

Sun Prairie Youth Hockey Association
Board of Directors Meeting Minutes
February 17, 2013

Audience: Lisa Wendler, Ryan Smith, Sue Culbertson, Jason Ledford, and Michael Sanders

President Dave Batterman called the meeting to order at 6:00 pm.

1. PUBLIC COMMENTS

No public comments.

2. EXECUTIVE COMMITTEE REPORTS

a. Secretary – Betsy McCrary

Betsy noted that the minutes had been approved and posted. She reminded Board members that it is everyone's responsibility to review and approve minutes, and responses are a necessary part of Board members' obligations. Everything from ecomm meeting minutes is currently slated for discussion except for an inquiry about possible skate sharpening services using the rink's skate sharpener, which after further investigation was determined to be okay for an occasional emergency touch-up, but isn't suitable for routine skate sharpening.

b. Treasurer – Paula Walker

January's profit and loss report were sent out by the bookkeepers. Paula reviewed the account balances. All but a few dues have been paid in full (a few have a payment plan established). She is planning to email the volunteer committee for a list of those with outstanding hours, and then handle it a little differently based on feedback last year – basically a warning for those who haven't fulfilled hours need to by March 31, 2013, or they will be invoiced.

c. President Elect – Jen Kurtz

Most of Jen's items are already on the agenda, although she mentioned that she and Dave met with the booster club about the alumni tournament committee. The second annual alumni tournament is scheduled for April 13.

d. Past President – Jeff Thornton

Anything Jeff has is already on the agenda.

e. President – Dave Batterman

- Parent conduct

Dave reviewed the parent code of conduct, which is especially important going into state tournaments. He asked that the level reps forward the code of conduct to the team reps for distribution to teams. He especially pointed out item #3: refrain from criticizing referees.

3. COMMITTEE REPORTS

a. Volunteer Committee

Various Board members have been contacted by members about available items in DIBS. This weekend many additional concession hours were added, so there should be lots of opportunities again.

b. Annual Fundraising Committee

No report.

c. Communications Committee – Steve Traut

Steve didn't have anything, although he mentioned Chuck was extremely modest and couldn't wait for the publicity about his recognition by the booster club to come off the website.

d. Region 4 Report

There was no Region 4 meeting. Next meeting is Wednesday. Jen will send out an email to see who volunteered to attend. Mike will contact Jen if more scoresheets are needed. There are three match penalty hearings this week, one next week. Region 4 will be reminding associations about cancelling games that are league games. There also have been problems at the end of the season when teams don't make state, they are cancelling games so our teams aren't getting reciprocal games. Elmbrook did this recently, cancelling just two weeks before. This will need to be remembered for next year.

e. Tournaments:

Mar. 1-3 Squirt B Full at 12 teams
PeeWee B hosts state March 15-16
ADM U6/U8 Jamboree March 22-23

Looking to next year, Mike will need help. There are probably another 100 hours that could be had by someone else with idea of every team hosting a tournament. He wouldn't want 17 different people to manage, but a few fresh faces would be helpful. He is working on a list of little things that need to be addressed. For example, the signage is getting old, and Pepsi can help with that. The hot dog eating contest is fading, walking tacos are pretty much dead – are there other ideas? He would love for Elite to have on-line ordering capabilities (Eau Claire does this via pre-order.) There are also a few big things: what to do with the U6/U8 jamboree . . . could there be a “co-op” with near and far teams. . . tournament sponsorship (businesses or memorials). Jen noted that Auto-Owners and Harms will be a tournament sponsor per our agreement. Right now, the program doesn't have any advertising. Jeff recalled that we have advertising packages set up for things like this. Lisa Wendler would love to work with Mike on this.

Mike estimated we spent about \$600/tournament on tournaments and medals for an eight-team tournament, and will bring in about \$17k total, excluding referee and ice costs.

One of his management ideas would be for each level to give a person, so that there are 3-4 helpers getting their volunteer hours; however, this needs to get started soon.

Mike also thought it might be a good idea to consider not doing 16 team tournaments for everyone.

Dave extended thanks to Mike for all he has done. Jeff suggested that Mike start grabbing people to help now if he knows someone. Marcie also volunteered to help.

- f. ACE Directors – Troy Giesege and Chris Finkler
Absent (no report)

4. LEVEL REP REPORTS

- a. ADM – Marcie Rauls and Karen Welling
ADM U6 –Waukesha's jamboree is this weekend. It was free for U6's.

ADM U8 – The red team drew very poor (7:45 Sat. and 7:15 am Sun.) game times at the Waukesha tournament. They have 2 U8 teams, 39 teams total. Dave encouraged sharing feedback with the tournament directors – he's done this recently.

Karen also shared that 15 of the 17 age-eligible 2004's are going to the mite full ice end of season tournament in Waupun, which is the same weekend as the PeeWee B state tournament hosted by Sun Prairie, and also when two U8 white teams are playing in the Waunakee tournament. She sent out an email for jamboree planning and will coordinate this with Marcie.

- b. DC Diamonds – Angie Hadley
The U12A and U14 teams are going to state.
- c. Squirt – Bill Gilbertson
Bill has the Squirt A's at 16-11-4, taking consolation at their last tournament, the B's at 14-10-5, also winning consolation at their last tournament, and the limited travel (LT's) at 4-8-3, taking second place in their first tournament. Bill also mentioned that Larry Clemons has an interest in putting a goalie camp in the new rink.
- d. PeeWee – Steve Traut
PeeWee A's are 23-13-2 and are representing Region 4 at state, and won the Waupun tournament this weekend. PeeWee B is hosting state and has a record of 20-9-4, with a tournament coming up in Eagle River. PeeWee C's earned the wildcard berth at state and are 17-11-3, with a tournament next weekend.

A question arose about the number of tournaments the PeeWee A's had played in, since it seemed that the Waupun tournament would mean the team had five tournaments. It was confirmed that the tournament allotment was four for PeeWees. Jason Ledford asked why there was a limit.

Jeff explained that there was a financial impact to families, and Dave added that there were also game limits. There had been a game limits policy in the association for a long time, but for a while we got away from tracking them closely, until it became clear that teams were far exceeding them, and they were revisited with renewed attention. The second factor is concern about families feeling pressured to agree to additional games/tournaments, as many are reluctant to say no due to fear of repercussions from coaches and/or other families. In the past there have been cases where nothing has been said during the season, but then the following summer/early fall, level reps/Board members hear grumblings about why this wasn't addressed.

Jason Ledford stated he feels Sun Prairie lags behind, extensively behind, other associations. Dave countered that, noting seven of our eight travel teams are going to state. Jason also feels like the association picks and chooses what we do from USA Hockey.

Steve thought the other PeeWee teams were comparable in games to other associations based on what he had seen.

Dave went on to discuss the PeeWee B's tournament experience in WI Rapids. Two weeks before the tournament, the team was notified that they had a hard time filling the tournament, so three A teams were allowed in. With not a lot of replacement options that close to the tournament, they still attended, even though the tournament had three A teams and only two B teams. He discussed concerns with this approach with the tournament director. He left with the premise that based on this and other previous experiences, Sun Prairie wouldn't be recommending teams go to WI Rapids for tournaments. He noted a similar occurrence last year with higher teams that advertised being allowed to participate, so that the tournament made more revenue, which makes this an integrity issue.

e. Bantam – Jen Kurtz

It was a surprising month at the bantam level. Both teams are state-bound. The A team is 11-24-3, and earned the wild card berth at state by winning their second playdown game in double overtime. The B's are also the wild card at state, and have a 21-13-3 record. The last bantam home games were this weekend.

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

The HS2 team has had some discipline-related issues, sparked by a few players who did not follow the dress code for games. HS2 is about 20-10-4. The Cofrin-McGuire Cup weekend is the first weekend in March, and serves as the league tournament. State is the third weekend in March, and the team has a scrimmage this upcoming weekend.

Dave described the HS2 parent meeting agenda and noted that parents had to attend or their player would have missed games this past weekend. The mandatory meeting and threat of a player penalty was necessary because at the last parent meeting, only five families showed up. Dave reviewed the Code of Conduct for both players and parents with the group, and also noted the successes the team has had with this coaching staff, as well as some of the challenges over past years. Not long ago, there were only 9 players on the team, and currently there are 22. Parents and players were instructed to treat their coaches with respect and to be thankful for what they have. The meeting only lasted 20 minutes. Jen also noted that the parents were reminded these were volunteer coaches who put in a boatload of hours. The meeting ended with advice to wait 24 hours before confronting a coach, and to use team and Board reps to express concerns in an appropriate and constructive manner.

Chris Gerhmann asked if a player quit or not, but there had not been any official notification either way, although the player had not been at practice since late January.

g. Coaches rep. – absent (Chris Herwig)
Chris had nothing to report.

5. OLD BUSINESS

a. New Rink / Building Committee

Dave explained that at this point, we will no longer be skating in this rink next fall. It puts an interesting "Come to Jesus" spin on events. He's been at a dozen meetings in the last few weeks with the bank, city, and PAC. As noted in January, we are still about \$700k short, and the bank has confirmed that. We need to build and have to cut and fundraise our way to doing it. We have been discussing plans to practice and play games outside of Sun Prairie until we can get into the new rink.

Dave is preparing an email blast to the association to make people aware of the situation:

- Raise \$700k
- Change/scale down the project, which is already very efficient in design at \$84/ft², versus other rinks at ~\$100/ft², so this is difficult

The table was set long ago for a two-sheet ice arena. Jen re-iterated that the business plan doesn't support a single sheet ice arena. Ryan Smith asked if one sheet can be left unfinished. Jeff explained that that doesn't work for the bank and it's not in the city agreement.

Jeff explained that the PAC has been a great neighbor and has given us a generous deal, waiting eight years to execute their plans, so they are in no way kicking us out – but they need be able to finish their own project.

In the grand scheme of things, we can hope and pray that the project costs come in less – we'll have a better idea in two weeks, but likely that won't cover \$700k. Steel and excavation have come in a little lower, but electrical could come in higher, which would eliminate savings. Cash on the front side is a \$700k gap.

At this point, everybody's help is needed, if you haven't pledged, please do. If you know someone who could help, ask.

Jason Ledford was floored to hear that we have three weeks to raise the funds or the project would be put off.

Chris Gehrmann asked about engaging the U6/U8 families, as they are the future. Age level reps were asked to follow up with their groups. Bill Gilbertson suggested a bunch of little kids with skates in a field to try to portray the seriousness of the situation.

Jeff explained when we don't break ground on March 8, every day after is one more day we'll be without ice.

Another more positive way to look at it is we are at 90% of our goal – we need help with the last 10%. It was shared that our original fundraising professional had planned on donations based on a fundraising triangle, with one or two top donors of significant amounts, and then many smaller donors. We got lots of smaller donors, but never managed to land one or two large (\$250k, for example) donors.

Our business plan is rock solid if we can make up the difference.

Jen stated the pictures are continuing in the paper, we're revisiting the business plan, and Angie and Jen are working with media. Anyone who has a business stands to gain. The group has worked extremely hard, and now we need to physically tap on doors and firm up booster club plans.

It was asked if people could do a phone bank in the rink, maybe for DIBS credits. The challenge is that from a business-perspective, association members are available in the evenings, and businesses are available during the day.

An association meeting was set for Thursday, February 21 at 6:30 pm in the PAC meeting room. Information will be shared with OBHL, too, through Chuck.

- b. Capital Fundraising – Jen Kurtz
Covered above

- c. Baseline concussion screening
Tabled.

- d. HS2 dues (# of practices)
The number of practices has essentially been finalized. Based on 55 practice hours and input into the dues spreadsheet, it appears that a \$75 reduction in HS2 dues is in order. Betsy made a motion to adjust dues for HS2 players down by \$75, seconded by Chris Gehrmann. A roll call vote was held, with Jeff, Betsy, and Chris Gehrmann abstaining. Marcie, Karen, Angie, Bill, Steve, Jen, and Jim voted yes. Motion passed 8-0-3.

With Paula's input, it was determined that the default would be to have the credit remain in the family's account, with an option to contact the treasurer if they would prefer to have the amount donated to the capital campaign or would like a check.

- e. ADM Task Force
Lisa Wendler explained the recent survey sent to ADM families and last year's squirts. Responses were anonymous. Jason stated that we need to decide what to do with 8-year-old hockey players. He plans to sit down and review the info with Chris Finkler.

Lisa explained that she emailed about 90 people, and didn't give any reminders, so 38 responses was pretty good.

Dave asked what the purpose of tomorrow's meeting was. Lisa explained she would present the same information, but also allow parents who didn't respond to the survey give input. Dave is planning to attend, and he is hoping Chris Finkler and Troy Giesege may be available as well.

Lisa feels like ADM isn't giving players the full hockey game experience. She used baseball as an analogy: it's not just batting practices with a four year wait for games.

There will always be a mixed age ability. Jason wants to give players the best experience.

Chris Gehrmann asked if trying to balance everyone's needs is fair to others.

Jason explained the meeting is just information gathering. He wants to talk about 8-year-olds, and pointed out that moving them into squirt travel programs means more money for association. Looking over the survey results, Dave noted that cost was one concern that had a high number of hits, which would counter pushing kids to travel sooner.

Dave has some concerns about an open forum and suggested brining parents in at designated times versus just dropping in. This would allow better organization/presentation.

Jason asked what the Board's sense of the survey was. Dave said it's something we consider as a governing body, and we're open to change. He's not sure we have all the facts. Jason agreed that the idea was to gather information, present it to the Board, and work with the ACE Directors.

Lisa summarized indicating that U6 parents are pretty happy. She hasn't had much time to look at things in-depth, but that's her general reaction to the data.

Jen is sensitive to a desire for changes, and noted that the in-house league concept was started this year. It may be a moot point to move 8-year-olds to squirts, as USA Hockey and WAHA have both kicked around mandates prohibiting this, but nothing has happened yet.

Dave noted that we'll have room for growth going forward, although Jeff added there is a cost to that ice time. It was agreed that 1 ½ is just too long for U8's, and even the last 15 minutes of U6's 60 minute sessions get hard. Jason likes the times on the ice, but would see it a positive step to have U6 on the ice three times/week but for shorter times, and then U8 maybe three or four times/week. Jeff agrees, but notes that this becomes hard on parents to commit so many days. As it is, the Saturday game schedules for U8 have been challenging with respect to getting sufficient players to attend.

Jason and Lisa were thanked for their presentation. Jason asked when plans would have to be in place, perhaps August or September? Betsy note the schedule is usually mocked up in June for dues setting purposes. Lisa will check in with Chuck to see what he is looking at schedule-wise. Her first goal is to see that \$700k shortfall addressed and the new rink started. Dave agreed that we could do some multi-tasking.

6. New Business

a. Alcohol proposal for alumni tournament

The alumni tournament committee suggested that SPYHA run a beer and brat stand to raise funds during the alumni tournament. The thought was that this would be very lucrative. There is some question about timing, as the tournament is less than 60 days away, and the license usually takes 60 days to obtain. Is this something we'd be interested in, pending a determination of final costs.

Paula made a motion to pursue a liquor license for SPYHA to have a beer and brat stand at the alumni tournament, depending on costs for the rider and permit. Bill seconded the motion.

Jeff explained that costs include a licensed bartender, liability insurance, city costs, and staffing. Betsy's big concern is the rider cost, as she recalled Face-off Festival to be quite expensive, at least \$500, and a lot of beer would need to be sold to make that up in a one-day event. It was agreed that after final costs were available, it would come to the Board for email approval. Jeff said it was \$40 to fill out the paperwork. Jen noted that last year when it was supposed to be in the locker room it wasn't always kept there, and using a roped-off area instead might help. All approved but Betsy, who abstained. Motion passed 10-0-1.

Follow-up:

As discussed at the February Board meeting we pursued the costs of providing and selling beer at the upcoming Alumni Tournament, based on an invitation from their committee. We have discovered those costs to be in the neighborhood of \$1000 (permits, licenses, City background checks and supplies, etc). At this point we are proposing to allow them to have beer in our facility in a designated area. Per SPYHA policy they would need to come back to us with a person of responsibility and a plan for controlling consumption.

Betsy made a motion allowing alcohol consumption at the alumni tournament, provided the requirements of keeping it to a designated area and appointing an appropriate responsible person (to ensure no under-age consumption and restrict it to designated areas) are met. Jeff seconded the motion. This proposal was approved by the Board via email vote 9-0-0 (Marcie, Jen, Jeff, Bill, Angie, Paula, Karen, Steve, and Betsy voting yes. No vote received from Jim, Chris G., or Chris H.)

b. NARCE (North America Rink Conference Expo)

This event is held in May 2013, and comes highly recommended for skating director. The ice arena board plan includes hiring a skating director, and there has been an agreement in principle with Lisa Henning. The event is in Dearborn, MI, for three days and two nights. There are hockey and figure skating vendors. Dave and Jeff would like

to send Lisa, with a letter of intent agreeing to pay expenses of about \$1000, contingent on her working for the rink for a year or it would be paid back. Susie Wheorley, who is an official with USA Figure Skating in Colorado Springs, highly recommended this event.

Marcie's concern is if we don't have a rink for her to have a program in, it may not be worth it. All agreed to table this until next month.

c. Other business

Betsy noted that 2015 State Tournament bids are due April 1. She needs Board recommendation for levels, but usually SPYHA will have an A and B team, and A teams tend to have a more difficult time winning a tournament berth because there are so many Region 4 teams. We are hosting HS2 in 2014, which was not what we bid for. Paula made a motion to bid for Squirt A and Bantam A tournaments. Betsy seconded the motion, and all approved.

Jason Ledford asked if off-ice summer activities can be offered to association members. This is acceptable.

Paula made a motion to adjourn the meeting. Angie seconded the motion. Meeting adjourned at approximately 8:57 pm.

Subsequent Board action:

On March 14, Dave Batterman provided the following information:

Late Monday night/early Tuesday morning, ecomm learned that the HS2 rep, at the coach's request, had made contact with one of the bantam goalies and subsequently filed a supplemental roster with the WAHA registrar to add an emergency goalie to the HS2 team in advance of state. The team rep subsequently communicated to the team that this had occurred, and as a result, the team would be utilizing the "sit policy" during the weekend of state. The "sit policy" was only used in one game all season, and hadn't been used at all since the end of January, when a player quit, bringing the number of players (skaters and goalie) to 20, which is the maximum allowed to dress for a game. (Roster limit is 25).

SPYHA policy requires Board approval for any skater to skate up, which in this case wasn't followed. This was further complicated by angry phone calls and emails to various ecomm members - that a player who had been playing with the team all year might be forced to sit out a game at state so that a back-up goalie could dress and sit on the bench. After discussion with the coach, a compromise was proposed where the back-up goalie would only dress if needed to play in the game, from the beginning of the game. In essence, if the HS2 goalie was injured (or became ill) during game play, a skater from the team would have to change into goalie gear to play, or the team would play with six players and no goalie. The back-up goalie would then be contacted and asked to play in the next game. This would allow the team to continue to dress one goalie and all 19 skaters, without forcing any HS2 players to sit, while still allowing a contingency in the case of goalie illness or injury. There is still a small risk if something happens to the goalie during the game.

This action was approved as follows:

Approved 9-0-2:

Karen, Jen, Chris H, Marcie, Paula, Steve, Angie, Bill and Chris G voted yes

Betsy and Jeff abstained, no vote received from Jim

Betsy noted that she wished to go on record expressing frustration that this was not brought to the Board, or even to the level rep for that matter, before actions were taken. Similarly to the team being approached to play in a higher division at the state tournament, this needs to come to the Board before it is a team rep/coach decision. Chris G. concurred and suggested that both the team rep and the coach be reminded what types of decisions need to come to the Board before being acted upon.