

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

Audience: Mike Keegan, Chris Finkler, Jeff Sefzik, Barry Edison, Scott Hamele, Jim Tuttle, Jay Harbort, George Smith, and Jason Ledford

President Dave Batterman called the meeting to order at 6:03 pm. At the time of the meeting, Bill Gilbertson and Chris Gerhmann were absent, but believed to be en route.

1. PUBLIC COMMENTS

Jeff Sefzik, acting DC Diamonds treasurer, announced that he is turning over treasurer duties to Matt Stafford, whose firm is taking over the treasurer responsibilities. He provided a copy of the records to the Board and a high level overview of the DC Diamonds' financials. All bills have been paid except the March officiating bills. Additional discussion of this change was added to New Business at the request of Dave Batterman.

HS2 Coach Mike Keegan showed the WAHA State Championship trophy to the Board, won by the HS2 team just hours ago. He reported that the boys really reflected well on the association. The HS2 team has won back-to-back state championships.

2. EXECUTIVE COMMITTEE REPORTS

a. Secretary – Betsy McCrary

2 x 2 Challenge – Betsy reported that SPYHA has achieved silver level status for the 2x2 challenge. The recognition for gold level status is determined by USA Hockey based on the results of an activities survey, which Betsy has completed. The award for reaching silver status is eight sets of free One Goal equipment.

With this prize and the equipment purchased last year from One Goal, as well as the prize last year that awarded SPYHA with 24 sets of Reebok equipment, there are no plans to purchase One Goal equipment this year. Needs for specific equipment (larger/wider helmets/goalie equipment) will be discussed at a later time.

Sun Prairie Ice – Articles of Incorporation, EIN, Bylaws – The Sun Prairie Ice Articles of Incorporation have been approved by the state, and Sun Prairie Ice now also has a federal EIN, which allows the corporation to open bank accounts. Work has started on the Bylaws.

The February minutes had been approved and posted. Ecomm meeting minutes were distributed to the Board. Topics discussed are on the agenda.

b. Treasurer – Paula Walker

February's profit and loss report were sent out by the bookkeepers. Paula reviewed the account balances. Volunteers who still owned hours were sent emails indicated hours were owed and they would be invoiced. Three people with payment plans should be done by the end of the month. Paula confirmed that finalized volunteer hours invoices would be mailed rather than emailed.

c. President Elect – Jen Kurtz

Reviewing the profit and loss statements, Jen noted that overall income from membership dues was done, but rental contracts were up substantially. Some of this is accounted for by the "new" D league as well as extra B league teams this season. Professional fees were up, but most of this is associated with the new rink. Utilities actually went down this year. Dave noted that the cold extended winter helps.

Jen brought up the Chamber Cornfest Parade and asked we wanted to find someone to organize it. She mentioned that the WAHA Annual meeting is May 18, and she and Betsy will be attending. The WIAMA Conference is April 24-26. There is a session on grant-writing, so Jen is planning to go to that.

d. Past President – Jeff Thornton

Anything Jeff has is already on the agenda.

e. President – Dave Batterman

Topics from Dave are already on the agenda.

3. COMMITTEE REPORTS

a. Volunteer Committee

No committee members present. Betsy noted that there were some calls/emails with concerns or complaints about volunteer hours owed. Jeff reminded Board members and coaches are responsible for setting up their accounts in DIBS so that they can be credited for service.

Volunteer committee is in need of a new chair.

- b. Annual Fundraising Committee  
No report.
- c. Communications Committee – Steve Traut  
Steve didn't have anything new. He is still looking for a replacement to lead this committee.
- d. Region 4 Report  
The next Region 4 meeting is this Wednesday. Steve is on. Region 4 elections are this month: show up if you are interested.

Jen reiterated that reciprocal game cancellation was a hot topic this year. Many teams were cancelling near the end of the season. Team reps should be sure to offer reciprocal games when scheduling league games. Those cancelling league games can be fined if they don't reschedule. Bantam A was cancelled on by the Polar Caps and will be billed for ice/ref fees by SPYHA. They will also be fined by Region 4. Dave also noted an uptick in this.

- e. Cardinal Cups

The Squirt B hosted a 12-team Cardinal Cup. Mike Sanders indicated there were no issues – it went off without a hitch. With the Jamboree next week, Mike is done for the year.

- f. ACE Directors –Chris Finkler (Troy Gieseigh absent)  
Nothing to report

#### 4. LEVEL REP REPORTS

- a. ADM – Marcie Rauls and Karen Welling

ADM U6 – Marcie explained that there were no outside teams who registered for our U6 tournament, so our five teams are playing each other. There were lots of jamborees, concentrated in February and March, and ours is over spring break – probably too late. Karen mentioned that Waukesha's jamboree was free for U6 teams, and they had a hospitality room, too. That filled very quickly.

Jason Ledford stated we "can't have this happen again."

Dave asked how many teams were at the Waukesha jamboree. With U6 and U8, there were 39. Waunakee's jamboree had 21 teams on one sheet. Timing is critical.

ADM U8 – Karen shared that SPYHA sent two teams to the Waunakee jamboree, all 2005 & 2006's, and they had a great time. The 2004's went to Waupun for a full ice tournament, winning two games and losing one. The team included players at all three ADM levels.

- b. DC Diamonds – Angie Hadley

The season is over. The U12A's took second at state, losing 1-0 with the goal coming with five minutes left in the game. Their opponent had scored 25 goals in their first two games at state. The U14 girls lost the consolation game 4-3.

- c. Squirt – Absent (Bill Gilbertson)

In Bill's absence, Paula reported that the Squirt A team took fourth at state.

- d. PeeWee – Steve Traut

All three PeeWee teams went to state: A's took second and ended the season 28-15-2, B's took fourth and had a record of 25-14-4, and the C's also took second and they had a record of 25-12-4. It was a really solid season for all three teams.

- e. Bantam – Jim Ternus

Both bantam teams ended their seasons with very close (one goal) games. B's took 7<sup>th</sup> and A's took 8<sup>th</sup>. The teams played hard and improved all season. They both deserved lots of credit for all they accomplished during the season.

f. High School – Chris Gehrmann (arrived ~6:20)

Chris reported that the HS2's first game at state was a blow-out, but the second was much harder – Sun Prairie won in overtime. They played Southwest for the championship in what Chris described as a “penalty parade.” Southwest's coach was unable to be on the bench because of the number of penalties Southwest obtained during an earlier game against Middleton. Larry Carrington (DCHOA head ref) was at the tournament and complemented the officials. weekend.

WHSCHL Spring Meeting

Chris and Betsy reported on the WHSCHL meeting. One item of concern was a proposal from WHSCHL for discussion to approach WAHA to eliminate the WAHA state tournament for HS1 and HS2 teams. This faced adamant opposition at the meeting; however, the compromise was to ask WAHA to restructure the divisions (there was a feeling from the organizations with both varsity and JV teams that SPYHA had an advantage), and this restructuring would apply to the “Cups” weekend as well, where a third level of play would join the Cofrin and McGuire division/Cups. Discussion about injury additional “penalties” didn't garner much concern, so no action was taken on that. Support was again given for the WI Warriors sled hockey team. The HS2 team rep, Luanne Kostelic, and coach Mike Keegan also attended the meeting.

g. Coaches rep. – Chris Herwig

Chris didn't have any coach news, but he noted that the SPYHA Annual Golf Outing has been scheduled for Fri., June 28. It will be at The Oaks this year, and will be alternating years between Sun Prairie Golf Course and The Oaks. Jason Ledford has stepped forward to assist in a more significant way. The Oaks is providing a donation for the Alumni Tournament Silent Auction. They also donated \$4,500 toward the capital campaign and will be hosting the event three out of the next five years.

Jeff added that seven out of eight travel team earned berths at the state tournament, and four of those teams played in the title games. Coaches dedicate thousands of hours to coaching, and for that he extended his thanks on the behalf of the association.

5. OLD BUSINESS

a. New Rink / Building Committee

Jeff explained the challenges of the last month. The goal was to break ground about ten days ago. The cost of the building had gone up to a high of \$7.8 million from \$7.2 million, and is now to just under \$7 million. We have already sent \$112k, so that brings the project to \$7.080 million. We are still \$600 to \$700k short of our fundraising goal. We've spent a lot of time with the city and the bank. Jeff and Dave have a roundtable discussion this week with the bank. Jeff updated the business plan, which was originally set up more like a stress test plan. We would like to get \$4.5k in a loan, and feel our business plan supports that. Dave added that this discussion is our opportunity to sell the story.

Some actions taken to reduce the close of the building included:

- Giving up the ammonia refrigeration system
- Bid process (bids came in favorable to budget)
- Eliminating the bleacher tops (something that could be a special project later)

Bids are back for HVAC, plumbing, refrigeration, fire, and electrical, which provided good savings.

Chris Herwig asked about sacrificing the ammonia system. Jeff has researched this extensively. The other choice is a halocarbon freon system, which uses four smaller compressors versus the two from an ammonia system. As an energy engineer, it was painful to give up – there is a long-term cost of maintenance. However, it was a \$175k immediate savings to cut it, and there are safety requirements to having what can be a dangerous gas close to other buildings like the high school.

Right now, both rinks are costed with a sand rink floor, for a savings of \$110k. It would be a monster hit to pay to add concrete back later (after construction), but it could be done.

In addition to eliminating the top of the bleachers, the offices and meeting rooms won't have any carpet. The tougher cuts were the refrigeration and the sand floors. Chris Herwig would really like to see us press for ammonia.

The next cuts would impact the business plan. Chris Herwig noted that cuts could impact in-kind donations.

Jason Ledford asked about exploring other lenders. Jeff said it would depend on what happens tomorrow. Right now the earliest we could go would be April 2, which would mean tryouts and the first part of the season somewhere else. Chuck is working on plans for that now.

Jason Ledford asked about an incentive to the contractors. He also is concerned about the U6-U8 impact.

Jeff explained that the Legion's failure is really hurting us. We are continuing to do everything we can do to move the project along. It's involving 40 hours/week per person.

Jason Ledford noted that people will panic.

Marcie believes that this is a one year situation we will get through.

Jeff added that we have a \$110k bid savings commitment if we did the hole by March 25; however, if financing is still being worked on we would have to decide if we should dig the hole and pay the \$250k out of pocket or lose that savings. Loan committee has a tentative meeting on Wednesday, so they are hoping to get people on the fence convinced this is a sound project, but it is a lot of money. Our business plan is solid.

There is a junior team interested and willing to write a letter of intent. They would utilize \$25k of dead ice from 1:00 to 2:30 pm in the afternoon, plus a locker room and office.

Jeff was asked if he thought the project would go, and he does. He also encouraged people to pledge/donate, as money can be returned – there's a place on the pledge sheet to indicate this.

b. Capital Fundraising – Jen Kurtz

Jen has heard from others in the community (and beyond) that we are no longer fundraising or that the project is dead. Nothing is further from the truth – please update people appropriately if you hear such things. There hasn't been much significant activity, although there are some new advertisers. We are talking to another hotel group. Both the group we have an arrangement with and the other group know we are talking to both. It makes sense to use multiple hotels – visiting teams want a little space, and one hotel wouldn't be able to accommodate a 12-16 team tournament with the majority of the teams traveling from out of the area.

SPYHA can have a booth at a Saturday Farmer's Market to hand out flyers. Write-ups and pictures in The Star are continuing. Letters have been sent to the Bradley-Petit Foundation and the Kohl Foundation.

Interested in joining us? Please do.

c. Baseline concussion screening  
Tabled.

d. ADM Task Force

Meeting Mon., Apr. 8 at 6 pm. Jason Ledford would like to see some full ice skating in ADM practices. He feels are kids are gassed. The discussion will include things besides the Dane County League and 8-year-old hockey.

(Steve Traut left at 7:27 pm.)

Marcie mentioned that she noticed that other teams seemed to have experience playing as a group of 8 based on what she saw at jamborees. As the levels are on different teams for games, they don't play together.

Dave noted that the goal is progression through the season. Marcie believed evaluations were held at the beginning, mid-year, and end of the season. Paula recalled the 1-2-3-4 system. Jason asked overall how do you get them in contact as a team. He took a group to the 3x3 tournament. He talked to a friend on the Polar Caps there, and the friend loved their experience on the Dane County League.

Dave thought there were lots of items to be talked about. Chris Finkler and Troy Giesege are planning to be there. Marcie would like to bring others into the conversation. It seems obvious that other teams are playing outside their association. Jason pointed out that our customers are telling us they want to travel outside the association. What if we want to grow the game of hockey for our association? How do we grow?

e. NARCE (North America Rink Conference Expo)

Dave explained that we have a letter of intent for skating director, who will have programing responsibilities for figure skating and learn to skate within Sun Prairie Ice., Inc. Dave is asking for up to \$1,000 to cover travel, hotel, fees, and meals for the NARCE. The entry fee is due before the next meeting. Chris Herwig wasn't familiar with this, which was discussed and then tabled at the February Board meeting. Dave filled him in, noting that she would be the learn to skate director, responsible for marketing what she is in charge of. Compensation hasn't been finalized yet. The agreement would indicate that the expo expenses will be repaid if employment isn't continued for a year. The expo and candidate come highly recommended by the US Figure Skating Association. She was previously a private teacher/instructor. Finalizing this has en on the back burner while trying to get the rink built.

This is part of continuing education. Chris Herwig asked if there was a baseline for what qualifications were needed, and if there were no other qualified candidates. Dave explained that four candidates were interviewed, with about a dozen talked to. Barry Edison said she is taking her first skater to the US Figure Skating Championships for syncro. Jen noted that she comes highly recommended. Chris Herwig made the point that he assumed that there are probably qualified people currently out there who wouldn't need to attend a conference. Jeff noted the costs are part of the business plan.

Jen made a motion to send Lisa Henning to the NARCE conference in Dearborn, MI, reimbursing for up to \$1,000 of expenses. Jeff seconded the motion.

During discussion, Chris Herwig asked who interviewed Lisa. Chuck, Dave, and Jeff interviewed her on behalf of the rink ownership board. Motion passed 10-0-1, with Bill (who arrived during discussion) abstaining.

f. PeeWee A Game/Tournament Limits

The PeeWee A team rep was asked to come to the meeting due to concern expressed at the last meeting regarding the number of games/tournaments the PeeWee A team played in. The number of games has been a topic the last two to three years. Last year was a transitional year where SPYHA held to the policy, with a team needing to petition the Board for any exceptions. This year, at the PeeWee level and above, there were 12 home and 12 away games allocated, along with 5 additional games allowed. That meant PeeWee's had 29 games, plus 4 tournaments. Playdowns and state games are excluded from the game allowance.

Chris Herwig asked why this was being discussed? He was informed it came from the February Board meeting.

Jim Tuttle presented the following information for the PeeWee A team:

13 league games + 12 non-league games

19 tournament games (it was subsequently noted that it was not the number of games in a tournament that "counted," it was the number of tournaments, since the games in a tournament can vary)

2 playdown games (not to be included in the total)

3 state games (not to be included in the total)

Jim understood that there were four tournaments allowed.

Games Nov. 17-18 were cancelled due to conflicts (hunting), and the ice was not able to be sold, so those game slots were lost. Games Dec. 22-23 in Winnetka were cancelled. The team was invited to play in the Waupun Tournament – they called us, we had not scheduled with them so there was no concern about being a mooch – and this would be 3-4 more games at a relatively low cost. Jim felt it was a good chance to give back to their association.

The team bought ice at MIA Nov. 21, Dec. 17, and Mar. 3, and brought in other goalies. Cost was \$105/hour for MIA's studio rink. With respect to using other goalies, it was asked if inviting the Bantam A goalie was cleared with the coach? It appears it was not. The team also had a 2 ½ hour practice at one family's pond. March 15 the team purchased ice at SPYHA to prepare for state. It was 75 minutes which wasn't going to be used before men's league on a Friday night. It was noted that the season was one week longer than last year.

The team bought ice in Sauk to do a reciprocal game/scrimmage. Sun Prairie paid for the ice, and they had refs, but they didn't count it as a game.

Jim admitted that in retrospect, this should have come to the Board. The coaches were asked. He had exceeded the limits.

Dave noted that the intent was not to bring them into a "hornets' nest" as Jim described, but to find out what had happened, as it appeared that the limits weren't being adhered to. There was also confusion as to it being extra games or if it was an extra tournament.

Jim noted that they added extra practices, so they had thought they were meeting the requirements. They played an aggressive schedule. Jim turned away teams that wanted to play Sun Prairie, and it would have been nice to have more flexibility. Up north, he felt they play two games both Saturday and Sunday all the time, although the season there may not start as early. This was a learning experience, and Jim suggested that maybe team reps could meet together more than once at the beginning of the year, which might help communication. He did note that scheduling was much easier with the websites.

Jim apologized for not coming to the Board. Jen explained that to be fair to other teams and be fair to families, the Board has to establish boundaries and follow-up.

Jay Harbort wished to speak on behalf of the team, and added that everybody stepped up to take kids whose parents had conflicts. He didn't believe anyone was put out, but that everybody wanted to keep going.

Scott Hamale felt they were being begged to play other teams, and then laughed at that they had game limits. He felt Sun Prairie was the only team with game limits. He noted that they also discussed some teams and turned them down.

Jen stated that there is no question that other associations have game limits. It has been discussed at Region 4 meetings. It's understood that these kids want to play. Marcie pointed out that turning away game offers happens at every level . . . except for HS2.

Jason Ledford asked what is the Board's expectation on game limits, and how is it enforced? He wanted to know if this was a guideline or a policy?

Jeff wasn't sure why this would be confusing, as the 12 + 12 + 5 game limit plus 4 tournaments was spelled out. The Board of Directors is charged with setting association policies.

Betsy explained that as the Board sets policy, when there is a question about policies being followed it is then our responsibility to investigate the situation, which is why Jim was asked to present the information. What the Board would do about it now that the situation was understood was something that the Board would need to discuss/determine. The game limits are not suggestions or guidelines – the expectation is that they are followed and adhered to. While it is possible for the Board to approve a deviation from the policy, it has to come to the Board first to be approved.

Jason wanted game limits added to the agenda for discussion.

Jim Ternus noted that when families register for hockey, they make a financial commitment of a particular amount. He is concerned that the extra practice ice costs, the extra tournaments, the extra games, even the time, push people beyond their expectations.

Marcie agreed that teams should be coming to the Board if they have additional game requests.

Jeff reiterated that it was not the Board's intention to throw anyone under the bus, but to get information to figure out what happened, if it was a communication breakdown or some other deficiency that needed to be corrected.

Jen took a minute to explain that other areas/associations have more stringent game limits than we do. There have been situations where teams had been cancelling games on other teams because they were coming up against game limits, which was very frustrating. She also knows that there are local Region 4 teams with game limits. She noted that it is the Board's responsibility to look into a situation when they get wind of it: it is due diligence on our part.

Dave added that the policy on game limits has been here for a long time; however, it had been relatively ignored until about three years ago, when teams were found to be playing numbers of games that far exceeded the limits, and the policies were re-established. The previous year, a few teams did approach the Board to add an extra game or two or three, but they were given a requirement to have three practices or dryland activities for every game they added.

## 6. New Business

### a. DC Diamonds Treasurer (moved up on the agenda with the agreement of the Board so Jeff Sefzik, could leave)

Jeff Sefzik explained that Deana Turner, the current DC Diamonds president, approached him to transfer accounting responsibilities to another firm. Jeff had been doing this since 2005. Jeff reviewed financial information and noted that the Diamonds are pushing to become more autonomous. Waunakee uses the same person for their treasurer activities. He has not met the individual, but this person will be paid by the Diamonds to do what he had done, also as a paid position. Jeff Thornton thanked Jeff for his countless hours of service. Jeff presented Betsy and Paula with financial report information.

### b. 2013-2014 Player Transfers

Jeff explained that as our new rink is getting going, there is a question that if we don't have a building, what happens to our travel hockey kids. If everyone "flees" what does the Board want to do. Typically, releases have been granted in the past, but they do require Board approval. Only two per level per association are allowed by WAHA. Dave believes that a lot of people get the big picture, that this would be at most a minor inconvenience; however, he thought it best to bring it up now.

Chris Herwig wondered what could really be done until we know more about timing, or when we get a shovel in the ground.

Angie suggested more communication with the members.

Dave thought we would have a better feel after the bank meeting tomorrow.

Angie noted that the ADM families don't want to travel. Dave believes they are the most difficult level to keep in contact with, and their email is probably most challenging.

This wasn't anything that was going to be solved tonight, but the sooner we get a shovel in the ground, the better. Jim suggested we table this until next month. Chris Gehrmann agreed. Chris Herwig thought even waiting until summer would be fine.

c. 2013 Annual Meeting / Nomination Committee

It's time to discuss the annual meeting. Usually it is held in May, and has been successful before the regular monthly Board meeting. Betsy noted the May meeting is May 19 and suggested it be set for 6 pm, with the Board meeting to follow. If bylaws needed changing, this would need to be discussed and be available for membership in advance of the meeting. A nominations committee is needed. Up for election this year are treasurer and president-elect positions, as well as all level reps. Nominations close the week before the election.

Jeff made a motion to set the annual meeting for Sunday, May 19 at 6 pm, immediately followed by a regular Board meeting. Paula seconded. All approved.

Marcie and Paula agreed to serve as the nomination committee. Jen will forward ballot templates to them.

d. Empire Contract

Betsy explained that the Empire Photography contract is up for renewal. Her impression was they were quick getting the proofs out, and she's been happy with the process working with them the last three years. One question was the coaches' plaques – are they liked/desired, or should we do away with them? Chris Herwig asked if coaches could just have an option. Betsy was directed to renew the contract, with an allowance to include the plaques if the coaches would like them.

e. Other business

Paula handed out the year-end financial reports from the audit. Dave noted that we are not abnormal for filing now. Paula thought the process went very smoothly with the new accounting firm.

Chris Gerhmann noted that she was approached by several HS2 parents who questioned how much discretion the team rep had with team funds. The team has two non-parent coaches, and the team dues were used to pay for hotel stays for two nights for both coaches in the Dells, even though most of the families drove back and forth.

Dave felt the team rep should be communicating with families. At the same time, consensus was for \$5/family no one wanted to rain on the state parade.

The team rep's authority should be established at the beginning of the season. Marcie thought it seems like common sense to run something like this past the parents.

Jim Tuttle noted that he checked in with coaches about the plaques, and they like them: it's cool to see the kids grow.

Jeff made a motion to adjourn the meeting. Paula seconded the motion. Jim wished to abstain. Meeting adjourned at approximately 9:05 pm.