Directors Meeting Minutes
January 20, 2013

Audience: Lisa Wendler, Jason Ledford, Terri Benisch, Brian Benisch, Todd Draws, Craig Daniel, John Hadley, Michael Sanders, and Jim Ternus

President Dave Batterman called the meeting to order at 6:02 pm.

1. PUBLIC COMMENTS

Sign in sheet was being circulated – audience was reminded to sign-in.

No public comments.

2. EXECUTIVE COMMITTEE REPORTS

a. Secretary – Betsy McCrary

Betsy noted that the minutes had been posted and distributed the ecomm meeting minutes. She noted that the Board's mission statement was written on the white board as a reminder of the Board's focus.

Betsy reported that SPYHA had submitted a letter of concern regarding Beloit parent behavior, particularly an off-ice official, during a recent Bantam A game in Beloit. The off-ice official was a parent who offered to cover the away penalty box when Sun Prairie offered. Preliminary responses have indicated that SPYHA's version of the events were accurate. The most significant concern was comments made by the off-ice official, who was calling Sun Prairie players names and refused to stop, even after being reminded he was an off-ice official. Beloit also did not follow Region 4 requirements for league games and did not resurface during the games.

On another note, the coaches' plaques are in. Board level reps were asked to take and distribute the plaques to the team reps for their level.

b. Treasurer – Paula Walker

December's profit and loss report were sent out by the bookkeepers. Paula reviewed the account balances. Paula reported that dues are basically paid up for second half ADM, with all travel players either paid or under arrangements for payment. Regarding the profit/loss statement, Dave had questioned undeposited funds, and the bookkeeper explained that it was money taken in at year-end but not deposited until the new year.

c. President Elect – Jen Kurtz

Jen attended the recent z-team meeting. They are starting to make lists of what items will go to the new rink and what will remain or be disposed. This list will also be shared with PAC.

Jen noted that as a follow-up to the concern regarding the incident in Beloit, Region 4 recommends that teams split duties, with two representatives from each team serving in an off-ice capacity.

d. Past President – Jeff Thornton

Jeff's topics are generally covered, although he distributed some Culver's value basket coupons as a thank you to Board members, the tournament director, equipment and concession stand managers, the volunteer committee, New Year's Eve chair, and ACE Directors, one per family. These were received when SPYHA purchased the 20 \$25 gift cards from Culver's for New Year's Eve.

e. President – Dave Batterman

Dave had received a note from Chuck that it was time to order One Goal equipment if we wanted any. Paula noted she had discussed it with Jason, and he said no, they wouldn't need any for a while. Betsy asked if perhaps we could look at some different helmets, as fitting some kids with larger or more round heads has been difficult.

3. COMMITTEE REPORTS

a. Volunteer Committee

No one was present to report.

b. Annual Fundraising Committee

Paula provided a summary of the New Year's Eve event provided by chair Lisa Schneider. There were many positive events from families and US Bank representatives. They estimated attendance at 1,166 at PAC and 576 at the rink, for a total of 1,742 people. Lisa also prepared a binder for the event for the next chair. She would consider doing it again.

Dave extended thanks to Lisa and to Angie Hadley, who was involved in the initial meetings. Jeff also thanked membership who pitched in to help.

c. Communications Committee

Steve thought he might have a nibble for a new communications committee chair, but nothing certain as of yet.

d. Region 4 Report

Angie Hadley attended the Region 4 meeting. There was a reminder about remaining neutral in the penalty box. Brackets are scheduled to be released at 5:35 pm on Monday. All games should continue to be reported. Beloit announced that still have space in a PeeWee B tournament Feb. 8-9. The 1999 and older girls development camp will be the third weekend in March in Fon du Lac. Information is available on the WAHA site. Fenton Kelsey scholarship funds were distributed. SPYHA didn't apply for any this year.

It was also noted that pulling a team during playdowns or state is a match penalty with serious ramifications to the association: loss of two years of state eligibility and one year with no sanctioned tournaments. If there is a concern about a game, coaches should instruct players to line up on the blue line and ask the referee to drop the puck. Chris Herwig was instructed to please remind coaches of this policy.

There have been some problems with match penalties not being reported. Players who receive match penalties must be held out of ALL USA Hockey functions (games and practices) until the hearing. This must be noted on the scoresheet.

e. Tournaments:

Jan. 24-27	Squirt A	Full next weekend
Feb. 8-10	Bantam B	stuck at 7
Mar. 1-3	Squirt B	Full at 12 teams, with 4-5 teams turned away

Dale Ripp has frames and is making more. He needs wooden hockey sticks, if anyone has any, they can leave them with his name on in the z-room.

There has been a lot of calls about the jamboree. So far we have three checks, two from Elmbrook.

Lisa Wendler mentioned that she has a deal with Day One Pizza: \$6/pizza can be sold for \$10. Terri and Brian noted that as concession managers, they have an established relationship with Pizza Pit. Mike Sanders will remind team managers planning tournaments to check in with Terri and Brian.

f. ACE Directors – Troy Giesegeh and Chris Finkler

Nothing beyond what is on the agenda.

4. LEVEL REP REPORTS

a. ADM – Marcie Rauls and Karen Welling

ADM U6 – Marcie noted that the U6's gained a few new skaters in the second session. Registration should now be closed, which Steve took care of on the spot. There will be a parent meeting soon to discuss DIBS and review information. We are officially signed up for Waukesha's jamboree, which is free for U6's. We have a blue and a white team.

U8's – Karen noted that the players have been redistributed to four teams, and Saturday went better, but they were still missing quite a few kids. Waukesha has 40 teams. All the jamborees seem to be in March, and ours is the first weekend of spring break, which hurts. We are looking for another away jamboree, but Karen is having difficulties getting answers from parents – it may be one team entered at the white level. The 2004's have a possibility of a full-ice tournament in March.

Jen covered equipment return for the second session of Learn to Skate/Intro to Hockey and noticed lots of kids changing in the lobby. Marcie will send a reminder email about this. Jen suggested using the PA system to make announcements to parents. She did this for equipment return and it worked well.

Marcie mentioned that she had gotten calls from three families who had children who had never skated, but we didn't have an offering for the second half. She recommended figure skating programs. There was also some discussion about challenges dressing players, and it was recommended that the in-person demos be held before each session.

There is a U8 parent meeting Wednesday night. ACE Directors are welcome too.

- b. DC Diamonds – Angie Hadley
The Diamonds spent the weekend at tournaments:
U14 took first at Coule, U12A took second, and U12B took third at Monroe. There are two new U12B skaters, and each had a goal this year. Numbers for U10 will continue to be a challenge for next year, but U12 numbers will be good.
- c. Squirt – Bill Gilbertson
Bill has the Squirt A's at 13-8-3, the B's at 10-9-5, and the limited travel (LT's) at 2-6-1. The Squirt A's are hosting the Cardinal Cup next weekend.
- d. PeeWee – Steve Traut
Steve reported all the PeeWee teams are above 0.500. A's are 15-10-2 and actively seeking competition, including playing in a AAA tournament in Minnesota. B's are 14-5-4, with a satisfying win against the Polar Caps recently. The C's are 11-8-2.
- e. Bantam – Jen Kurtz
The B's are also above 0.500 at 16-8-3, and took consolation at Rhinelander. Concussion issues with the goalie continue, so two other players have filled in. They are hosting the Cardinal Cup in February.

The Bantam A's played for third in both tournaments this year, and are in Eau Claire next week end.
- f. High School – Chris Gehrman
HS2 is 13-5-4, and took third in the Marinette tournament. Chris would like to host a tournament here next year. Jeff said it is in the business plan. They are no significant injuries. There was concern that a request to consider moving from WAHA HS2 classification to HS1 for the state tournament went to the team and not to the Board. Jen believes that the correspondence went from Region 4's HS2 rep to the HS2 team rep.
- g. Coaches rep. – Chris Herwig
Chris had nothing to report.

5. OLD BUSINESS

- a. New Rink / Building Committee
We're hoping to break ground in 46 days, but about 4,600 details need to be ironed out. Plans are for a March 8 ground-breaking. If anyone has free time, please help out. If you're interested in helping out, it's a \$7 million project, and we're about \$700k away from goal. Loan meetings are underway with the bank. City and school district discussions continue.

The large tree will actually end up being taken down. The city arborist found it to be a Norway maple, not an oak, and it is not long for this world endurance-wise. If someone wants it for the wood, please let us know. We will lose some parking for the retention pond, but there are plans for 100+ spots. Police and fire have been consulted with parking flow, and there is no requirement for a "ring road" which saves money. Steven's has \$1.3 million allocated for refrigeration, and we're trying to get that number down. We're ready to release some bid requested. After investigation, we have 28' radius boards at the current rink, so we may be able to just add to existing boards, which would save \$35k. The architect has been given the okay to proceed with construction drawings. There is interest from an electrical contractor, and we've ordered borings on the site. We have need for a sound system, if someone wants to donate one.

There was some interest in looking into a t-shirt press: figure-skating bought one and made their own t-shirts with a nice profit.

We have an agreement in principal with a skating director, Lisa Henning, who will oversee in-house learn to skate and all figure skating. She works out of Beaver Dam and specializes in sychro skating. Three candidates were interviewed, with background checks performed and regional contacts also. The contract isn't finalized yet. She's showed good business sense, and there is a lot of excitement in the figure skating community for the new rink. Figure skating is a big part of our business plan.

- b. Capital Fundraising – Jen Kurtz
The plea for assistance extends to the Capital Campaign committee. The next meeting is Wednesday at 6 pm at the rink. In kind will follow at 7 pm. There is some activity in the works, but nothing that can be announced. The next picture is with the Holiday Inn. The Star is going out to all residents this week, so we also prepared a Q&A article. Angie will follow-up to ensure that they're willing to print it. There have been meetings with Wilde Honda and also with Market St. Diner. Details are being finalized with a \$22k donor.

Chris Herwig added that the in-kind committee is going out seeking products and services, bathroom fixtures, etc. We're looking for someone in the association with connections to appliances. They've been pretty successful so far, with savings at cost of ~\$250k.

Tomorrow night there is a meeting at 5:30 pm to work on the owner board requirements. If anyone is interested, they're welcome to attend.

Steve Traut presented a check from his mom for their family donation. This should be the last increment of a \$10k donation.

c. Family discounts – Karen Welling and Misi Watters

Misi was not present to discuss. It was mentioned that others couldn't understand how other associations offered family discounts, because the costs are pretty much fixed. If a discount is given, it essentially increases the cost for everyone else.

d. Baseline concussion screening
Tabled.

e. HS2 dues (# of practices)

Two weeks ago a meeting was held for parents. Only six families attended. Since the final schedule was not available, adjustments haven't been calculated. When the hours are calculated, an adjustment will be proposed and sent to the Board.

f. ADM Task Force Formation

Jason Ledford voiced interest in taking action on ADM. It was noted that several meetings were held at the end of last season discussing ADM and adjusting the program. At that time, the Dane County ADM league was investigated heavily. The ACE Directors and others presented information and findings at previous Board meetings. Jason would like to see more focus on 8-year-old hockey players. Lisa Wendler shared her concern that some squirts who were in ADM last year aren't familiar with game play activities like face-offs. One reason to look at discussions now is that when families leave for the season, they tend to forget about hockey, and the opportunity to get feedback is reduced.

There was optimism that the four-team change will help make players feel more like they are playing on a team. Jason Ledford explained that 75 to 80% of ADM is spot-on. As we're selling a product we should receive feedback. He wants to create a culture of involvement.

Jeff mentioned timing is challenging because for the ACE Directors, this is their busiest time of the year. Brian Benisch suggested considering our own little club/partner, like the West side has, partnering with associations like Waunakee or McFarland for occasional cross-association games – something very small.

Jeff summarized that there are a lot of things on the table, but essentially it's up to the Board to provide direction. What people would need to be involved?

There was agreement that follow-up to determine why kids stopped playing could be helpful to know, as well. Jason wondered what might be open for discussion. Chris Finkler indicated it would be good to get parents on board and include more parent feedback. Karen could provide information at the U8 meeting. ADM Board reps would also communicate with first year squirts for information.

Dave suggested that Jason and Lisa bring a plan of what the group wants to do to the Board for consideration. They can propose actions for obtaining feedback and then the Board can handle it via email. In the meantime, Chris Finkler will share the program plan with Lisa.

Angie added that everyone needs to give each level report the respect and attention they deserve.

6. New Business

a. Bantam Board Rep Replacement

Jim Ternus has expressed willingness to serve. He's been a bantam team rep for two years, and his son has played with Sun Prairie since he was a squirt. He played in adult hockey as well.

Jen made a motion that Jim Ternus fill the vacant bantam board rep position. Paula seconded the motion. All approved. Jim was congratulated and invited to the Board table.

b. Concessions – Terri & Brian Benisch

Terri and Brian have been managing the concession stand for the last 2 ½ years. They wanted to share some information with the Board – nothing that they expect solved in the next 46 days, but important information to be considered as we move to a new rink. Prior to the Benischs, the Schieds managed the concession stand for about two years. In the years before that, it was managed by paid staff. They appreciate the Board's support, but are concerned about the direction for the new rink. Jeff explained that SPYHA would maintain, operate, and take all proceeds from the concession stand, estimated going forward about \$50k gross/year. How exactly volunteers will fit into this is still to be determined. They are happy to help with volunteer concessions and looking at structuring the concession stand going forward. They wished to share a few pros and cons with using the volunteers for the majority of activities:

Cons:

- Some volunteers feel they are entitled to eat and drink for free.
- Waste – excess food prepared
- Limited to what can be sold due to lack of training – Brian shared one example where a volunteer hadn't attended training and didn't know how to make popcorn, so he filled the pretzel machine and didn't ask for help. This was significant lost profit, as popcorn is a high-profit margin item.
- Management of volunteers/training is difficult. While volunteers are supposed to attend training before signing up, it's difficult to enforce. Some are simply ignoring requirements. Betsy confirmed this, relating a recent experience where a parent who had no training had signed up his young son for hours too, even though he didn't meet the age requirement on the website. The child also showed up 45 minutes late, so the concession stand was significantly understaffed as a varsity game began.
- No-shows: Brian and Terri were called one night after no one showed up for a varsity game

Currently, on Thursday DIBS is closed (it's allowed to close on Wednesday) for the upcoming weekend, and then Terri assigns open slots to paid teens who are willing to accept short notice assignments.

Dave shared a suggestion from a previous rink manager about using video training, somewhat like the coaching manual, that could be posted online. He's open to suggestions on accountability for volunteers. Terri distributed information on the concession manager duties for Board review. Dave and Jeff recognized the need for Brian and Terri's input, if they're willing, to review the set-up for the new rink. Paula felt it was reasonable to have paid staff as one of the positions at high-capacity times. All agreed that this would be the best practice going forward, as it is costly to not have a reliable concession stand.

c. Madison Mallards – Lisa Wendler

Lisa explained that Tyler, the group sales/marketing person at the Mallards, has an opportunity for SPYHA. The restaurant nights have been fairly easy to manage, with \$225/night on average. The Mallards program involves pre-sales for tickets on a specified date. SPYHA would make \$2 on a \$10 ticket or an unlimited eat/drink ticket for games in May or June. There is no minimum. She thought it could be promoted more as a team event versus a fundraiser. Looking at Friday or Thursday nights, there was a question about conflicts with Little League. Lisa will look at dates, likely a Thursday, maybe near the golf outing.

Lisa was thanked for all her efforts. Everyone was reminded that Feb. 6 was Dickey's BBQ night.

d. 2004 birth year full ice end-of-season tournament – Karen Welling

This activity was approved at the beginning of the season for the ADM U8 squirt-to-be's (August 2012 meeting). Karen reported she is leaning toward March 15-16 in Waupun based on availability. Jen asked for confirmation that no one would be excluded, so that those U8's who aren't on the Squirt LT team would still have the opportunity. Karen confirmed that the opportunity was offered to all 2004 U8's, regardless of level.

e. 2013-2014 ADM Jamboree – Karen Welling

Karen feels we should consider moving the Jamboree earlier, away from March. It's been challenging to find teams that are interested. She's sent emails to 15 associations and hasn't heard back. There would be more interest in something at the end of January or early February, which is what we were looking for and couldn't find.

f. Goalie skills – Bill Gilbertson

Bill noted that there were no goalie skill sessions this year. Larry Clemons offers a program in Sun Prairie Tuesday mornings. He is looking at a flat rate Sunday program offering for the association for as many goalies as the association wants to send to Oregon. Jeff pointed out that the association doesn't have enough equipment to send everyone who might want to try it out.

Bill was questioned on what exactly he was looking for – one or two goalie skills sessions or something more? Bill has coaches with goalie experience who are willing to provide occasional instruction at a skills session.

Brian Benisch noted that squirts shouldn't have dedicated goalies. Ice spots might be available if there were coaches willing to host it. Jen reminded the Board that last year this was discussed, and the opportunity for association goalies was coordinated by Jeff Witt, although the association didn't pay for it, they were able to utilize the association rate.

Chris Herwig agreed that most coaches neglect goalies. Most coaches can teach basics, but not much more. Bill felt that just shooting at goalies doesn't help if they don't know what they're doing right or wrong, and no one can tell them.

Brian Benisch recalled that goalies used to pay half-price dues.

Time can be a factor, although with a two-sheet arena this may be helpful. Chris Gehrmann noted that there are challenges for goalies in other sports, too, as soccer is in the same situations. Associations don't typically have paid professional goalie coaches.

Perhaps next year we can look at hosting goalie training. Bill will follow up with Larry about options, and he can check with Chuck to see if skill sessions can be scheduled.

g. Other business

The sign from the scorer's table is now missing. Dave will have a new sign made. Anyone under 18 should not be in the off-ice official areas (including penalty boxes). If Board members see someone who shouldn't be in the area there, it is their responsibility to speak out. Coaches' rep and Board level reps should again communicate this to the team reps.

The ACE Directors have a list of trained student coaches. If you need help, please consult the list and go through the ACE Directors before making contact with a student coach. If someone still wants to be involved who isn't on the list, it's still possible to receive training. There is a discussion and some additional forms/approvals from current coaches as well as parents involved in the program.

7. Closed session – scholarship request

Jen made a motion to adjourn to closed session at 9:10 pm, Paula seconded the motion, all approved.

A single ADM scholarship request was discussed and approved.

Paula made a motion to adjourn from closed session and adjourn the meeting. Jen seconded the motion. Meeting adjourned at approximately 9:25 pm.