

Sun Prairie Youth Hockey Association
Board of Directors Meeting Minutes
July 28, 2013

Audience: Nate Rosin, Ava Foulke-Formisano, Mike Culbertson, Sue Culbertson, Deneen Draws, Todd Draws, Troy Giesege, Luanne Kostelic

President Jen Kurtz called the meeting to order at 6:01 pm. She began with a review of Board operation. The meeting would open with public comment. As various topics come up, there will be Board discussion, then the opportunity for public discussion, followed by a close of public discussion and opening back to the Board. When the Board is discussing something, there should be no additional general discussion or back-and-forth from the audience to the Board. When a member is speaking, please give that person full attention, and do not engage in side conversations or interrupt.

1. PUBLIC COMMENTS

Nate Rosin noted that dues and fundraising was on the agenda and he would wait until then to comment.

2. EXECUTIVE COMMITTEE REPORTS

a. Secretary – Betsy McCrary

The June minutes were approved and posted. Ecomm meeting minutes were distributed to Board members. Betsy noted most of the items on the agenda would be discussed during the meeting, with the exception of a non-parent coach's request for a stipend to offset gas costs. The suggestion for resolving that was to ask families to consider carpooling with the coach, and to see if team dues could perhaps cover a gas gift card; however, SPYHA was not in the position to offer stipends to coaches. It was noted that this had worked at other associations.

b. Treasurer – Gary Brendemuehl

Gary had balance sheets and income statements available for review. He went through account balances as well. He had just received the proposal from Wipfli for the annual audit. This was added to new business.

c. President Elect – Angie Hadley

Nothing to report.

d. Past President – Dave Batterman

Nothing that wasn't already listed on the agenda.

e. President – Jen Kurtz

Jen extended thanks to Dave for his service as president, and Jeff Thornton for his service as well. She wanted to acknowledge them for all of the time they had put in on the Board and especially on the new rink project. She also thanked Chuck for all of his time, particularly buying ice. This has consumed numerous hours. She also reiterated thanks to last year's Board for their service: Chris Gehrman, Jim Ternus, Chris Herwig, and Bill Gilbertson. Jen mentioned that Betsy has put in long hours preparing the IRS 1023 form for the tax-exempt application for SP Ice. She also thanked Sherry Herwig, Lisa Wendler, and Jason Ledford for their work on the Golf Outing. Thankfully, there was good weather. Jen wrapped up with a thanks to Dale Ripp and z-team staff for their work on decommissioning. Dale in particular spent nearly every Saturday since June at the rink.

Jen discussed a meeting with Badger Hockey, including Coach Eaves and Matt Walsh that she and Betsy attended. The UW Badgers Men's Hockey team called the meeting with the intent of exploring more interaction between UW Hockey and the youth associations. They are looking at weekend promotions, \$11 tickets, and some weekends for teams to promote attendance during tournaments. They may not be great for SP this year. Nothing is set in stone yet. Our association used to include Badger Hockey tickets with tournament fees. The highlight of the meeting was a tour of the hockey facilities, including the men's locker room and LaBahn Ice Arena. Dave noted that their one-sheet arena was \$60 million, versus our two-sheet arena for \$7 million.

3. COMMITTEE REPORTS

a. Volunteer Committee

Betsy noted that the Mud, Sweat, and Beers run had 11 volunteers as of Friday. SPYHA will receive \$25 per volunteer. We need 30 people. Troy Giesege mentioned that if we had more interest, a second shift could be available for more volunteers.

Patsy Zielsdorf had inquired about continuing as patches/scoresheet coordinator. All agreed with her continuing in that role, and that other similar roles would be filled on a first-come, first serve basis.

b. Annual Fundraising Committee

This committee lacks a chair: Scott Halbleib has covered the fundraising cards and Sherry Herwig chaired the golf outing. No information has been received regarding the profitability of the golf outing at this time.

c. Communications Committee – Steve Traut

Steve thanked James Trent for the work getting the sp-ice.org domain. Angie Hadley has been given administrative rights to the Facebook pages. He asked if the Board emails were working for everyone. Everyone received the minutes,

At a later date, Steve, would like to share information on Facebook and email returns and other data, to determine how it is received. Steve will put it on a future agenda.

Jen thanked Steve for getting out posts.

d. ACE Directors – Troy Giesegeh

Troy has sent an email to coaches with available information on schedules, locations, etc. They are aware of the situation and will do what it takes. He noted he had not heard back from Matt Walsh about the level 4 situation for one of our non-parent coaches who is unable to recertify without going to level 4. This requires significant expense and out-of-state travel.

4. LEVEL REP REPORTS

a. ADM U6 / ADM U8 – vacant / Lisa Wendler

Inquiries have been made for a U6 board rep, however, Lisa hasn't had any success yet. She has been fielding some questions.

Jen stressed that flyers in the schools would be important at the beginning of the school year. Lisa will work with Betsy on this. We've also been present at elementary open houses with success.

b. Squirt – Marcie Rauls

Marcie reported that those she's talked to can't wait to see the practice schedules. One family she talked to wants to skip the season because of the travel. She's been emphasizing the bigger picture – the beautiful new facility that will be worth the wait. There are already discussions about carpools.

c. PeeWee – Karen Welling

Nothing to report.

d. Bantam – Steve Traut

Steve had nothing to report, but was asked how the Northern Edge camp went. Generally it went well. He was the camp ambassador. There was some concern about the instructors' experience, which varied. Two were really young, two older, and two in-between. The really young ones were less attentive than they should have been. His son had a great time. Numbers were about the same or a little up from last year. There were six to eight mite-age kids for the half day session.

e. High School – James Trent

James was welcomed back to the Board after a year off. He confirmed that HS 2 has both a Cardinal Cup and state this year. He asked if anyone had heard about the league meeting yet. No one had. It has been in Fond du Lac in September on a Friday evening.

f. Coaches rep. – Jason Ledford

Jason has had lots of communication with Chris Finkler. The biggest concerns he has heard from coaches are about frequency of ice time. They also understand the need to maximize a limited resource. Jen explained that there have been long discussions about these topics and as soon as we can get schedules finalized we'll send them out. Jason asked if we are backloading the season. Dave said we will do our best. Jason felt we couldn't go into scheduling with nothing.

Chuck explained that he has been in contact with about 10 area rinks, although he has yet to hear back from all of them. He is working to confirm practice schedules first. They need to take care of their own schedules first. He added that he will make sure that our schedule is full at the new rink, but everyone will be backloaded, so there won't be vacant ice. Some things also depend on the number of teams, which we won't be able to absolutely know until registration. He also explained that the fewer teams we put on the ice, no matter where it is, the more expensive that ice becomes. Chuck hasn't had a lot of success locking in times, and some changes, like losing 5:30 pm Wednesdays in Oregon, have required him to revamp the schedule extensively. (The rink manager wanted to sell us the ice, but their administration overruled him.)

Jason asked if outside practices were allowed. They would be if the weather cooperates. James mentioned that he saw that the varsity schedule had December home games. Chuck said they are aware of it, but with the Athletic

Director change at the district, some things haven't been updated yet.

Lisa asked if ADM things have been worked on. Chuck said there is a plan, but he still doesn't have contracts for that ice either.

5. OLD BUSINESS

a. New Rink / Building Committee

Dave had the newest renderings. He mentioned that the monument/sign in the front would be a future fundraising project, but the building itself is accurate. We still have retail space to fill. The floor plan shows nine youth locker rooms and a shooting cage, but there are actually 12. There is a double leaselocker room, and a changing room. Everyone was welcome to look at it at their leisure.

The foundation is almost done, and the steel is set to arrive in two weeks. They are on schedule for playing hockey January 15. We cannot take possession until Jan. 1. Ideally on Jan. 2nd we'd be in. They did some site work Saturday again, too.

James asked if we can do additional things to save money. Dave explained that we will have a very busy time around Christmas. Likely we'll need to put up the boards between Christmas and New Year's. Volunteer labor will probably peak in December, even the second half of November.

For the old rink, we have one semi-trailer full, working on the second, and will probably need a third.

The project itself has been going better since the rain let up. Stevens is feeling good about timing. Right now, any site visitors have to be 18, and hard hats and closed, hard soled shoes are a must. Eventually we'll be able to have guided tours – we've already been asked for them. We will set aside tour evenings at some point.

b. Capital Fundraising – Jen Kurtz

Fundraising is going as strong as a group of about eight can do. We have to continue. A walkthrough at Waunakee gave some building ideas with possible cost savings. We have had some success, with the \$30k student section being claimed. North Central Group is looking at advertising, and A-1 Storage and Culver's are interested in dashboards. We have talked to Sonic, and the Oaks donated \$4,500 at the golf outing. Steve asked if the website is updated. Dave asked about adding sponsorship to capital campaign options.

Glass blocks and advertising will have a deadline in order to ensure things are ready for the new rink. To have things in by the opening, glass blocks will need to be in by August 30. They will still be offered perpetually. There is some recessed area in Rink B for glass block, but things will start in Rink A. Dashboards won't require quite as much lead time. Bill Blumer is heading up that, and would like to have everything by Nov. 30.

Jen thanked all the donors. The campaign also needs more people, so please put the word out.

c. Baseline concussion screening

Tabled pending update from Chris Finkler. Dave noted that Chris is looking into pairing up with SPASD. He will follow-up.

d. 2013-2014 Player Transfer Requests

Ava Foulke-Formisano is requesting a transfer request for her PeeWee aged son. The reasons were personal, but she would be willing to discuss them in closed session. Her son wants to play for Middleton, and he played with kids from there in the spring and summer. James asked if we needed to go into closed session? Ava added that if he is not released, he will not play. Jason thought we should wish him the best of luck and let him play hockey. Betsy noted that we had agreed to defer, and even deny, all transfer requests because of the travel hockey situation.

e. ADM program plan

Still no information from the Dane County League, particularly no information on scheduling dates. If we're going to open registration, we need to decide if we're going to include that ice time or not. Lisa asked about U6/U8 contact information. Marcie and Karen would be the best resources. Betsy has registration emails, but most families provide additional ones. Marcie and Karen will share what they have with Lisa.

Jason is confused about U8 frequency. Chuck reviewed the very tentative plans:

- ADM would start in October – sooner than usual.
- U6 and U8 would have separate times mid/late Saturday afternoon in McFarland
- U8 Dane County League games would be Sundays at 6 pm in McFarland, with practices before games start; however, the current Dane County League plans show starts before 5:40 pm, so that's something we need to work out.

Chuck explained that adding anything beyond this for session 1 would be really hard. Finding reasonable ice times for younger players is very difficult. It's also been challenging for squirts. There is plenty of 5:30 am ice to be had, and peewees, bantams, and HS2 will be having lots of those early practices. Offering squirts 5:30 am practices was discussed, but shot down after discussion with the ACE Directors.

Lisa Wendler asked about the play-up policy, as she had been asked. This hasn't changed and is on the policy manual – it requires petitioning the Board.

Chuck added that in October, he can get plenty of ice for two squirt practices on a weekend, maybe in Sauk or Oregon. There would be no games in October – we'll absolutely get what we can. No school days are an option, especially during "No School November" however, coach availability can be a challenge.

Jen reiterated that it is going to be a unique year.

f. 2013-2014 Registration/Dues

Betsy asked for a determination about the ADM cards, as travel cards had been set at 12 cards @ \$20/card, and ADM usually is about half of that, but that wasn't clarified at the last Board meeting. James made a motion to set the fundraising cards for ADM families to six cards, three for each session. Karen seconded the motion.

During public discussion, Nate Rosin asked if it was possible to forgo getting the cards and instead make a donation directly and take the tax deduction. The previous treasurer had said it was a difficult paperwork activity, but he thought he would ask the new treasurer. Luanne Kostelic and Ava Formisano also liked the idea, and Ava noted they give theirs away. Todd Draws wondered how much work was really involved.

Gary wasn't sure and can't make an educated guess after being in the role less than a month. A process would need to be determined to track who doesn't take the cards. James thought it gets to be more of an issue. Marcie thought maybe this was an issue for the fundraising committee.

Lisa has been involved in lots of fundraising, and said you need to have a seller fundraiser. Her experience has had an opt-out buyout option, which about 20-25% of the people take.

The idea of people who want to explore this option helping investigate was proposed.

Jen totally understands the desire to just pay more instead of fundraise, but she is sensitive to those who can't afford to pay more. It gives them a chance to make the money back. Fundraising is kind of a necessary evil that no one likes to do.

Betsy explained some of the logistical challenges. Since we're charged on a per-card basis, there are estimates on the number of cards we'll need already determined. If we end up with fewer cards, the per-card charge goes up, making the entire fundraiser less profitable. It also means tracking who wants to pay out and who is getting cards.

It was suggested that this information could be collected during registration. Based on the desire to open registration in early August, Betsy thought trying to implement gathering data and developing a process to revise the fundraising structure would delay that, especially given the need to focus on the registration packet.

With the desire to open registration in the next week, it was agreed that this would be explored for next season.

The motion to set the ADM cards at six (3+3) was approved 10-0.

In order to set fees, a few questions needed to be addressed. The Board established the following parameters: U6 would use existing jerseys that would be returned to the association. U8 would get to keep their "game" jerseys as they did last year.

With the ice costs in McFarland and the proposed ice schedule, while we are close to achieving the program plan for the first half of the year, it is spread out, and it would be hard to put the full costs on families, particularly when it's hard to project numbers, particularly for ADM U6. Jason would like to see more ice time in the second session. After reviewing the ice hours based on last year's schedule and the program plans, and with Chuck's advice to do what we could to keep the costs as low as possible, as these youngsters are the lifeblood of the organization, Dave made a motion to set ADM U6 dues at \$300 for sessions 1 + 2 (32 hours), or \$225 for just session 2 (19 hours). Motion passed with all approving.

Discussion moved to Intro to Hockey, and the decision to keep a low introductory fee. Proposed setting a \$75 fee for session 1 only, and no volunteer or fundraising card commitment for this one session only. Rather than separate ice time like the first session last year, they would skate as ADM U6 players. The program would go back to the "New to

SPYHA Hockey” designation it had before. Betsy agreed to try to see if she could tweak the registration program to allow additional indications, even as an administrative activity.

During public comment, Ava Formisano thought the board may be overthinking it. Totals of \$200 to \$300 was not bad, and is actually pretty reasonable to try it given the number of sessions. She did admit that the distance could be a bit discouraging.

Lisa made a motion to set U6 dues as follows: New to SPYHA Hockey \$75 for session 1, with no cards or volunteer hours, and a charge of \$225 and 3 cards, 7.5 volunteer hours for the second session. Jason seconded the motion.

Troy mentioned that there could be 7-year-old new skaters. Betsy agreed that we’ve had kids as old as 12 start out. She will update the registration packet to indicate that it is open to any child who is a brand new skater. All approved the motion for the “New to SPYHA Hockey” program.

Based on 55 hours of projected ice time, and including jerseys, Dave made a motion to set the ADM U8 dues to \$425 for both sessions. Jason seconded the motion. There was no additional discussion, and all approved.

Parameters for estimates on the travel hockey dues were discussed. Luanne Kostelic requested that the HS2 dues include both the Cardinal Cup and the Cofrin-McGuire Cup fees in the dues, since we know about them.

Plans have HS2 practicing alone after varsity tryouts, but generally the goal is one shared practice with all level skaters and hopefully one team practice (two teams on the ice) per week, or every other week, depending on what we can get for ice.

The following dues were set with the understanding that adjustments will likely be necessary mid-season based on actual ice time used and team size.

Team	12 player roster	15 player roster	20 player roster
Squirt	\$1125	\$925	
Peewee	\$1125	\$925	
Bantam	\$1250	\$1025	
HS2			\$1125

This would represent the “early” registration price. Registrations after September 1 would increase \$100. The hope is that this would be enough of an incentive to have families register early. Also, everyone would be asked to pay a portion upfront as a registration fee - \$100/\$200 for travel, and \$75 for ADM.

Marcie asked who decides the number of teams. Jen said the ACE Directors would start with a recommendation to the Board. Jason thought it was the parents’ money, they should make the decision. He felt there are numerous benefits to having appropriate size teams and that the parents should be informed and included in the discussion on number of teams if we are in between on numbers.

Dave made a motion to accept the dues as presented, with the caveat of reserving the right to adjusting them to cover shortfalls or overages as necessary. Marcie seconded the motion. There was no further Board discussion. Sue Culbertson asked if it was still possible to pay the whole thing at once. It is, and if an adjustment is needed due to overpayment, a refund check will be issued. All approved.

g. 2013-2014 Season schedule

This was discussed extensively previous, and Chuck will make some adjustments based on directives given. The AAA tournaments for spring are likely off the table, as we were given the wrong weekend and already have tournaments reserved. Chuck asked if we wanted to add an ADM jamboree back in for March; however, all agreed that our history has shown this to be too late with all the other jamborees in that timeframe

h. Cardinal Cup Committee

Based on preliminary schedules, Chuck thought it may be feasible to add a Bantam A Cardinal Cup Jan. 24-26, and there may be some availability for playdowns for Region 4 on Sunday.

The HS2 Cardinal Cup is Feb. 7-9, and Chuck could add a Squirt A tournament Feb. 22-23

The Squirt B/C Cardinal Cup is Feb. 28 – Mar. 2, targeting 16 teams

March 8-9 is state for bantams and squirts, but we could do something then

March 15-16 is peewee and HS2 state – we host HS2 state

Mike is interested in a Cardinal Cup committee – spread the word to interested parties . Dave suggested that someone from levels hosting must step forward – it could be an election at the level meetings, and that person would essentially be the tournament director for that level.

Lisa would like to be on the committee with Mike to cover advertising and leverage the capital campaign.

There was a question around how volunteer hours would be handled for the tournament committee. Also, maybe ADM families could help out and get familiarity and volunteer hours. This will be a topic for a future agenda.

- i. Board meeting locations
August- Sun Prairie Ice Arena
September through December: Bank of Sun Prairie Broadway location
The PAC wasn't available, and the Bank has a lower level, but we need to be out by 10 pm.

6. New Business

- a. Travel Jerseys – James Trent
James explained that in order to get matching numbers, we'd be looking at about \$5,100 and reordering both some red (smaller sizes) and some whites. The question is if it is worth it, knowing that this is theoretically the third and last year for the whites. The fabric isn't as durable as the red fabric, and getting more than three years could be tough.

Steve noted there were problems with peewees having too large of jerseys last year. Jen is willing to give up on matching jerseys – it's mostly a team rep issue. One thought was to forgo matching and order sizes instead.

Betsy noted that some of the challenge was caused by changes on the squirt limited travel team after jerseys were given out – so maybe with distribution we could be okay this year. There was a question about building in jersey replacement money into dues – a portion is, but it isn't enough to cover full replacement of a jersey each year, and doesn't include socks, which are "consumables." James was thrilled to realize that he had to figure out socks ordering too.

Dave made a motion not to order additional jerseys. Marcie seconded the motion.

During discussion, Steve asked if we could get sizes collected during registration. James noted that this could be gleaned from the information on who had what jerseys last years. Motion passed 8-0-1, with Steve abstaining. He noted he agreed financially, but wasn't happy about sizing.

- b. SP Ice /SPYHA Agreement Approval
Dave shared that SP Ice Directors are in place, and officers have been elected. He also reviewed the debt service coverage requirements that have to be maintained for 10 years. To that end, and to divide the assets of SPYHA and provide some to SP Ice, the draft agreement sent to the Board has been put together. Jason asked if there was going to be more detail, for example, "priority scheduling" was pretty vague. It would be great to come up with something more measureable, but also hard to do at this time. The agreement can be modified if both parties agree, and there is very good representation at this time on the SP Ice Board. Marcie thought the volunteer hours could be challenging.

The agreement was subjected to minor revisions.

Betsy made a motion to accept the modified version of the SPYHA/SP Ice Agreement (which divided existing SPYHA assets between the two parties and determined what considerations SPYHA would be entitled to at the facility at 838 Grove). Jason seconded the motion. Motion passed 9-0.

The following documents from the Bank of Sun Prairie were provided for SPYHA Board of Director review:

- Related to the guarantee of the Construction Loan: Corporate Borrowing Resolution/ Corporate Certificate, Continuing Guaranty, Real Estate Mortgage to Secure Guaranty, General Business Security Agreement, Notice to Borrower Structure is Not Located in a Special Flood Hazard Area, and Insurance Verification
- Related to the guarantee of the Pledge Loan in the amount of \$289,795.14: Corporate Borrowing Resolution/ Corporate Certificate and Business Note

Dave explained the pledge loan process.

Betsy made a motion to resolve that SPYHA will guarantee the debt of Sun Prairie Ice, Inc., and will pledge a mortgage and assignment of leases and rents on the existing facility and a security agreement on other assets. All approved.

Betsy made a motion to resolve that SPYHA will borrow \$289,795.14, secured by assignment of pledges and other assets (as well as the mortgage identified in the previous resolution) made for the construction of the new facility. Lisa seconded the motion. All approved.

c. Other business

- Wifli Audit

As noted previously Gary received the proposal for \$7,000 to perform the audit and \$1,500 to prepare IRS and state tax forms. Gary made a motion to approve the Wifli audit proposal as presented. Betsy seconded. Angie asked if we have to do this. Betsy noted that previous Board discussion had committed to doing it while we were fundraising. Dave agreed that it protects the association. All approved.

Dave made a motion to adjourn the meeting. Jason seconded the motion. Meeting adjourned at 11:38 pm.

Post-meeting action:

Ecomm recommended approving a credit be given to the family of a bantam-age player who sustained a concussion in football shortly after evaluations, and missed practices/games from Oct. 21-Dec. 20 based on the information presented, and with the buy-in from our ACE Directors,

It was noted that this recommendation acknowledges an exception to the policy that refunds are given when season-ending injuries are sustained playing hockey; however, there is leeway given within the policy for ecomm to review the situation and make recommendations.

Motion passed 8-0-1 on an email vote, with Karen abstaining and no response received from Angie.