

Sun Prairie Youth Hockey Association
Board of Directors Meeting Minutes
January 19, 2014

Audience: William Gilbertson, Sue Culbertson, Luanne Kostelic, Chuck Wilson, and Troy Giesegeh

President Jen Kurtz called the meeting to order at 6:02 pm. Karen Welling was absent and Jason Ledford had noted he would be late.

1. PUBLIC COMMENTS

Chuck wished to thank this Board for being so cooperative and working with him. He feels he has been over-thanked and over-appreciated. It is great to hear the thanks, but he wanted to make sure to thank everyone here.

There were no other public comments.

2. EXECUTIVE COMMITTEE REPORTS

a. Secretary – Betsy McCrary

The December meeting minutes were approved and have been posted on the website. Ecomm meeting minutes were distributed to Board members. Most ecomm meeting topics are also on the agenda. Betsy reminded the Board that reviewing and responding to the minutes approval request is an important Board responsibility, and this month it was quite a challenge.

b. Treasurer – Gary Brendemuehl

Gary was unable to provide the treasurer report information and will email it to the Board by the middle of the week. He is counting funds from the grand opening. It was fantastically successful. Concessions and the raffle did well. The concessions on Friday and Saturday grossed \$4,500, which was nearly 10% of the annual budget. In the old rink a good day was about \$400. He called out the kids in the concession stand for doing a great job. They took pre-orders from people in line, who waited patiently, as they had to microwave food to keep up. The silent auction took in about \$800. Gary thanked those who donated the silent auction and door prizes.

He would like to see more events like this. Jen thought New Year's Eve could be like this.

c. President Elect – Absent (Karen Welling)

d. Past President – Dave Batterman

- SP Ice Update

On behalf of Sun Prairie Ice, Dave thanked the Board for their efforts. The last three weeks have been very harried, with daily emails. He thanked Steve for his webmaster duties. We always found something for volunteers to do. He thanked SPYHA for their work with Sun Prairie Ice on this project. There are still some questions about the agreement between the two entities – maybe posting it on the website would be helpful. He is really, really proud of our association, and thanked the association for all of their work.

Dave reviewed the main aspects of the SP Ice-SPYHA agreement. Basically, SP Ice received the proceeds from the sale of the rink, including contents, along with rink-related equipment, including the Zamboni, snowblower, etc. They also received the skates from the skate room. Office equipment like computers and printers are shared or split. SPYHA receives priority ice scheduling, several no-cost ice events, including parent-kid games, school skates, and Try Hockey for Free.

There are still ongoing discussions about a few things like what constitutes prime time ice and how to cover Tier I off-ice duties.

Stacy asked Dave to clarify why it had to be the way it is.

Dave explained that we were looking for a very large loan from the Bank of Sun Prairie, and long before the building started, it was made clear that the routine turnover of the youth hockey board wasn't going to be acceptable. The bank needed a more stable administration for the rink. There were multiple membership meetings to discuss the options and how to set up a rink board to run the rink. Waunakee had to take similar action when they built their facility. The board members have terms that roll over at various times, in 1, 2, or 3 years, and then go to 3 year terms. There are some required SPYHA representatives. The past president will always serve on the SP Ice board, for example. In addition, two other directors are appointed by SPYHA: one with players in the association, and one without players. Up to three directors may have active players in the association. Currently, the SP Ice Board includes Jeff Thornton (president), Zach Weber (city representative and vice president), Bryan Nowicki (treasurer), Chuck Wilson (secretary), Paul Swalve, Matt Harms, Paul Sukenik (non-voting, Bank of Sun Prairie representative), and Dave.

Jen pointed out that one entity does not succeed without the other. Dave asked that Board members please correct people who might be misinformed about the two entities and how it came about.

It was noted that some people spent an hour sweeping bleachers after the grand opening. We have a 63-year-old janitor who can't possibly keep up with everything that needs to be done. Families, especially players, are reminded that this is your home, treat it as you do your home, and other teams will too. Jason had invited Dave to address his team and Dave shared that message with the team. He also explained that when parents drop kids off at practices, there is plenty to do if they want to stick around – cleaning and painting – just let Dave know.

e. President – Jen Kurtz

- Rules and responsibilities of the Board

Jen reminded the Board of their obligations to make decisions and conduct business in the best interest of the association. There is no reason to abstain from voting because something does or does not impact your particular level. Due diligence should be undertaken to make the best decision possible. If a conflict of interest is perceived, we can talk about. Certainly there may be cases where voting for a particular coach by his/her spouse could be a reason to abstain.

The grand opening was extremely successful: way beyond what we had imagined. There were a few incidents on and off the ice that are being addressed. Jen thanked the grand opening committee, which included Becky Lemke, Lisa Wendler, Betsy McCrary, Karen Welling, and Gary Brendemuehl, as well as Angie Hadley. Jason was thanked for his silent auction contributions.

Jen ended with amazement about what a whirlwind the last few weeks have been. Whether SPYHA, SP Ice, or arena staff, we're all tired at this point.

Jen noted that the Skate with the Cardinals event was a fundraiser to replace the spaghetti feed. The boosters were worried that people might not come back to skate when they skated for free the night before, but the event exceeded expectations. The spaghetti feed was a lot of work: a full day off/all day process for volunteers, for about \$800.

It was noted there were questions about what happened to the band. The lead singer lost his voice, so they couldn't perform.

Jen shared a potential fundraiser that the booster club was doing that SPYHA could also participate in. There are bleacher pads/cushions that can be customized for \$25 to \$30 or stay play for \$15. Profit would be \$5 per cushion. Jason asked if that's the top of the list or do we want to try to do something bigger to fundraise for the bleachers. It could be great to sell from the concession stand, though. The first Cardinal Cup is next week.

James asked about sales tax for the concession stand and skate rental. We'll have to look into it.

Gary thought Terri and Brian are pretty busy with the concession stand already. Dave feels that bleachers aren't specifically a SPYHA responsibility. The bigger question might be priorities. A rink management system, which could integrate with point of sale and a message board would be really helpful, but things are a little muddy about how this could be shared between both groups. Regardless, we don't want to do something that would push against a bleacher fundraiser either.

Alison asked if there was a minimum order, or if this would compete against the products Elite provides. Stacy asked what the upfront costs might be? Alison also asked if they would guarantee the sales. Jason asked if we need an answer now. Jen thought so with a Cardinal Cup with weekend. Betsy recommended it be added to new business and we could think about it until then.

3. COMMITTEE REPORTS

a. Volunteer Committee – Sue Culbertson

Sue noted that the volunteer committee is trying to enter hours within 72 hours. She is waiting to get the arena volunteer work hours from Angie Hadley. Jen explained that after the hours are compiled by Angie, the pledged hours will be subtracted, and then the remaining hours, if any, will go to the volunteer committee to be credited on DIBS.

Sue has some questions about family skate and open skates. Is there somebody from SP Ice going to provide notice to SPYHA about the schedule and what's needed. Chuck has a schedule done through the end of hockey season, but the vcomm needs that information. Will the public skates be added to the SPYHA website? Steve has a link from SP Ice on the SPYHA website. Jason asked if can be integrated on the schedule/calendar. Steve and the SP Ice webmaster, Ryan Smith, have been discussing it, and communication is an issue. It might be beneficial.

It was subsequently realized that there were open skates scheduled for this Monday (tomorrow and Friday). It's too late to try to put Monday on DIBS. Jen and Betsy sent some emails to try to get coverage. Overall, getting volunteers can be a struggle. Jason asked if that is par for the course. Dave explained that there is always a group at the end of the year that ends up being billed, and there is a tendency to pay at the end versus volunteer. That brings challenges with struggling to fill things like concessions and skates. It may be a topic for a future meeting – how to be more efficient at recruiting. Refocusing on the public skate, we need to find a cash box for the entrance/admissions and make sure the side doors are locked to direct people to admissions.

b. Annual Fundraising Committee

Gary and Nate Rosin have had two meetings with fundraising representatives. They are trying to find something easy and financially beneficial to the organization and to members. It's a challenge to find something that raises about \$20,000 without raising dues.

Betsy explained that our hockey dues don't cover the general expenses of running the association – insurance, postage, paper, phone, accounting, etc. The dues only cover true player expenses: ice time, referees, jerseys and socks, and coaches training, as well as a tournament. The other essential expenses are paid for by fundraising, tournament profits, and, now, most importantly, concessions. Because concessions is such a vital part of our income stream, we have student workers who will “fill in” at the last minute when hours go unclaimed. However, they are paid employees, and those payroll expenses reduce the profitability of the concession stand significantly.

If our concession stand does well, and we can cover those general expenses, we can look for concessions proceeds to start offsetting dues – everybody benefits! But if it doesn't, then in addition to having dues cover ice time, officials, jerseys and socks, and coaches training, those general expenses will be added to the dues budget – and everybody pays.

Lisa thinks this isn't something that most members are aware of, and members need some transparency to this. Jason said he didn't realize this. Jen added that team reps should be coming to meetings to help convey important messages to the association. Not everyone reads the meeting minutes or comes to Board meetings.

c. Communications Committee – Steve Traut

Steve suggested returning to the Drop the Puck meetings in the future to help convey some of the items previously discussed. Learn to Skate information is now cross-referenced to the SP Ice website. He will talk to Ryan Smith about what can be done about public skate (Ryan Smith is the SP Ice webmaster). There is also so cross-links about ADM.

Wifi is set up in the building, but they are working on access solutions.

Steve noted each email blast takes about an hour to an hour and fifteen minutes to set up. He is getting the hang of the social media activities, and noted that people seem to love pictures. There were 1200 views of the ice painting YouTube video.

A question was asked about pictures. Betsy is has taken this over from Chuck and is waiting to hear from the photographer on the final schedule, then it will be communicated to everyone.

d. ACE Director – Troy Giesegh

Troy believes that a concern raised by a parent regarding playing time earlier in the week has been resolved. He is looking to start assigning student coaches and will be contacting coaches to check in and see what they might need. HS2 players could go to help peewee teams, and bantams could help squirt and ADM teams. He is also still interested in setting up something for varsity players to work with teams and give back to the association. In both cases, it provides coaches the opportunity to mentor and model how to be a coach.

e. Region 4 Meetings

Stacy attended as SPYHA representative. Teams are invited to the Badger women's game February 15 - it is free for teams and up to six chaperones who pre-register, and then \$1 for each additional ticket. Jen explained that teams have until Jan. 27 to have verified rosters. Handwritten v's are not acceptable. If rosters are verified, there is no need for annotations. Otherwise, please bring annotations to playdowns.

For playdowns, coaches much check in with a photo ID at every games. Coaches must be able to provide proof of training. The playdown schedules are already out. If there are questions about seedings, coaches should be able to explain since they participated in the process this year.

The DCHOA representative shared that people should quit yelling at officials.

Jen noted that it has been extremely challenging to find referees this year. Coaches and parents are both hollering at them, and sometimes the third ref is difficult to schedule. There is an open book test for level one, but the level two and beyond closed book test is not easy. There are 14-15-16-year old kids working as referees. Squirt parents tend to be the most critical and vocal when it comes to officiating, but that's also where the least experienced referees are working.

Overall, Jen thought the seeding process went well, except for when team reps attended instead of coaches. Sun Prairie picked up hosting some playdown games on Sunday. James asked for clarification on what teams needed to cover – or if the association had an obligation for hosting. The teams are responsible for covering scoresheet, penalty boxes, and score clock, and should split that evenly.

4. LEVEL REP REPORTS

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

There are at least four new U6's, and only a few who didn't return. There was equipment handout. Betsy noted that she had been asked about equipment repairs. Leah and Lisa believe some coaches have kits in their helmets. There may be a need to return to some equipment room hours for adjustment of helmets or swap of other equipment.

Lisa noted they could use some bigger helmets, and asked if there was a determination on the HECC sticker enforcement. That shouldn't be an issue for ADM.

b. Squirt – Stacy Hollfelder

Squirt A's are 9-11-2, and took second in LaCrosse. They went 0-2-1 this weekend. Squirt B's are 8-9-33, have a tournament in Onalaska next weekend, and went 1-2 this weekend.

They are both ready for playdowns.

c. PeeWee – Allison Veldkamp

The A team went 1-2 this weekend, and is 6-19-1, and took 6th at Eagle River. The tournament was fun. The B team finally won – actually two games and took 2nd in the Baraboo tournament. They are 3-18-2 and went 1-1-1 this weekend.

d. Bantam – Steve Traut

The Region 4 website has the A team at 11-7-3 through the end of December. They won their first game, tied their second, and won their third game this weekend, and took 3rd place in Eagle River.

The B team is 9-13-3, took 2nd in Onalaska, and won the first game and lost the other two this weekend. Regarding the official complaint about playing time, Steve doesn't consider it resolved at this time. Jen stated that she knew there had been a meeting and has talked to the family, who said it was resolved. Troy also said that if this is not the case, someone isn't being straightforward, because he had received the same impression. If it is not, then a face-to-face meeting is necessary.

Steve stated the confidence of the Bantam B families in the Board's ability to resolve issues is at an all-time low. Jen stated then there needs to be a meeting with the ACE Director, coaches, and family next. The process is not heresy. After a 24-hour cool down period, communication should be had with a coach, then ecomm and the ACE Director.

Jen doesn't know what to think, because she has received at least a half-dozen emails from happy parents. If something is going on, then have a conversation with the coach, and sit down in a room and work it out. If necessary, involve the ACE Director and ecomm. However, if someone says things are addressed when asked, there is no way for ecomm or anyone else to know otherwise.

e. High School – James Trent

HS2 about 5-10-2. The goalie situation was a bit of a challenge, but that seems to be resolved. James asked about the WAHA website showing we were hosting both HS1 and HS2. Jen said that is right – HS1 off-ice officials will be posted on DIBS, and Jen will be the tournament director for that while Mike Sanders covers HS2. The HS2 Cardinal Cup is proving a bit challenging, as one team turned out to be an WIAA JV team, which requires more expensive WIAA officials. Mike Sanders is working on it.

f. Coaches rep. – Jason Ledford

Jason didn't have anything to add.

5. OLD BUSINESS

a. New Rink / Building Committee

This has pretty much been covered in previous discussions.

b. Capital Fundraising – Jen Kurtz

The committee will get together in a few weeks. There was a lot of excitement this week, and several chamber ambassadors toured the rink. Some businesses who turned us down flat are now interested. We have lots of dashers to fill. All of the current dasher advertising is in place. There are a few more banners to go up. We can trade advertising for services as well, and Lisa is willing to set up tours. The close rate is pretty good after they tour the building. Please support the businesses who are advertising in the rink, and mention you saw their signage. We will also have flyers that can be left behind by tournament attendees.

Jason asked that Lisa provide a hand-written thank you to the Oaks for their donation to the silent auction.

Plants were received from several establishments, including Prairie Flowers and Wisconsin Ice Arena Management Association (WIAMA). Lisa will check on the other plant (follow-up – it was from the group that worked to bring the swimming pool to Sun Prairie).

c. Grand opening wrap-up

We're in the new rink! Please, remind kids that this is their home: if they see someone doing something they shouldn't, tell someone. Doors to rooms on the spine MUST be kept shut at all times. There should be no sticks, no pucks, no balls in the off-ice areas. The shooting cage will be set up for that.

Jason thanked Angie Hadley for all of her work done.

d. Cardinal Cup Update / Mite Full Ice Tournament Participation

It looks like all of the travel team Cardinal Cups are full except HS2. There are a few registered for the mite full ice tournament. This year, there were inquiries about a half-ice tournament, after a drought last year.

Lisa reiterated the request from the U8 coaches that 7-year-olds also be allowed to play, as otherwise they might only have a team of 8 or 9. This would be a reasonable solution, and she doesn't believe it would lead to a plethora of play-up requests.

Since the original approved program was that the SPYHA participants would need to be age-eligible for squirts next year, changes would require Board approval. Betsy noted that when she pulled up the current registration, there were at least 13 age-eligible 2005 players. Lisa reviewed the list and noted that some were blue level skaters, and her list was from the reds; however, it was confirmed that ALL 2005 players, regardless of skating level, would be invited to have the opportunity to participate.

Jason made a motion to allow creation of two teams of any age-appropriate 2006 and red-level only players for the full ice year-end tournament for 2014 only. Stacy seconded the motion. Motion passed 8-1-0, with James voting no. Leah had left before the vote.

It was noted that this would help with the coaches and volunteering.

6. New Business

a. Parameters for email votes

There have been more email votes than in the past, some caused by lack of the availability of a facility to easily call/hold a meeting. There are challenges with these votes. Steve noted that there still needs to be a discussion period and history available. Perhaps there could be open discussion for 24 hours, and then close discussion to vote. Troy noted that if there are too many email votes, nobody knows what's going on, and it contributed to the "closed Board" appearance. Dave noted that Betsy does a good job of including summary of the votes in the meeting minutes. Luanne Kostelic was going to ask how that information was conveyed, but Dave had already answered that question.

There was some tweaking of proposed wording.

Motion by Dave, seconded by Jason, to accept the following policy:

There may be situations where it is necessary or desirable for the SPYHA Board of Directors to conduct business outside of meetings utilizing email votes. The following guidelines will be applied to email votes:

- Typically, email votes will be considered for items such as addition of coaches (with ACE Director recommendation for said position), player release when the player has not previously played in SPYHA, roster changes (with head coach and/or ACE Director recommendation/agreement), purchases of necessary equipment/supplies from designated accounts (e.g., equipment), Board meeting date or time changes, or time-sensitive operational situations.
- Any member of the Board may initiate an email vote; however, it must be seconded by another Board member before Board voting may commence.
- An emergency Board meeting, to be scheduled at the earliest available time for a super-majority (67% or more) of the Board, will be called if a situation is determined to require extensive discussion.

There was discussion about allowing 24 hours for discussion, but it was determined that this would be a recommendation, but not part of the policy.

There were no additional comments from the audience. Policy was approved 9-0-0.

b. Consideration for practices (frequency) in the future

Dave brought this up, because he doesn't believe he'd be on the Board to make the decision, but his observation traveling around is that teams who are consistently "good" practice about three times a week. This might be something easier to do in a two-sheet facility. If we want to continue to grow and develop, it might be something to consider, and he wanted to go on record as supporting it. We can make an ice buy as a Board and decide how to allocate it. He would like to see consideration of a formula for a three times a week practice at all travel levels. It doesn't need to stay on as old business, but it should be visible, maybe tabled for a specific meeting. It could even be a 3-2 alternate between weeks, or have all teams on the ice together for each level if there are three teams. Lisa added that another topic for discussion down the road would be the gap between commitment level – rec level teams are kind of a gray area. Skill sessions could also be investigated.

It seemed like April would be a good time to discuss this, but it was decided to keep I on the agenda anyway for visibility. In the meantime, we can look at the various cost options.

c. Other business

None

Dave made a motion to adjourn the meeting. Multiple people seconded the motion. All approved. Meeting adjourned at 9:00 pm.