

District 5
Meeting Minutes
January 8, 2014

Meeting called to order at 7:01 p.m.

Attendance- All of District 5 Associations were in attendance.

Secretary's Report- Tim Reuter - The minutes from the December 4, 2013 meeting were posted on the D-5 website. A motion to approve the December 4, 2013 meeting minutes was made by Willmar and seconded by Sartell. Motion carried.

Treasurer's Report- Jeff Swenson – Written and oral report were given. Attached is the written report. A slight change was made to the process for which checks are written to WSOA. Prior to releasing funds, an additional Board member will review the request for payment. A motion to approve the report was made by Willmar and seconded by Sartell. Motion carried.

Coach-in-chief- Doug Kephart gave the report for Brian Johnson- Reebok 15 Tryout information. See attached.

Player Development- Paul Berning-Nothing to report.

Officials Report- Mike Mooney-

- Incident reports-see attached.
- Apologized about recent officiating incident where emotions got involved.
- Announced his last game is February 8, 2014. Turned 60 years old and this is his swan song. Watch old man skate. Zebra Foundation fundraiser. More detail to come.

Tournament Coordinator-Jeff Carlen-

- No late tournament requests to date.
- January 15th last date deadline.

MN Hockey- MN Hockey Director, Doug Kephart, had a separate Minnesota Hockey agenda for the meeting and it was followed.

1. CEP Process/Issues- Started process of reviewing rosters to assess coaching eligibility.
2. League Fines/Payment Issues- Must be current for association to enter playoffs.
3. Re-Districting Update- Meeting December 8th with Directors
 - Discussed options and concerns. Unlikely to see major changes. No consensus, so no recommendations from committee.

4. League Coordinator Update- Bill could not be at the meeting.
 - a) 51 games re-scheduled
\$2,800.00 in fines
-Lack of communication in association has led to fines.
-D-5 website is gospel- check to confirm.
 - b) Game sheets need to be sent in.
\$3,680.00 in fines issued so far.
The home team is responsible.
Check game sheet policies and procedures.
5. Sub Goalie Definition- MN Hockey gives Director some latitude for league play, read rule for playoffs. Read the rule carefully in light of definitions
- For playoffs- Example: A goalie from Squirt may not do Pee Wee B game.
6. Girls Coordinator- Deanna Walters- Nothing to report.
7. Recruitment/Retention- Doug Foster- See attached.
-Those associations who use the tools from USA Hockey save increased skaters in 2013-2014.

Old Business –

1. Playoff Brackets
-Squirts and U-10 St. Michael & Buffalo will host.
-Pee Wee B will be modified.
-Pee Wee A hosted by District 4.
-Pee Wee AA, A and B Region host- St. Cloud.

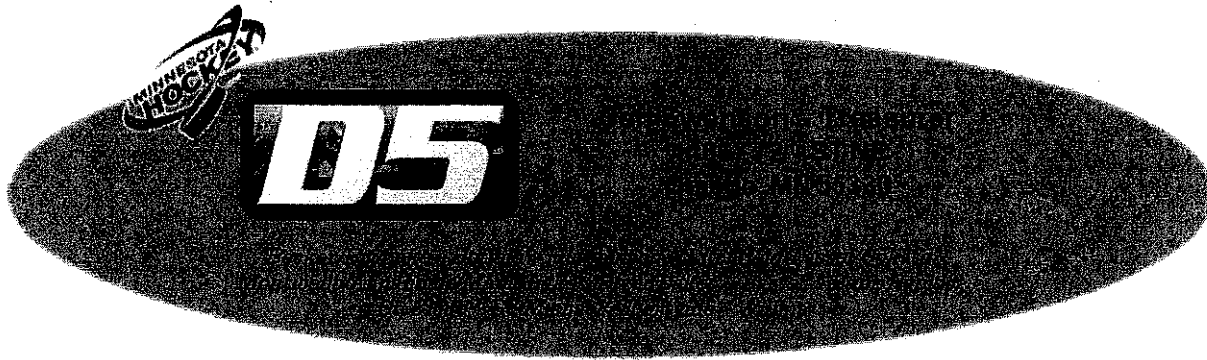
New Business –

- 1) Officiating- Hutch addressed group
-Desire to have officials graded like high school does for officiating (Peer Review) Desire consistency.
-Doug Kephart wanted coaches to do more body contact drills in practices.
-Discussion ensued regarding committee next year on this subject.
- 2) Elections coming soon:
 - a) District Director
 - b) Secretary
 - c) 2nd V.P. (Mite Coordinator)

NOTE: Handbook changes should be brought to board at February meeting so can be vetted prior to April meeting vote.

Meeting adjourned at 7:48 p.m. upon motion made by Willmar and seconded by STMA. Motion carried.

Next Meeting: February 5, 2014 7:00p.m. at RRR Kimball.



Treasurer's Report

Jeff Swenson

D5treasurer@charter.net

(763) 228-6445

January 8, 2014

Checking Account (Citizens Bank)	\$56,595.81
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Catastrophic Failure Savings (Citizens Bank)	\$26,471.15
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Action Items:

We are putting a control in place for officiating invoices received from WSOA. Before any invoice is paid, it must be reviewed and approved by the District 5 Supervisor of Officials.



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Brian Johnson
Minnesota Hockey
District 5 Coach-in-Chief
High Performance 15 General Manager

2014 Reebok High Performance 15 Tryout

January 8, 2014

District 5 is currently looking for nominations from each local association to attend the Minnesota Hockey District 5 tryout for the Minnesota Reebok High Performance 15 (1999) Hockey Program. This is considered to be the most prestigious tryout for boys and girls in Minnesota. This tryout essentially starts the process that USA Hockey uses to identify elite players for possible future opportunities to represent the U.S.A. in national and international competition.

Selected players will be invited to tryout for the 30 person District 5 Developmental Phase team and the 20 person District 5 team, which will compete in a third phase that consists of games against other Districts in Minnesota.

Each association is asked to nominate players who were born in 1999 and can compete at the advanced level of District 5. Goalies are always in demand. Do not forget about the high school varsity and jv teams.

When nominating the player, please include the following information:

Player's Name	Parent/Guardian Name
Date of Birth	Cell Phone Numbers
Position	Primary Email Address
Mailing Address	Secondary Email Address
Home Phone Number	
Cell Phone Number	
Email Address	
Team & Level Played 2013-14	

All players be selected to tryout will be notified by email, so please make sure that all of the email addresses are correct.

All nominees need to be submitted by Wednesday, February 12, 2014. Please send nominees to either of the email addresses listed above.

Each player **MUST** be nominated by either his/her head coach or the association's ACE coordinator.

Supervisor of Officials Report 1-08-2014

Incident (Game Misconduct) Report

- 2; 404(a) Second misconduct in a game
- 3; 601 (e) Abuse To Officials
- 3; 603 (b) Boarding
- 4; 608 (b) Checking from behind
- 3; 620 (b) Head contact
- 2; 627 (a) Kicking, push off
- 1; 634 (b) Slashing
- 1; 635 (a) Spearing

Total 19

Match Penalty

- 1 627 (b) Kicking

Power Skating

J.B. Olson conducted a power skating class for the officials on December 8th. Sixteen officials attended. This event is sponsored by WSOA.

State Tournament Rotation

We are not hosting any state tournaments this season but we will be sending crews to four state tournaments. We will be sending crews to the follow MN Hockey State Tournaments.

- JR Gold/16 U, Edina
- Bantam AA, Rogers
- Pee Wee A, Crookston
- 14U A, Grand Rapids

Apology

One Last time.

On February 8th I will be the referee for the last time in a three official system. I set a goal, many years ago, for myself to stay in good enough shape to referee one last time after my 60th birthday. I turned 60 last October so now it's time to make good on my goal. I had planned on doing this quietly without announcement but I spoke with the administrator of the Zebra Foundation about making this into a fund raiser for that foundation. He liked the idea so we will invite all the officials in MN to attend and contribute to the Zebra Foundation. This foundation is a partnership with the NHL Officials charitable organization. We have had a few officials in D5 suffer some health therefore financial set backs recently that we would like to help. Originally Brian Mach of the NHL was going to be one of my linesmen but he received his final NHL schedule prior to the Olympic break and he is working in Boston that afternoon. So I have two other high profile linemen. J.B. Olson and Kelli Rolstad will be working with me that night. I will encourage any body from our

district to come watch some good hockey and watching the old man skate hard one last time, and if you choose to contribute to the Zebra Foundation.

Respectfully Submitted

Michael Mooney
Supervisor Of Officials D5 MN Hockey
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612-812-3268



Doug Foster-R & R Coordinator
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Membership Growth Notes January 8, 2014

Minutes From 12/15/13 Meeting-See Attached.

March 1st Try Hockey For Free Day-This is a big event to capture the post Olympic excitement. District 5 has three associations signed up to participate: River Lakes, Sartell and Willmar. Stats show that some of the biggest recruiting events have been post Olympic. More programs should sign up. It is important to have a transition program set up. See attachment for dates.

Growth Workshops-Minnesota Hockey will be running growth workshops again this Spring. We will have a T-Con tomorrow night 1/9/14 discussing the Growth Workshops. Date/time will be released in February. We are still analyzing the numbers with growth compared to the Associations that attended Growth Shops last year and who did not attend. Also comparing Try Hockey For Free events.

District 5 Numbers-As of 12/15

Becker/Big Lake- +4
Buffalo- -15
Hutchinson- -27
LDC- -18
MAML- +22
River Lakes- -38
Sartell- -57
Sauk Rapids- +9
St. Cloud- +29
STMA- -75
Willmar- +16



March 1st Try Hockey for Free Day – HWAA

Host Site Key Dates:

January

- Jan. 9-15, 2014: Webinar Week
 - To receive your marketing material, jerseys, goodie bags and to be promoted as a participating location, a representative from your host site will need to participate in one of the webinars being offered this week
- Jan. 30, 2014: **Last day to submit event time changes**

February

- Feb. 1, 2014: Participant Registration opens (www.TryHockeyforFree.com)
- Feb. 5, 2014: Goodie bags/Valentine's Day cards arrive
- Feb. 6, 2014: Jerseys arrive
- Feb. 7, 2014: Olympic Winter Games Opening Ceremony in Sochi, Russia
 - Feb. 8, 2014: Women's Preliminary Round Games Begin
 - Feb. 12, 2014: Men's Preliminary Round Games Begin
 - Feb. 20, 2014: Women's Gold Medal Game
 - Feb. 23, 2014: Men's Gold Medal Game & Closing Ceremony

March

- March 1, 2014: Try Hockey For Free Day
- March 7, 2014: Last day for host sites to enter offline registrations

Registered Associations (*as of Dec. 13, 2013):

27 Host Sites:

- Alexandria Area Hockey Assoc
- Apple Valley Hockey Assoc
- Austin Youth Hockey
- Bloomington
- Brainerd Amateur Hockey Assoc
- Burnsville Blaze Hockey
- Chaska Community Hockey Assoc
- City of Lakes Youth Hockey
- Coon Rapids Youth Hockey Assoc
- Eagan Hockey Assoc
- Eden Prairie Youth Hockey
- Edgumbe Youth Hockey
- Ely Blue Line Club
- Fergus Falls Hockey Assoc
- Inver Grove Heights Hockey Assoc
- North Metro Youth Hockey Assoc
- Orono Youth Hockey
- Red Wing Hockey Assoc
- River Lakes Hockey, Inc (2)
- Sartell Youth Hockey
- Crookston Youth Hockey
- Shakopee Youth Hockey
- Sibley Area Youth Hockey Assoc
- South Saint Paul Youth Hockey Assoc
- Willmar Hockey Assoc
- Woodland Hockey (Duluth)



Nov. 2nd Try Hockey for Free Day - Recap

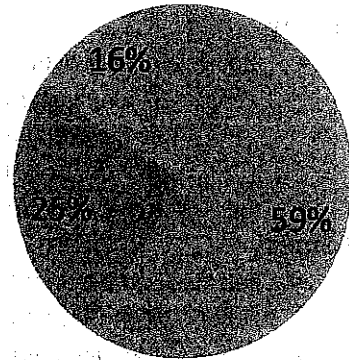
Total MN Host Sites: 74

Total # of Reported Participants: 1,863

Total # of Participants Entered: 1,748

Age Breakdown

Age Breakdown	# of Participants
6 & Under (Birth year 2007 & greater)	1,037
7 & 8 (Birth year 2005-2006)	429
9 - 12 (Birth year 2001-2004)	282



- 6 & Under (Birth year 2007 & greater)
- 7 & 8 (Birth year 2005-2006)
- 9-12 (Birth year 2001- 2004)

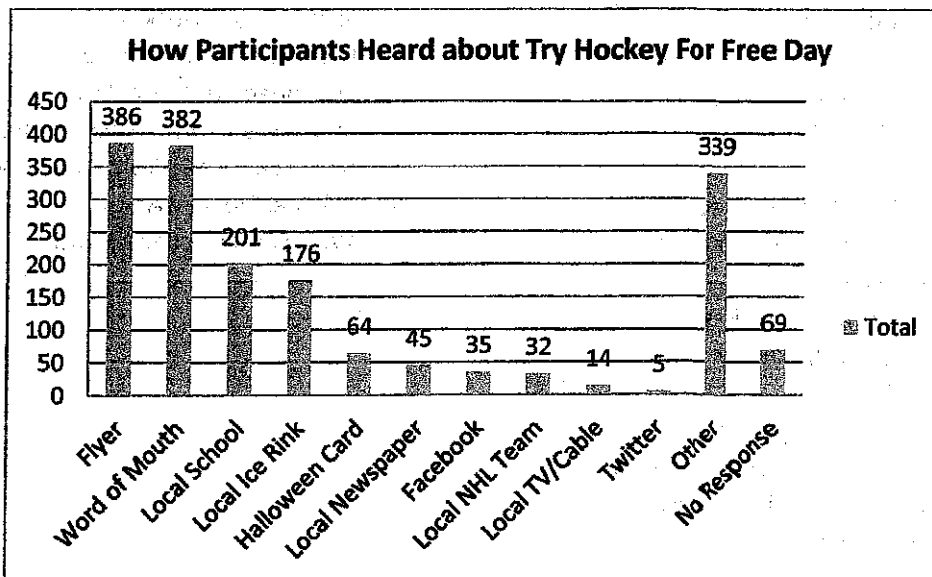
Age Breakdown	Male	Female
6 & Under (Birth year 2007 & greater)	748	289
7 & 8 (Birth year 2005-2006)	274	155
9 - 12 (Birth year 2001-2004)	176	106
Total	1198	550
Percentage	69%	31%

**11% higher female percentage than national level*

Membership Discount (*as of Dec. 13, 2013):

Total Redeemed: 708

Total Redeemed in MN: 139 (*most of all states)



12/15/13 9:15 AM

2013 RECAP

Growth Workshops:

Hit or miss on the growth workshops

- good content - focused on 2+2 challenge, shift focus to more idea sharing amongst associations
 - more time for small group and need to have a way to pull it all back together
 - small groups were productive: Take questions one step further
 - a lot of questions came in around July/August. Information was packed up over the summer and then as

they reviewed they had questions.

Timing: think it is good, even though there is a gap. If you push it back, it gets too close to the season

- Workshops worked well in south and metro. In North, tie in with one of the district meetings.

Overall, workshops are very helpful. Timing was good, content was great. Check on locations and then work to tie in with the Northern district meetings, etc.

build testimonials into the program

- Hunger from associations in the south
- How do we give a "souvenir" to everyone that comes. Folder, notebook, etc.

Girls Hockey Weekend

- gets lost with THFF Day
- doesn't have to be on the ice. Can be a low key pizza party.
- awareness issue
- Wilmar - rented out a pool and had a pool party
 - can help show that Hockey is a social aspect
- This is about getting all of the girls together
- Pennsylvania had an American Girl Doll Giveaway.
- Some areas brought in women's college hockey teams/High School Girls teams
- Use an event to build excitement towards THFF date

THFF

- Advertising work: Grassroots is the best strategy. NHL and Local TV did very little
- Tie in with local Open Skate programs?
- flyers in school: Best time is 10 days in advance
- On Ice Program: A lot of inconsistencies. Some were structured and some were open skate
- Make awareness on the importance of structure on the ice
- Sell the parents
- Parent welcome package included in the program
- some associations did this because they had to be part of the 2+2 challenge
- need two people: On ice instruction/organization and off ice coordination
- Bantams: Mixed reviews. Great results at Highland where it was structured. Concerns where there is not instruction and Bantams are out shooting pucks

Grant Program:

- Word is starting to spread on the growth workshop

Gear Up Minnesota:

- Top equipment donation program in the country
- Success Stories: Derek to focus on getting these up more on the website and share the success
- Coon Rapids Billboard sign: Ended up falling through

Registration Stats:

- Comparison by district is the important piece
- At U8 level, we are down 26 from LY. Dave confident we are going to surpass last year.
- nationally about 4% ahead of pace.
- Keep registration open year round

GRANTS:

Edgumbe:

Motion for Grow the Game: \$500 (Doug:

Second: Diane

Grant Passed

Motion to not accept the Pass the Puck

Second: Diane
Motion Passed

New Prague:

Grow the Game Grant:
Motion for \$500 - Doug
Second: Tom
Motion Passed

DinoMights:

Motion \$2,000 Doug
2nd: Dianne

Motion Passed

Portman Hockey Association:

Would this be better served through the ADM budget group?
Send the grant to Terry with equipment and see if it comes back?

Motion: \$1,000 - Steve
2nd: Glen
Motion passed

Becker Big Lake

Motion: Diane \$1500
2nd Tom
motion passed

2014:

Purpose Statement:

- Leadership
- Programs
- Grants
- communication
- marketing
- How can we best facilitate the associations
 - support
 - activate
 - encourage

To get more kids playing hockey

Strategy:

- Build a better network of associations with R+R person
- have each association with a person that is focused on growing the game
- Identify associations that need additional support and help based on numbers
- Most important role that we have as a group

Tactics:

- contact list of R+R person for each association
- How do we communicate to diverse ethnic groups
 - communicate in spanish or other languages?
- Ways to communicate back to associations to incorporate more fun
- How do we generate best practices of ADM

Goals:

Grow the base 10%

- growing the game vs. retention

TACTICS

- THFF
- How do we get USA Hockey to support an earlier event
- during Hockey weekend in America
- Hockey Day Minnesota - how can we tie in
- How do we incorporate Natalie Darwitz, Krissy Wendell etc.

Contact at each association R+R

- Monthly communication to this person from MN Hockey
- online forum for this group to communicate with each other
- website communication
- Introduce at workshop forum

2015 THFF Hockey Day MN

Grant Program:

Clarification on what these are available for

- GEAR Up
- Grow the Game
- Pass the Puck

clearer communication

Retention falls under operations

Calendar of Events:

- THFF for March
- April Workshops
- Annual award - recognize an association or individual that has done great work on growing the game
Subcommittee of Dianne
- September
 - Ways that we can make it easier for the early associations
 - Jersey is the big item that groups do not get
- \$6.75 per USA Hockey Jersey
- More on ice direction

MN Wild Learn to Play

- introduce this for 5-7 year olds
- Late summer/early fall
- 6 metro, 6 non metro
- 6 sessions. Kids will be outfitted and cover the ice time
- \$50 per kid
- Looking for MN Hockey's direction to help strategically do this
- How can we open this up to kids that normally would not play hockey
- 6-8 week program (1 x week)