

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

Audience: William Gilbertson, Mary Jo Blumer, Sue Culbertson, Casey Rufener, and Kellie Feiler

President Jen Kurtz called the meeting to order at 6:01 pm. Jason Ledford was absent and Steve Traut indicated he would be late.

1. PUBLIC COMMENTS

Casey Rufener asked about U6 players skating in the Dane County League next year. This will be added to new business for discussion; however, no action will be taken because it wasn't on the published agenda.

Bill Gilbertson asked about the projected numbers. This is on the agenda as old business and will be discussed then.

2. EXECUTIVE COMMITTEE REPORTS

a. Secretary – Betsy McCrary

The February meeting minutes were approved and have been posted on the website. There were no ecomm meetings since the last Board meeting.

- Try Hockey for Free

We had 61 kids register in advance. Fifty-one skaters showed up, including four walk-ups. Four players chose to join the U6 program (attend three sessions for \$15). Betsy thanked Jen for stepping in and handling check-in, as she was coming back from the HS2 league tournament in the Dells, Jason for rounding up coaches, the equipment managers – Dan Carpiaux, Joe Brickl, and Trent Kreitlow, and the many families who stepped in to help as well – Wellings, Blumers, Sanderfoots, Phippens, and many more. There were lots of hands on the ice, including several student coaches, a few varsity players, and a great turnout from the SPYHA coaches, both ADM and travel. Lots of compliments were received on how helpful everyone was. Considering we were running a 16-team hockey tournament at the same time, with a public skate soon after, it was great to have enough people to go around.

b. Treasurer – Gary Brendemuehl

Gary reviewed the bank account balances. The pledge loan is at \$205,086, with the Zamboni wrap accounting for a quarter of that amount. That is on an installment payment plan. OBHL also has a mandatory capital campaign donation as part of the fees.

One family has a portion of dues still to pay from a payment plan; otherwise, everyone else has paid. Three families have made volunteer payments so far.

A special thank you was extended to Wind River for donation of office furniture. SPYHA now has a nice desk, chair, and file cabinet.

c. President Elect – Karen Welling

Thank you to everyone who helped out with the HS1 portion of the state tournament. We'll need more help in two weekends for the PeeWee tournament.

d. Past President – Dave Batterman

The SP Ice Board continues to meet bi-weekly, but no real big news. Keys have not been totally addressed yet. They are focusing on keeping up on needs. Larry is getting more acclimated to his role.

Jen mentioned that there have been issues with the back gate not being unlocked.

Stevens will be coming back to clean up. If/when spring comes, landscaping will be tackled.

The preliminary approval for the restaurant's alcohol license passed the committee of the whole. The next step is the common council. Work is expected to begin sometime in April, opening in August. It will be called Willy Ties Eatery and focus on gourmet sandwiches. They can cater, which should help sell the building more.

e. President – Jen Kurtz

The equipment room is taking shape. Jen thanked Dave, Joe Brickl, and Dan Carpiaux for their work. They spent Saturday organizing equipment, and it looks fabulous.

Jen also congratulated our teams for their performance at state: Bantam A's took consolation, winning their second and third games after losing a close first game. Squirt A's lost all their games, but had a great time. Two games were

really close, one went to OT. HS2 took third place. The DC Diamonds U12 also took consolation, and the U10's took 4th after losing a heartbreaker in double OT.

Jen thanked Mike Sanders again for all of his work as tournament director. He is sort of winding down and transitioning the work to a committee going forward. She worked with him this weekend on the HS1 portion of the state tournament. WAHA required two different tournament directors, but she really just followed him around. He did a fantastic job, especially after round robin play for HS1 ended in a three-way tie. Mike explained the tie-breaker based on rule 3 to the entire crowd, standing up in the lobby at 10 pm Saturday night. HS1 had an exciting double OT championship game. Overall there were just minor problems.

Jen also passed on her thanks to all of the Cardinal Cup coordinators. The Squirt B team especially had a great B/C tournament, doing a fantastic job and finding lots of fun ways to make money.

Jen will send a note to membership about upcoming needs. Next weekend there is a women's tournament, and the last weekend in March (28-29-30) we are hosting the PeeWee Midwest Nationals tournament for Tier 1 and Tier 2 teams. There are 18 games for teams from throughout the Midwest, and 80 off-ice officials are needed. Jen will be out of town. Because it is so close to the end of the volunteer season, it was agreed that time worked can be created to the 2014-2015 DIBS season if time is already fulfilled for 2013-2014, which ends March 31. The tournament is the first weekend of spring break. Please continue to spread the word.

3. COMMITTEE REPORTS

a. Volunteer Committee – Mary Jo Blumer and Sue Culbertson

There are 111 open DIBS items from now through April 4 (spring break). There is a public skate scheduled every day of break, and they would like verification that this is correct, particularly the ones during the middle of each weekday. Not all schools in the area have the same days off. Dave will confirm. The new volunteer season will be starting soon. All regular DIBS items have been entered until today.

Jen explained that the PeeWee tournament is our chance to show our facility off to WAHA. They are looking to allow us to host future events next year.

b. Annual Fundraising Committee

Gary doesn't have anything new to report.

Lisa asked if we were concerned about hosting the golf outing at the Oaks for the second year in a row, instead of alternating. Dave and Jason have a meeting this Friday to set a date for the golf outing. Lisa confirmed that there has not been any contractual agreement; it was just verbally expressed as a possibility.

c. Communications Committee – Absent (Steve Traut)

Steve hadn't arrived. James has just handled some Facebook posts, nothing else to report.

d. ACE Director – Troy Giese

Troy gave a thank you to all the coaches, particularly for their patience with such an unusual year. There were no major issues during the year. Jen thanked Troy for his time as well.

e. Region 4 Meetings

Karen said the consensus was that playoff seeding went well. There were no complaints. Next year the plan will be to do all levels on one night. The number one seed was in the top game in every level, and it was either 1 vs. 2 or 1 vs. 3. The top seed won every time. One item up for discussion is a penalty of losing invitation tournaments or state if all games were not reported. Betsy wondered how Region 4 would have the authority to do this, as that is WAHA's jurisdiction. However, she was very disappointed to see that BOTH bantam teams did not have scores reported for the second half of the season, based on an assessment of the Region 4 website. Jen had reminded both team reps personally that they needed to do this, and neither one did. It was agreed that these two individuals should not be considered eligible to be team reps next year based on their not completing these duties.

James is on deck for the next meeting (Wednesday at 7 pm at MIA). The WAHA annual meeting is in Wausau the third weekend in May.

Troy asked who dictated the JV game limits – WAHA or WIAA. It seems the requirement came from WIAA, but WAHA administers the sanction numbers. There is one sanction number per event, and a tournament counts as an event, which is what made both our Cardinal Cup and the Culver's Cup work. Plans for the upcoming season are underway, and there are already two home and away JV games planned.

4. LEVEL REP REPORTS

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

U6's have two more practices. The U8's who weren't age-eligible to participate in the full ice tournament went to the Waunakee half-ice jamboree and did well. It was a fun event. Lisa thanked Leah for taking the lead on organizing that tournament.

The mite full ice tournament went well. One team was disappointed in the teams that showed up. While there was a rumor that the Ice Dogs were a AAA team, that was incorrect. (There can't be AAA teams that young.) However, it is possible that they played full ice throughout the year. Lisa felt that there should be close attention paid to things like that when teams register. Only one team could even hang with them. Most wanted to come back – it's just that one or two teams skewed things for everyone else. They used blue pucks as required.

With three more practices and no more games/tournaments, some parents wondered why they were still practicing, and others wanted a parent-kid game like the travel teams got. Troy suggested that they use one of the practices as a parent-kid game.

b. Squirt – Stacy Hollfelder

Squirt A's ended up 12-21-6 including state, and Squirt B's were 16-18-4. This was Stacy's first experience with a Cardinal Cup, and she agreed that Mike Sanders does a great job. She also shared that after playing in the parent-kid gam, she has a whole new appreciation of the game.

c. PeeWee – Alison Veldkamp

The A team is 8-31-2. The Cardinal Cup was a huge success, and the coordinators were great – thanks to Amy Smith and Patsy Zielsdorf for their work. Dave was the voice of the Cardinal Cup. They lost the consolation. The B team is 11-28-3. The parent skate was lots of fun. Alison thanked all the coaches, especially the parents who stepped up when the team didn't have a coach. 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 – Absent (Steve Traut)

No one knows what the A team's record was, but they won the consolation trophy at state. Gary only knew that the B team's season is over.

e. High School –James Trent

HS2 took second at the Cardinal Cup. The tournament was a pain. The Cofrin-McGuire tournament game for Sun Prairie was rescheduled to a 6 pm start on Friday. They took second in the McGuire division and played the same three teams they'd been playing all season. The season had its ups and downs. They ended up 16-18-4. The state stuff went okay. The final game against Southwest had three Southwest players removed in the first 7 minutes of play. It was tied 3-3 going into the third. James appreciated that the Board allowed the team to double roster Eric Blumer, and thanked the Blumers for allowing him to participate. He split time over the weekend and played the entire third place game. The parent-kid game is Tuesday. One assistant coach disappeared at the end of the season, and James is not sure why.

f. Coaches rep. – Absent (Jason Ledford)

Nothing

5. OLD BUSINESS

a. Capital Fundraising – Jen Kurtz/Lisa Wendler

In April the committee will reconvene. We still can use help on fundraising. This is something that could be on the committee list for next season. James asked about additional glass blocks. That fundraiser is continuing, and some additional blocks should be installed soon.

b. 2014-2015 season: practice frequency, projected numbers, teams

Dave still wants to look at practice frequency. He had a conversation with some people from Fond du Lac, and they practice three times a week, plus they have access to the studio rink pretty much any time. This does come at a cost. It would have to be evaluated with team numbers and maybe looking at unique ways to share ice. Dave also feels that we made a big mistake with having 17 players on the PeeWee A team this year. It was just too many kids with a wide range of talent. There was too much focus on keeping numbers balanced and not enough focus on talent. If there are 4 B players with A players, it hurts everyone, and he's not sure it has worked in the past. He has never had such a frustrating year.

Jen noted that it's been very difficult to project numbers – even in August.

Alison said the PeeWee B team had a range of players, from strong B to definite C level, and at times it was very frustrating to watch. She is afraid that some kids are leaning toward not playing. She'd like to see working toward small teams. Their records speak for themselves. Last year they were just over 0.500, but it was the most fun ever.

Dave said Waupun had a team of 8 skaters, so it can be done, but he acknowledged there is a risk.

Lisa agreed with Alison, as she had been in the same position. There is a lot of buzz at the younger years about numbers. Maybe we can brainstorm some ideas. Dave noted that there was a successful rec team program years ago, and we tried the limited travel team last year. There is certainly at least some interest in a rec level program, but the question is would every kid who wanted to play travel hockey be placed on a travel team, or would it be okay to place someone on a rec team.

It was acknowledged that cost would be a big factor – there is a big difference between a team of 10 and a team of 17, a tiny team and an enormous team. Fourteen could be a reasonable number.

Lisa said it is also important to consider team unity. It took their team a long time to gel. They didn't know each other and it took a while.

Betsy said even looking at numbers in May, it's hard to project what will really happen. She also said that historically, when there have been smaller teams, there have been issues with team commitments. A few years ago the Board and ACE Directors were blasted for not "allowing" a small PeeWee C team (with 11 or 12 players) to pull up squirts to play some games over a hunting season weekend when some players were missing and they only had 8 or 9 players. If there are small teams, it puts more pressure on families to make a serious commitment to the team – missing games for vacation, or even illness and injury, can strain the team too. She noted that at the beginning of the season, there were FIVE players who couldn't even complete evaluations for various injuries/recovery, and then a sixth player was hurt during practice (broken arm) before those other players came back. If there had been three teams, losing two or three players per team would have had a significant impact – so it's hard to know what to do.

Betsy reported the following projections for the 2014-2015 season, based on this year's registrations

HS2- 22

Bantam – 36

PeeWee – 33

Squirt – 30

ADM - 60

There are a few things that can impact teams, for example at Squirts and PeeWees, girls could chose to go to the DC Diamonds, or Squirt-age players could be new skaters who might select another year of ADM.

James asked when we need to make a decision about teams. Probably May.

c. Coaches survey

Dave, Lisa, and Jason were assigned to take this up. No action, so it has been tabled.

d. Committees

i. Concession stand committee

Three or four families are needed to take this over. We still need to sit with Terri and Brian Benisch and go through responsibilities, but some weeks they are spending 30 hours in a week on concessions. They are willing to advise. We need to be calling on younger families to step up. As of this weekend we've taken in about \$4,000 in concessions. Some possible divisions would be someone to take care of the Pepsi order, someone for candy/Sam's runs, etc. The concession stand is the largest potential source of revenue for the association, outside of dues. We also need to get the lower concession stand open, even if it is just soda and candy.

Betsy said we are working to make this more successful. If you know someone, please ask them directly and make eye contact. It is much more difficult to say no.

Mary Jo Blumer asked about a mixer for a committee night. There could be descriptions and representation from each committee there.

ii. Jersey committee chair/openings

James still is looking for someone to take this over. One set is returned. Now that there are racks to hang them on, returns should be easier. Team reps should hand them in on hangers. They should also provide a list of jersey conditions. He will help and advise.

Dave thanked James for keeping with the jerseys, as it is supposed to be the responsibility of the past president.

iii. Others

Cardinal Cup has identified some potential team members (Sue Culbertson, maybe Lisa Wendler, Amy Smith), and Mike will continue as an advisor.

We need to compile a comprehensive list of committees, including fundraising.

e. WCHSHL status (HS2 league continued participation)

Betsy reviewed the challenges with the league. The biggest impact would be losing the league tournament. Betsy said that at the league meeting, no other teams had problems with the games all day Friday, and there were no plans.

Karen made a motion that SPYHA withdraw from the WCHSHL beginning with the 2014-2015 season. James seconded the motion. There was no additional discussion. Motion passed 9-0-1, with Leah abstaining since she missed the introductory discussion.

f. 2014-2015 Volunteer requirements

Betsy shared some information on volunteering:

895 hours of concession stand (public skates @ old rink, current rink, school skates, etc.)

3367.5 hours available for 2013-2014 season

321 public skate hours in new rink to date

172 families with volunteer hours

19 ADM 7.5 hour commitments (142.5 hours)

28 ADM 15 hour commitments (375 hours)

125 travel 30 hour commitment (2850 hours)

Each longer public skate consumes 20.25 hours if fully staffed.

SPYHA owes SP Ice 500 hours of volunteer time per year. Concessions are also critical to SPYHA's success; however, volunteers have been few and far between, and paid staff has been used a lot. That is really hurting profitability. Sometimes we have shifts with three paid workers. It may be time to revisit the volunteer requirements, and consider mandatory concession hours for everyone, including Board members and coaches, as was discussed last month.

Lisa thought this would take some PR and some work getting people comfortable working in concessions. James sees more of a need with two concession stands, too. There was also the question of a possible buy-out just for concession hours. Training would also be a challenge. Waunakee has a training video on line. We could have paid staff available as trainers. Terri has put on training sessions, too. Technically you are supposed to be trained before working in the concession stand, but it's hard to verify. Training could be accomplished during a committee night.

Lisa made a motion to require 10 concession hours for travel families and 5 concession hours for ADM families. Families can buy-out their concessions hours at \$15/hour payable at the beginning of the season. Alison seconded the motion.

Mary Jo wondered if there would be push back on this. Investigation of other associations indicated the Patriots, Sauk, and Eagle River associations all have similar requirements. There was no additional discussion. All approved. (Leah was absent at this point.)

The next item of discussion was the total number of volunteer hours required – currently 30 for travel, 7.5 hours for ADM U6 per session, and 15 hours for ADM U8. Perhaps the overall total should be increased as well.

Cardinal Cups, especially with the potential of increasing the number of participating teams, were discussed, as historically they are team activities, not eligible for volunteers.

Steve used an example of a PeeWee A tournament with 16 teams. Eleven families can't really cover all those games. Lisa said for the 12 game tournament, they had 90 volunteer slots, and asked each family to take 5 slots, with 2 slots required for each coaching family. It was agreed that this would be discussed if needed, with the initial idea that if there were 8 teams, it would stay as a team responsibility, but if there were 12 or more teams, it would come to the Board for discussion.

Betsy made a motion to set volunteer hours for the 2014-2015 season as follows:

Travel families – 40 total hours, 10 of which must be in the concession stand
ADM – 10 hours per session or 20 hours per season, 5 per season which must be in the concession stand

Leah seconded the motion.

Steve asked if it needed to specify that coaching and committee members still had to do the 10 hours; however, it was thought that the first motion was sufficient to clarify that. All approved.

g. ADM equipment needs

Concern has been raised about ADM equipment, particularly goalie equipment that fits. It's hard to assess at this point. Dave believes the assessment will need to be done after equipment turnout, which will probably be around March 25. Helmets, especially larger ones, are also a need. Casey Rufener added that bumpers for ADM for both rinks would be really helpful. Lisa Wendler said Lisa Henning had also been using the bumpers for learn to skate occasionally, as they had been helpful in keeping groups separate – much better than cones.

This will stay on the agenda until addressed.

6. New Business

a. 2016 WAHA Tournament Bids

These are due April 1 and awarded at the WAHA Annual Meeting. PeeWee B is hosting next year's state tournament. It is \$100 to bid. Lisa made a motion to bid for Bantam A's the first choice and Squirt B as the second. Leah seconded the motion.

Dave said that traditionally, teams that hosted state didn't have Cardinal Cups, although HS2 did both this year. Troy Giesege lobbied to keep dates/weekends consistent from year to year. That has been important for Bantam A's from his experience. Dave could see that, and out of state teams would also appreciate consistency. The Squirt B/C tournament was also really successful. There are still significant cost savings to host vs. travel when you look at food and hotels.

All approved and motion passed.

b. Team travel distance limits for games

Betsy has heard complaints from multiple levels about how far some teams traveled for games, particularly without discussion/buy-in from parents. Dave feels this is a team rep discussion, and the Board should just provide general guidelines. For example, generally squirts should only go about 1 ¼ for a typical game. This year one team went to Sheboygan for one game – traveling longer each way than the game was. James also noted instances of Friday night games in Stevens Point for HS2, or additions of games with less than a week's notice – a challenge when high school kids often have jobs to work around and have to provide availability in advance.

This should be reviewed during the team rep meeting, and parents and players should be respected. It can also be discussed at the parent meetings.

Troy was pretty sure the guidelines on this are written somewhere- maybe even the team rep manual. There are definitely limits for tournaments, too.

Alison said hopefully there aren't too many issues. Scheduling isn't always an easy task. Communication and timing is a key.

Mary Jo Blumer added that some of the problems seem to be related to a lack of common courtesy to parents – late notifications of games, long distances for games, etc., that parents were simply not consulted about. Betsy felt that same way, and was ostracized when she questioned the number of games in a weekend and the distance. There is also pressure to go along with whatever is being scheduled. Karen mentioned similar concerns.

This needs to be highlighted in the team rep manual. It is highly recommended that team reps go to families. Karen added that for families with multiple kids, short notices are especially challenging.

c. Other business

- U6 Dane County League

This league apparently operates similar to the U8 league. Other organizations are doing it. Casey thinks there would be a lot of excitement about it. Maybe it could be optional?

Karen thought the cost might be a deterrent. Cross ice games can accommodate six teams at once. It would give a third ice opportunity and keep kids engaged, in Casey's option.

Leah felt this would have to be optional. U6 can be overwhelming to families new to hockey –some were reluctant to even commit to the jamborees. Figuring out the cost for an optional activity would be difficult as well. Dave didn't know how you could put together a price. SPHL didn't start playing until level 3 and 4.

Lisa thought that eventually, with the learn to skate as a separate program, U6 may become more advanced. Perhaps we could find out what's involved. Jen will have this added to old business for the next meeting.

Leah's questions were how did it work and how were hours booked.

Casey thinks this is important to the development of hockey players. If other kids are doing this, our kids should have the same opportunities.

Jen reiterated that it should be researched more and then discussed as old business next month.

- Next Board Meeting

The next Board meeting falls on Easter Sunday. Should it stay there or move up? Lisa made a motion to move the meeting to April 13. Alison seconded. All approved.

James made a motion to adjourn. Steve seconded the motion. All approved. Meeting adjourned at 9:24 pm.