

Sun Prairie Youth Hockey Association
Board of Directors Meeting Minutes
May 19, 2013

Audience: Gary Brendemuehl, Bill Welling, Troy Giesege, Chris Finkler, Sue Culbertson, Mike Culbertson, and Lisa Wendler

President Dave Batterman called the meeting to order at 7:09 pm. Jeff Thornton, Chris Herwig, and Marcie Rauls were noted as absent.

1. PUBLIC COMMENTS

None

2. EXECUTIVE COMMITTEE REPORTS

a. Secretary – Betsy McCrary

The April minutes had been approved and posted. There have not been any Ecomm meetings in the last month. Betsy noted that the Board voted to allow the OBHL-B league to have adult beverages in a designated area on the last night of the league playoffs. This was an email vote.

Betsy shared highlights from the WAHA Annual meeting that she attended with Jen the day before. It was a long day, but lots of really helpful information was shared. There was a presentation about ADM that was really interesting, made by a gentleman from USA Hockey from the Massachusetts area. He shared some history about the research that went into ADM. A significant amount of sponsorship came from the NHL, in part because they noticed only 25% of players were from North America. They researched practices in European countries and Russia, historical hockey powerhouses. They heard from sports psychologists. Millions of dollars went into this, and they had some helpful suggestions about using station-based practices to increase ice utilization. She noted one interesting example that was shared where an experienced coach from Sweden took a team of players and trained with them for two years: practices only, no games. After two years, they played their first squirt game. They were off-sides about 27 times, but they won 12-0, and dominated play. The point was the game “rules” can be taught, but things like controlling the puck in limited space (a focus of ADM), come from experience. At the same time, parents were focused on the kids not knowing off-sides, rather than the dominance of the game or the skills displayed. There was also discussion of too much too soon, not having anything to work for/look forward too, and burnout.

Betsy distributed association information from the meeting to all Board members and ACE Directors. She will try to pull together other items as time allows.

Betsy also wanted to point out that although ADM numbers were down last year, the previous year had a significant increase with the \$50 price for one session of ADM, which caused several of its own challenges. The numbers this year returned to what they had been the two years previous.

b. Treasurer – Paula Walker

Paula confirmed that everyone received the April profit and loss report from the bookkeepers. Paula reviewed the account balances. A few volunteer penalty payments have trickled in, with a reminder sent this week that those who did not pay were no longer in good standing.

c. President Elect – Jen Kurtz

Jen attended the WIAMA meeting with Chuck. There were sessions on figure skating and reading emotions. A Zamboni driver from the Chicago Blackhawks was in attendance and shared some interesting information. The best part of the meeting was the open forum for rink managers. There was great information for Chuck there.

WAHA Director Jerry Kennedy has asked to present information to the Board about hosting the 2014 Tier 1 state playdowns. Typically they have been held in Fond du Lac, along with several other events, and WAHA would like to spread the opportunities around. It would be opposite the HS2 tournament, on the second weekend in March. There may be a chance to host 2015 district playdowns, which brings teams in from throughout the Midwest. Teams would fly in for this. They only are willing to play \$165/hour, though, plus ref fees. Off-ice officials are the responsibility of the hosting association, but the host can charge gate fees.

d. Past President – Absent (Jeff Thornton)

e. President – Dave Batterman

Dave noted that Maureen’s Match ended yesterday. As of Friday there was \$15,500 raised. Angie noted that Kevin has also received checks. There has been lots of community support.

3. COMMITTEE REPORTS

a. Volunteer Committee

Nothing (discussed during annual meeting)

b. Annual Fundraising Committee

Dave noted that during a recent meeting with PAC, the US Bank Eve event came up. They were surprised to learn how little SPYHA actually got for the event, given the amount of volunteer hours it uses. No decisions have been made for the upcoming event, and we're not in the position to want to push it.

Jen mentioned that Jerry Kennedy shared that he has come with his grandchildren the last two years.

c. Communications Committee – Steve Traut

Steve reminded everyone the groundbreaking. He shared Gary Brendemuehl's idea of a scrolling recognition of donors on the website. Gary saw it on the Badger football site when he made his "donation." Steve noted that open rates for SPYHA email blasts are declining, but Facebook reach has been great.

d. Region 4 Report

No meetings until August.

e. ACE Directors –Chris Finkler & Troy Giesegeh

Chris Finkler was glad that we're hearing from someone paid by USA Hockey. He hopes that we understand what they had to say and take it seriously. He was interested in getting registration numbers from last year. Betsy provided him a sheet from the last Board meeting.

Lisa Wendler noted it is critical to communicate with young families early about plans for the beginning of the season.

4. LEVEL REP REPORTS

a. ADM – Karen Welling (Marcie Rauls absent)

Nothing to report

b. DC Diamonds – Angie Hadley

Angie thought the Maureen Mengelt Memorial Day event was successful, with over 200 runners registering the day of. She thanked everyone who helped out.

Angie also noted that camp information is out, some start the first week of June.

c. Squirt –Bill Gilbertson

Nothing to report

d. PeeWee – Steve Traut

Nothing to report.

e. Bantam – Jim Ternus

Nothing to report.

f. High School – Chris Gehrman

Chris has been approached with concerns about HS 2 roster size. She asked if we would accept out-of-district players? Jen asked if an A and B team would work. This would not with goalie limitations that are expected. Dave also noted that finding games is challenging. He noted that one priority is to ensure a HS2 Cardinal Cup. He doesn't have a solution.

Angie asked why Sun Prairie doesn't have a JV team. The AD claims it is a Title IX issue. Betsy noted that younger parents have been encouraged to continue to pursue this issue, with hopes that starting now might bring action in time for their kids. There are lots of kids who try out and are turned away. Betsy thought even if a varsity/JV team could take 30 kids, it would help a lot. Chris Finkler said the varsity team tries really hard to give every kid on the 20 player roster a chance to play.

g. Coaches rep. – Absent (Chris Herwig)

5. OLD BUSINESS

a. New Rink / Building Committee

Updates provided during annual meeting.

Jim is not sure on volunteer labor. Jen can help provide information on that, as we're going back through pledge sheets and collecting that information.

b. Capital Fundraising – Jen Kurtz

There have been some inquiries. We're trying to talk to St. Mary's, as someone reached out to us after we'd tried previously and gotten nowhere.

Glass blocks are coming in nicely. Veridian Homes has been sent a package.

c. Baseline concussion screening

Chris Finkler agreed to look into offering this and the cost.

d. 2013-2014 Player Transfer Requests

Tabled.

6. New Business

a. Other business

None

Paula made a motion to adjourn the meeting. Chris Gehrmann seconded the motion. Meeting adjourned at 8:17 pm.