

Sun Prairie Youth Hockey Association
Board of Directors Meeting Minutes
February 16, 2014

Audience: William Gilbertson, Sue Culbertson, Darryl Chlebowski, and Luanne Kostelic

President Jen Kurtz called the meeting to order at 6:04 pm. Dave Batterman was absent and Jason Ledford had not arrived.

1. PUBLIC COMMENTS

Bill Gilbertson wanted to know the number for PeeWees for next year. Jen explained that this has not been compiled yet. Bill wanted to know if there would be three teams. Jen would love that, too, but sometimes it just doesn't work out. Karen added that we do the best we can to project, but sometimes it doesn't work. Bill stated that his team was just beaten by a team with eight skaters. Jen pointed out that a team of 8 or 9 skaters is a lot more expensive than what our families are used to paying. Bill asked if we think the kids enjoy losing? Betsy agreed to provide estimates at the March Board meeting. Bill then asked if players need a release to go to the Capitals. They do not. There is technically a requirement for a financial release, but it hasn't typically been asked for.

Darryl Chlebowski mentioned coaching issues and asked what is being done about equal playing time. He provided a breakdown from one game, claiming that a kid played 4.01 minutes in the first game and 4 ½ minutes in the second. He then stated that after he talked to the coach, he played more in the first period, but only two shifts in the next two periods. He said there had been a discussion with the Board and coach in the past, and feels that the coach will do what he wants to do. Jen will set up a meeting with the ACE Director and coach. Darryl would rather have a release. Jen explained that there would not be any further discussion in open session without the coach present. Darryl felt that there were issues in at least three games this year and they have already lost money during the season due to playing time. He didn't want to go to closed session, but felt that a meeting should involve others.

2. EXECUTIVE COMMITTEE REPORTS

a. Secretary – Betsy McCrary

The January meeting minutes were approved and have been posted on the website. She noted that Steve had voted no based on how one section read; however, as all others had approved, and after consultation with Jen, whose comments were the ones under question, there were no changes made, and they are recorded as being approved 8-1-2 (Karen abstained as she was not at the meeting, and Dave did not provide a response as he was out of town).

Betsy noted that now that we had parameters for email voting, there were no items to vote on by email.

There were no executive committee meetings in the last month; however, there was a SP Ice/SPYHA meeting. Locker room keys and the locker room policy were discussed. Given the short amount of time left in the season and the work involved in distributing keys, they won't be given out this season. Instead, the z-team will ensure locker rooms are unlocked for practices, and the locker room game policy will be the same as for visiting teams – keys given in exchange for the locker room key, which is returned when the locker room is checked. The SPYHA locker room policy, which is required by USA Hockey, is still in force. Coaches must be actively supervising locker rooms. Betsy has received a scholarship request for second half dues, and that would require the Board to go to closed session.

b. Treasurer – Gary Brendemuehl

Gary had emailed balance sheet and income statements to the Board earlier. No one had questions. He then shared the bank account balances. The draft Wipfli audit report has been received. The audit was a nightmare because of the move and documents being in multiple places. He will route copies of the final report to the Board as soon as it becomes available. The Federal 990 was submitted on Friday.

Regarding dues collection, 19 players across all levels received final notices. That number includes families on payment plans. Jen said by mid-week level reps will be asked to notify families, players, and coaches that the players will be held from all USA hockey activities until arrangements are made. Jen added they can of course talk to Ecomm with problems and we will listen.

Gary again apologized for the tax letter issues with BoDilly. It has been a nightmare and he feels awful about it. They did figure out where the mistakes were, and should have sent new, corrected letters. Betsy said Gary didn't need to apologize, as it wasn't anything he did. Gary asked that people please get in touch with him if anything is still wrong. This week he will be preparing DIBS invoices.

Steve asked if the letter should include everything: OBHL and SPYHA capital campaign donations and SPYHA scholarship. He ended up with three letters. Gary said that would be possible – BoDilly struggled with the OBHL and was inconsistent.

c. President Elect – Karen Welling
Nothing

d. Past President – Absent (Dave Batterman)

e. President – Jen Kurtz

Jen thanked Mike Sanders for serving as tournament director and coordinating a very classy tournament. SPYHA does not set up the tournament bracket to stack odds in our favor, but to get teams to play others they don't usually see when he can. All remaining Cardinal Cups are now full. She gave him kudos for dealing with some really crappy stuff, especially with the HS2 tournament. Jen admitted that she didn't know if she'd be on board with doing a HS2 tournament again. It was really a challenge. Jen is the official state HS1 tournament director, but Mike is handling most things.

Terri and Brian Benisch were recognized for all their work with the concession stand. They did a tremendous amount of work getting it opened, stocked, training volunteers and hiring paid staff. With doubling the size of the arena, there have been growing pains, and they've done a great job.

Jen thanked Betsy, who has been around a lot, especially for open skates, covering admissions and other tasks and making sure there were volunteers. We didn't realize how many SP Ice had actually put on the calendar, and some of the early ones were especially challenging to cover. Sue Culbertson handled admission for today's skate when no one signed up. They are very, very successful, but eye-opening. A family came from Janesville just to see the rink. Jen has also worked too. We need help running these. Please share that with your teams/families.

Jen also thanked Gary – he has put in a boatload of hours being treasurer.

A president's letter will be coming out shortly. Jen especially congratulated Squirt A, Bantam A, and HS2, who are going to state, HS2 as host.

Jen's final plea was to members. Please, if you see anyone on cement in skates, stop them and make them take off the skate. She's not sure why this is such an issue during public skates, but it really is. It is fine if they have skate guards on, but the concrete is really hard on skates. Also, if you see anyone crawling on the red railings, including the rink rail on the boards, or jumping over the railing, tell them to knock it off. There also should not be stick-handling in off-ice areas. That's what the shooting cage is for. Jen was asked if this included the football being tossed by varsity players. Yes, it does. Finally, there can be no one sitting in chairs on the spine. She understands this is sometimes an issue for the elderly, but it does violate the fire code. The platform areas are for standing or handicap accessibility.

There are still lots of volunteer opportunities. We are spending a lot to staff the concession stand. Paying staff cuts into profits, but we have to have it opened. Squirt C Cardinal Cup will need volunteers for off-ice duties. Squirt B families are already covering a lot of things. Also HS1 off-ice duties are posted, as are public/open skates.

Gary will be working to invoice families for unfulfilled hours, at \$15/hour.

3. COMMITTEE REPORTS

a. Volunteer Committee – Sue Culbertson

Sue reported that she and Mary Jo Blumer are up-to-date with what's been given to them to credit in DIBS, with the exception of the concession stand today. Jen stated that ecomm went through the volunteer hours spreadsheet that Angie compiled from new rink construction. For the purpose of volunteer hours, families who had pledged hours had those hours subtracted from any hours worked at the new rink. Quite a few families pledged work hours but didn't specify how many, so any hours worked were considered pledged hours. If hours were specified, any remaining hours were entered into DIBS. Betsy shared that for the season, which runs from April 1 through March 31, there were 340 unclaimed hours to date, 282 concession hours worked by paid workers, and 473.75 open hours still available through March 31. Lisa asked about Feb. 24 – there were still 3 openings.

b. Annual Fundraising Committee

Gary doesn't have a whole lot to share yet. Someone with the varsity program approached him with the idea of combining efforts with varsity. It would be nice to put forward a combined effort. Jen said the varsity cards were so much easier to sell, different from what SPYHA had. At the same time, varsity has about 20 players, and SPYHA has over a hundred families selling.

Lisa said they are talking with advertisers, and are adding information to programs, so some local business contact are available.

We are looking for something that makes about \$20,000 profit. Questions were asked about Sacred Hearts' calendar raffle. Lisa works on it and shared that they are sold for \$24 and make over \$30,000, with prizes four times per week. There are about 200 families at Sacred Hearts. The town she's from does a football raffle that's very successful, and would be easy to sell at work. Luanne Kostelic noted that some checking would need to be done – that type of raffle may be illegal. Darryl Chlebowski would like an option to donate instead of participating in the fundraising. This might also open the door to more employee matches.

Lisa said about 25% of Sacred Hearts families do the buyout instead of selling calendars.

Betsy calculated that our mandatory fundraiser had profit of \$20,040. Jen added that the year we did the car raffle we make about \$13,000.

c. Communications Committee – Steve Traut

Steve said things have quieted down on the communications front. Ryan Smith (SP Ice webmaster) and Steve are talking, and he finds Ryan very computer knowledgeable. They've had a wi-fi meeting and he knows there still is not public access. They are trying to figure out the best way to handle information sharing between the two sites.

d. ACE Director – Absent (Troy Giesegeh)

e. Region 4 Meetings

The next Region 4 meeting is Wednesday, so there were no meetings since the last Board meeting. Nobody was signed up for February, so Karen and Jen will cover that, as they both are going anyway. James has March and Steve has April.

4. LEVEL REP REPORTS

Before reports started, it was noted that the attitude pictures had the wrong Cardinal logo on them. Betsy has already been in touch with Empire about that.

a. ADM U6 / ADM U8 – Leah Phippen / Lisa Wendler

U6's participated in a jamboree in Waukesha, and age-eligible kids will be at Waunakee's jamboree March 16-17. All signed up for that one except two. Families were notified previously that if they have five hours or more left for volunteer hours they would be invoiced. Pictures went well – very smoothly.

U8's have five new skaters for second session. As families were told that their dues included a jersey, and with there being both a red and a white one, the thought is that families will keep the white and return the red. We can re-evaluate next year. Lisa noted that they had not yet seen any older skater helpers. Jason thought U8 is okay. They have been asked about drop boxes for payments. Jen said they are coming in.

The coaches have liked the Dane County League, and have asked when the Board shapes the plan for next year, and what are the timelines. Jen said the Dane County League meeting is usually in August, but in April and May we'll have start working out plans. Chuck will be an advisor to help us with ice scheduling, and hopefully mentor some people who are willing to take this on. Jason said he would schedule ice.

b. Squirt – Stacy Hollfelder

Jen already stole Stacy's thunder about the Squirt A's going to state. Squirt A's are showing 6-11-4, but that number is missing some games. Jason thinks they are closer to 0.500. They are hosting the Cardinal Cup next weekend. Squirt B's are 11-15-4. They won the first playdown game and lost the second. Their Cardinal Cup is in two weeks. There were some issues with a game at Arrowhead, both with the referees and with their parents. An email has been received by the coach. Both Jen and Betsy are aware of this, as they both had voicemails at home and work from the secretary of the Arrowhead association. Jen cautioned that Region 5 has very different officiating than what we see in Region 4. It's something to keep in mind when scheduling. A dad on the other team whose player was thrown out (as was one of Sun Prairie's players) confronted the referees in the ref's room. Stacy asked what could be done. DCHOA has no control of this, since it is outside of our area; however, a report could be sent to WAHA's referee-in-chief.

c. PeeWee – Alison Veldkamp

The A team is 7-25-2, and also has a Cardinal Cup next week. The B team is 8-24-2. They have a tournament in Monroe next weekend. Alison had some challenges with a potential game cancellation earlier in the week, at the last minute. She thanked those who provided advice to help with the situation. The team did show up, with two coaches.

d. Bantam – Steve Traut

The A team is not 13-8-3 as the Region 4 website has them. Steve had been reminding team rep Pat Reid to update the Region 4 website. Jen will send Pat a reminder note. Games need to be reported. The B team is 11-20-3. They were at a B tournament that had A teams in there. Gary said they have seen that before, and faced more A teams in

tournaments than B teams. We shouldn't be going to those tournaments, then. To travel 4 hours and find this out is disheartening.

Steve asked about sharing video of referee errors, perhaps to help with providing a learning opportunity. Jen said you could send it to DCHOA.

e. High School –James Trent

HS2 is 10-18-2 ish. They win some, they lose some. They took second in the Cardinal Cup, out of six teams. Their loss was to SHAW's varsity, HS1 team. The rest of the tournament went well, considering they played games at 8 am and 8:30 pm. Having a WIAA team in the tournament made scheduling more difficult. We had thought the tournament would be easy to fill, and it wasn't. Luanne Kostelic added that the Culver's Cup tournament had both WIAA and WAHA teams in it and did well. The referee cost is also a factor, it is hard to get that built into the cost. There are also limits to the number of times JV WIAA and WAHA teams can play, and sanction numbers need to be obtained for each event. WCHSHL is on the agenda for later.

James asked about Board mailboxes. Maybe there could be bins with SPYHA office hours to pick up stuff.

Jen mentioned that Patsy would be setting up a time to turn in score sheets. This is already in the works.

f. Coaches rep. – Jason Ledford

Jason arrived in time for his report. He said we are blessed to have lots of coaches, but they are starting to get a little frazzled. He has had some information from Dave on 6d.

5. OLD BUSINESS

a. Capital Fundraising – Jen Kurtz

Jen had nothing, saying Lisa is doing awesome. She has gotten some questions about glass blocks, and hopefully there will be another batch in a few weeks. When Chris Van Syckel and Bruce installed the first set, it was a pretty intense process, not something that can be done when there are a lot of people around.

b. Practice Frequency for 2014-2015 Season

Nothing specific to discuss. Alison would like the number of teams to be added to the list of items to consider going forward, which is part of this type of discussion.

6. New Business

a. Accounting/payroll services

Gary explained that ecomm has had a few meetings with MBE to evaluate their accounting and payroll services. It became apparent that a change was needed, and because the previous payroll company information left with Chuck, and they wanted \$95/hour to train us, it seemed logical to put both services together. There was a priority to get concession stand employees paid. In addition, MBE is a local business, and we'd like to give them some support as well. Doug Gross promised a smooth transition. We are looking at an on-line version of Quickbooks and transfer of data files. They appear to be competent and willing to work with us, for about half of what we are paying. They will also handle the transfer of data and termination.

Based on this information, James made a motion to change accountants and payroll services for SPYHA to MBE. Jason seconded the motion. All approved. Leah left after this discussion.

b. Try Hockey for Free

THFF is March 1, 2014, from 12:45 to 1:45 pm. The valentines given out at pictures have been a hit, with two families already saying they registered based on those. Lisa has some stuff going out for learn to skate and she will mention it there. Student coaches will be helpful for the event. Betsy explained that in the past THFF has been key in getting new skaters to ADM, and this year it was tough not to have an early session. However, she is worried about having enough help and pulling everything together. This will be her last year coordinating the event. One of the challenges is a requirement of a transition program. We can offer some families the next learn to skate session in April, but for others it's hard to introduce them to something and then say see you in the fall. We want to do a good job and show parents what we can do.

Jason offered to work on rounding up coaches, as it is during what is usually ADM U8 practice time.

c. Madison Mallards fundraiser

Lisa has been contacted about doing the Madison Mallards fundraiser for SPYHA. It is very easy, and we get \$2 for every \$10 ticket sold. It's not huge margin, but all agreed to give it a try. Lisa will take care of it.

d. Coaches survey

Dave had asked the Board to look into coaches surveys. Other associations in Region 4 conduct coaching surveys of their members. Since we "sell" a product, we need feedback from our customers and should, at least, make an attempt to listen to their thoughts on the season and our coaching staff. This could turn into a big headache as there are some who will be relentless on our coaching staff. That said, if you have 2-3 people relaying a bad experience and the rest of the team relaying a great experience, I think it can be deduced that, overall, it was a good experience with that staff. Contrary to that, if you have 12-people commenting on the actions of a coach I think you have a pretty good idea that some changes (either behavioral or otherwise) might be in order.

Since we're near the end of the season, if we're going to do something we should do it now.

Jason thought it could provide valuable feedback if done right, but results should be held privately, collected by ACE Director and coaches rep. There are a lot of different dynamics. We don't want to alienate coaches. Lisa said she would love to see it. We need to set expectations, though. We can't do surveys repeatedly and not appear to do something. Jen asked if it can be done electronically, maybe with Survey Monkey. Then there is no paper lying around.

What are we trying to accomplish? How do we improve the program vs. how do we get rid of a coach? Is this continual feedback? Overall programming? Jason made a motion to establish a feedback committee of Dave, Troy, Lisa, and Jason. Alison seconded the motion. All approved (Steve and Leah were gone at this point.)

e. Concession stand committee

A meeting is scheduled with Terri and Brian Benisch to talk about the concession stand. They would like to have at least three families helping out. Sue Culbertson said her husband, Mike, is certified for food handling and would be willing to help out with that aspect. Overall, we need to find a way to incentive people to be on committees. Currently it's usually chairs begging others to help them. Lisa would like to see a more formal structure.

Terri is making a list of duties, and Gary hopes to pull financials together. Lisa would like to have some sort of skill database that could be used to tap committee members. Committees could be a topic for old business next month. Maybe something could be on DIBS for volunteering.

Currently Benischs are putting in about 25 hours a week on concessions.

f. WCHSHL status (HS2 league continued participation)

James explained that HS2 doesn't play in Region 4—they are in a separate league. This is SPYHA's fourth year in the league, which was formed when the Fox Valley league folded and Region 4 and Region 5 teams came together. Fighting and the lack of consequences was a problem early on, but now there are severe penalties. The league has its own tournament, the Cofrin-McGuire Cup. It is held on a neutral site. There are meetings in the fall and spring. They have an executive board. The board ended up awarding the tournament to a one sheet facility with 12 teams playing. The proposed schedule came out, and there are games as early as 8 am on Friday. There are now three divisions: HS1- varsity teams, HS2 for teams like Sun Prairie, and JV-for JV teams. Sun Prairie got Friday morning and late afternoon games, which the coach didn't like at all. He didn't feel it was appropriate to expect kids to miss school, and to force parents and coaches to take off work, and told the league Sun Prairie would not be available before 6 pm.. There is a fine for not showing up. It is either \$250 or \$250 x 2. This would mean would we forfeit the \$500 bond the association, not the parents, put up. The team dues included \$750 for the league tournament. Betsy wrote a letter to the league, which was responded to with information about the fines and indicated that we could not win the cup or league championship either, if we didn't play earlier scheduled games. Our response indicated disappointment that they didn't consider our request, and that we felt our players were students first and athletes second. Last night we received an email with an adjusted schedule that appears to have Sun Prairie playing at 6 pm Saturday, if no one objects. If any teams object, then the schedule will go back to what it was. Seeding won't be released until tomorrow. Also, at a team meeting, we learned that Tyler would be available to coach, and although we are uncertain if there are enough players who could show up to avoid the fine.

The question for the Board:

1st – If we don't go, and the league fines the team, either \$250 or \$500, is the HS2 responsible for reimbursing the association

2nd – Do we want to continue in the league. Right now there are at least two teams in WAHA who are not in the league.

Jason made a motion to allow the HS2 team to forfeit Friday school-time games for the league tournament, and SPYHA will not hold the parents responsible for replenishment of the bond if we are unable to field a team for that game. Karen seconded the motion. All approved.

A list of concerns will be brought to the meeting, and the outcome reported back to the Board.

g. Jersey committee chair/openings

Historically, the past president has been responsible for jerseys; however, James has now covered it for the last few years, as the other past presidents were heavily involved with the new rink. He is looking to hand it off. He will get the jerseys collected, but he doesn't want to hang on to them anymore. The equipment fund does not include jersey money. The committee would need to evaluate what to do with jerseys next year. Are white jerseys replaced? Will they last another year, with "fill-in" jerseys ordered. Some other associations have players buy jerseys, but they seem to hate it. SPYHA had families buying home jerseys for a few years. Stacy reiterated that collected jerseys must be clean, or be washed by team reps before being turned in! This will be tabled for next month. Jen thought maybe we could keep whites one more year. One interesting thing is that even though the whites don't seem to be wearing as well because they are thinner, some players prefer them to the reds because they are not as hot.

h. 2014-2015 Volunteer requirements

SPYHA has a commitment of 500 hours/year to SP Ice for maintenance and coverage of things like open skates; however, just in open skates alone, assuming a schedule similar to April through June, we would exceed 500 hours. We also have concession stand staffing to achieve. It may be necessary to increase hours.

Stacy asked if any other user groups owe volunteer hours. What do the figure skaters do? Their programs are full price, SPYHA receives a discounted rate for ice. SPYHA and SP Ice have to work together to make both organizations successful. A new volunteer session is needed for April 1. Betsy will see if she can open something generic, without specific hours.

Speaking of SP Ice, they are hosting a chamber mixer in late February.

i. Other business

D81 Designs, who had asked about seat cushions, would like to make some stuff up, like knee hockey sticks, to sell at tournaments. They have asked for approval to use our logo, and would like to set up a table at Cardinal Cups, in exchange for a portion of proceeds. How much has not been determined. Lisa asked if Mike Sanders as tournament director was aware. There is already an apparel vendor for the Squirt B/C Cardinal Cup per Lisa. D81 Designs is a Sun Prairie-based company.

Jason made a motion to approve using our logo. Stacy seconded. Discussion indicated the Board would like to see the donation amount consistent from one group to another. It was decided to table this based on further discussion, and vote via email.

Jason will get the ball started for the golf outing. There is an understanding that it will be at the Oaks this year, as we have a commitment to do it there for three of the next five years, and the thought is to do it there three consecutive years. Jen will follow up with Chris and Sherry Herwig to make sure there are no contracts with Sun Prairie Golf Course, but she doesn't think there are. Betsy made a motion to schedule the golf outing at the Oaks, contingent on there not being a contract with Sun Prairie Golf Course. Jason seconded. All approved.

It was mentioned that there may be a need for ADM equipment particularly more goalie pads. This should be added to the agenda.

There was a question about the alumni tournament. There is one this year – April 12.

Jason made a motion to adjourn to closed session. Alison seconded. All approved. Board went into closed session at 9:30 pm. As a result of closed session, a partial scholarship was awarded, contingent on paying the other half of dues remaining and fulfilling all volunteer requirements by March 31.

Closed session and meeting adjourned at 9:57 pm.

Follow-up

The proposal with D81 Designs was approved by all: 11-0, via email.