

Sun Prairie Youth Hockey Association
Board of Directors Meeting Minutes
June 22, 2014

Audience: Sue Culbertson, Misi Watters, Brenda Egli, and Kellie Feiler.

President Jen Kurtz called the meeting to order at 6:04 pm. Lisa Wendler and Gary Brendemuehl were absent. Dave Batterman would be arriving late.

1. PUBLIC COMMENTS

None.

2. EXECUTIVE COMMITTEE REPORTS

a. Secretary – Betsy McCrary

The June 1 meeting minutes have been posted. Hard copies of the special Board meeting minutes from June 19 were distributed to the Board members for review and approval, due to the short time that had elapsed since the meeting. James made a motion to approve the minutes. Jason seconded the motion. All approved. The purpose of the meeting was for the Board to review the survey results and comments.

Betsy also reviewed information from the June 4 and June 11 Ecomm meeting minutes as it pertained to applying the administrative costs to dues. Gary had found a way to assign each level a percentage of the amount based on hours used. There has also been additional discussion regarding the pledge loan and the “make-up” amount due. Gary is doing some additional work on that level. Ecomm also met with Chuck Wilson to discuss scheduling directives from the last meeting. Unfortunately, due to the shorter timeframe between meetings, there isn’t any new information available from Chuck.

b. Treasurer – Absent (Gary Brendemuehl)

With the short timeframe between meetings, there is no additional financial information to share. Betsy did note that SPYHA has received a check from the WHSCHL to cover a portion of the cancellation of the HS2 game against Stevens Point. It was their bond money, as Stevens Point refused to reimburse for cancelling less than an hour before the game.

c. President Elect – Karen Welling

Karen explained that just before the Board meeting, there was a conference call with Mike Connor, the WAHA Vice President for the HS level. Jen, Karen, and Betsy were on the call. WAHA wants us to hold HS state tournaments long-term; however, we made it clear that we would not do it at the cost of losing either the PW B state tournament this year or the chance to host other levels. He will go back to his counterparts, but thought it would be okay if Sun Prairie still hosted other youth state tournaments. After the 2014-2015 season, state tournaments will be moving back to the first and second weekends in March, except for the HS level, which will stay at the third weekend.

Mike Connor also confirmed that WAHA had approved providing a \$1000 reimbursement for the HS1 and HS2 state tournament in response to SPYHA’s concerns about the financial impact, particularly since they offered more than three games for most teams. WAHA is restructuring the tournament format so this wouldn’t happen, and they are also bumping up the HS state tournament fee a bit as well.

(Note: Past President and President reports were initially tabled until Dave’s arrival.)

d. Past President – Dave Batterman

- Golf outing wrap-up

The net from the golf outing was \$5,300. Dave would like to get next year’s on the calendar now, perhaps a little later, as it was noted that some of the usual volunteers weren’t able to help since school was in session. Jason isn’t looking to run the outing next year, but he would help get a date.

There was a great turnout on Saturday morning (June 14) to help with landscaping. Dave thought about 20 people were there, and they were done planting by 1 pm. It went way quicker than he thought. They had 355 plantings, 50+ trees, and very little machinery. The earth was very hard! Casey Rufener and Eric Seidl were great – we couldn’t have done it without them. Their willingness to take on the project and run with it was much appreciated. It looks really wonderful – thank you. Watering hasn’t been a problem lately with the rain from Mother Nature. Thanks to everyone who helped out.

e. President – Jen Kurtz

Jen is excited that this is the last meeting she will be presiding over. She extended thank you to the Board, especially those who were attending their last meeting:

- Thanks to Steve, who spent one year as PeeWee and one year as Bantam rep, with special thanks for leading the communication committee and serving as webmaster, things he is planning to continue.
- Thanks to Leah – we want to twist your arm to get you to come back. We know ADM is a challenge, thank you for all your hard work.
- James, thanks for stepping up for HS2. This was James seventh year on the Board, which included a three-year term as President-Elect/President/Past President. Also thank you for being the jersey committee. James in turn thanked Misi who has agreed to take over jersey responsibilities. They are working on transitioning things now.
- Thanks to Dave, who started as a Mite level rep, then Squirts, and then his current term as President-Elect/President/Past President

Jen again shared that it was an honor to serve with all of you. The building committee was especially fun, and challenging. All of your support is much-appreciated.

Jen mentioned that all of the jerseys, as well as other things that had been stored at their shop (Hensen's Fine Cabinetry) were packed up and delivered back to the rink by Jen and her husband Jeff, so that transition is complete.

Karen will be President as of July 1. Steve will switch over email routing at that time.

3. COMMITTEE REPORTS

- a. Volunteer Committee – Mary Jo Blumer and Sue Culbertson
Sue stated that DIBS is up-to-date for everyone who is registered in DIBS. Jen reminded everyone that they MUST sign up for each season in DIBS. Jen also added that some additional activities may be added after a meeting with Larry to review events on the schedule.

- b. Annual Fundraising Committee
There should be a presentation for the proposed mandatory fundraising at the July meeting.

Betsy recalled that the original survey intent was to get some feedback on the cards, and the scope expanded from there. We were certainly successful at obtaining feedback about the mandatory fundraising cards – not to spoil the survey presentation, but it was clear that in particular people strongly disliked the Peel 'n Save cards last year. There was a little more favorable response to the fundraising cards from previous years.

- c. Communications Committee – Steve Traut
Steve is holding down the fort and starting to do a little clean-up. He thought the survey indicated that most people were engaged with the website. Jen asked if Steve and SP Ice webmaster Ryan Smith were working together, and how things worked with posting things like public skates, since there were some survey comments about that. Steve can just do a link from the SPYHA website to the SP Ice site. This is actually already in place. They don't synch to the SPYHA calendar because there is no way to do that, and hand-entering them and trying to monitor for changes isn't feasible.
- d. ACE Director
ACE Director position will be filled effective July 1.
- e. Region 4 Meetings
Next meeting will be in August 2014. Meetings are usually the third Wednesday of the month. The squirt age level director (ALD) position is open. Misi Watters might be interested in learning more about this. Jen said it really involves managing the team managers, assigning game numbers, and going to the scheduling meeting, as well as working playdowns. Jen invited Misi to attend a meeting – typically they have been at MIA. The Vice President of Region 4 is also an open position. The main responsibility there is a monthly meeting with DCHOA (hockey officials).

(Dave arrived at this time, and the meeting returned to the Past-President report.)

4. LEVEL REP REPORTS

- a. ADM U6 / ADM U8 – Leah Phippen / Absent (Lisa Wendler)
Nothing to report. Leah will help out new representatives as she can.
- b. Squirt – Stacy Hollfelder
Summer hockey (Jason Ledford's program) starts Monday.
- c. PeeWee – Alison Veldkamp
Nothing
- d. Bantam – Steve Traut

It was remarkably quiet this month.

- e. High School – James Trent
James wasn't sure when the varsity tryouts would be finished, but he suggested that there not be games scheduled for the weekend after. We will check with Chuck.
- f. Coaches rep. – Jason Ledford
Jason believes that Tom Barnet may be interested in the ADM U8 Board level reposition. He is heavily involved in soccer.

5. OLD BUSINESS

- a. Capital Fundraising – Jen Kurtz/Lisa Wendler
Tabled.
- b. 2014-2015 season: practice frequency, projected numbers, teams
Not a lot more to report beyond the overhead cost calculations already mentioned. We are hoping to have more information from Chuck regarding the schedule, particularly how the third practice is working out.

There are a few items that need firm decisions. First, for U6, are practices an hour or 45 minutes. The difference works out to about \$20/skater. Jason's personal preference is 45 minutes. They are being scheduled for two practices/week, plus the occasional 1 hour "Dane County League" time. If families were looking for more skating-based practice, there is a hockey skating program offered by SP Ice, which does not require SPYHA to incur that expense. Jason agrees that this might be a good catch-all for this year, but next year he would like to see SPYHA offering something more that could be added on. He sees it as skating skills versus puck-handling skills.

Leah made a motion to give Chuck the recommendation to schedule ADM U6 at two 45-minute practices per week and an allocation of five "Dane County League" hours per session. James seconded the motion. There was no public discussion or additional Board discussion. All approved.

Similarly, a decision for number of practices/length is required for U8. Going with three 45-minute practices versus two one-hour practices per week translates into about \$15/skater per session for the extra 15 minutes. Dave made a motion to Chuck the recommendation to schedule ADM U8 at three 45-minute practices per week and an allocation of seven "Dane County League" hours per session. Jason seconded the motion.

Betsy expressed concerns in asking families to routinely schlep kids to the rink for three practices/week, plus the Dane County league game, wherever that would be. She is worried that the hassle of adding another day for a net gain of 15 minutes could discourage some people. She likes the idea of utilizing the SP Ice program focused on skating for families that want more ice time.

Jason's response was that the kids are really excited to play hockey and he doesn't think the extra trip would be an issue.

Karen supports three times a week and keeping the program within SPYHA. She asked why Chuck had mentioned this proposal. Jen said it was to provide an option to keep costs down.

As an aside, Dave mentioned that Chuck is resigning from the SP Ice Board.

Alison thought that the skating program costs from SP Ice were more expensive, based on her experience.

Jen is concerned about bringing families in another time, and how some might feel about that.

During audience comment, Brenda Egli asked if giving more time to ADM U8 hinders the older levels. Jen responded that we don't know for sure, but it shouldn't, since travel practices have the options of 9 pm and 5:30 am practices. Plus ADM traditionally is on a Wednesday, which older teams typically stay away from due to conflicts with religious education classes.

Jason asked why SPYHA isn't getting first DIBS on practices. Dave explained that this is prime time ice, so we try to mesh affordability with scheduling. Jen added that since SPYHA gets discounted ice, SP Ice also has to sell some prime time ice at full price to help pay the mortgage. Jason asked if next year we can just state when we want practices at? Jen said that SP Ice needs to know ice purchases early, and once we make a commitment than we have to pay for it. Jason feels that it should be ours if we want to pay for it.

Betsy also wanted the Board to keep in mind that based on the surveys, the majority of ADM U8 respondents felt that the number of practices was just right. Also, she has an issue with having U8 practicing three times a week when we

are struggling to have our squirts practice three times a week, and are looking to go every-other-week for that third practice because we only have two teams to share that cost.

Motion passed 7-2, with Betsy and James opposed.

The next discussion was confirmation of the direction for travel practices, going to three times per week. (Steve left the meeting at 7:15 pm.) Betsy reviewed survey results from travel families, which generally indicated that the families felt there were too few practices, with the exception of Squirt A, which had 50% say just right and 43% say too few, and PeeWee B, which had 2/3 say the number of practices was just right, and 1/3 say there were too few.

Cost is certainly a concern. Jason asked if maybe tournaments could be adjusted. If teams went to one less tournament, it would certainly reduce costs enough to compensate for additional costs. Both Karen and Alison mentioned doing more local tournaments as an option as well. Jen thought they were good suggestions.

Dave thought we should make a commitment to try it for a year. The surveys seem to support it, and he would like to see us go with three practices/week. Jen would like to also see suggestions to either reduce the number of tournaments or try to schedule some closer tournaments that don't require overnights.

James made a motion to give Chuck the following recommendation for travel teams: schedule two team practices twice a week, with a third practice with three teams practicing together, and for the squirt level, try to co-op with the DC Diamonds U10/U12 team to make a three team third practice each week. If that isn't feasible, then squirts would add a third practice every-other-week with both teams. Leah seconded the motion.

As a side note, Jen thanked Betsy for four years on the Board as secretary.

Misi Watters suggested that the Board level reps communicate and explain why these decisions were made. Dave also suggested that the information be shared in a letter from the new president.

Jen asked if there were other questions/concerns. Misi Watters noted that there is so much more involved than just cost. James asked if we are still including the Cardinal Cup tournament in dues. Yes, we will, since everyone will have them (except HS2) and the team reps were concerned with collecting for them.

Jason said his first response for complaints will be "Did you take the survey?" followed by "Have you come to a Board meeting?"

All approved – motion passed.

c. Committees Update and Questions

Betsy hopes to have some information pulled together for the next Board.

d. ADM Equipment Needs

Jason said ADM needs goalie gear. He will set up a meeting with Larry in the equipment room to look at what we have and ask for suggestions with sizes.

Betsy noted that we will receive 12 more sets of equipment for achieving the gold level in USA Hockey's 2x2 challenge; however, we probably need a wider selection/size of helmets.

e. U6 Dane County League Participation

Tabled pending availability of additional information; however, we need some information for July's meeting. Jason will send an email to Casey Rufener.

f. Board meeting schedule

Jen feels this is a topic for the new Board. Historically there have been attempts to try to change it; however, it has proven very challenging, since most weeknights have conflicts, as evidenced by trying to schedule the special meeting. The next meeting is scheduled for July 20, 6 pm. This will stay on old business for July's meeting.

g. Tournament selection

All teams have Cardinal Cups. Aside from the odd year last year, typically the Board has tried to pick one early tournament for teams, since some fill up fast; however, this is something that the new Board can take up.

6. New Business

a. Survey Results Review

Betsy reviewed the general sections of the survey, which will also be shared with membership by posting on the website. The Board and audience were satisfied with the information provided. The Board has already reviewed the

survey/comments, by level, and the ACE Directors and coaching rep will have the opportunity to review in more detail the coaching comments at a later date. Because of the personal nature of coaching and team rep comments, they will not be shared publicly.

James asked if SPYHA would participate in US Bank Eve now that we have the new rink. We haven't been approached. It was more of a community good-will event versus a fundraiser. While we did receive a small donation, it required a significant amount of volunteer hours.

b. ACE Director Positions

After checking to see if anyone had a topic for other business, and seeing none, Dave share updated renderings suitable for mounting, and made a motion to send the survey summary presented to membership and go to closed session to discuss and select ACE Directors. Betsy seconded the motion.

It was noted that the entire Board met to interview ACE Director candidates. Aaron White had applied for head or travel ACE Director, Suzanne Doody applied for ADM Ace Director, and Chad Schneider had expressed interest and submitted information but wasn't able to meet with the Board.

All approved the motion. Steve returned for closed session.

As a result of closed session, the SPYHA Board decided to go with a team of two ACE Directors: one focusing mainly on travel, one focusing mainly on ADM, but with the idea that both would work together to meet the needs of the association. Aaron White was appointed ACE Director for SPYHA travel programs, and Suzanne Doody was appointed ACE Director for ADM.

Jason made a motion to adjourn from closed session. Alison seconded the motion. All approved.

c. Other business

None

Steve made a motion to adjourn. Dave seconded the motion. All approved. Meeting adjourned at 9:03 pm.