

RIVER FALLS YOUTH HOCKEY ASSOCIATION

MARCH 2014 AGENDA-*Minutes*



DATE: Wednesday, MARCH 12th, 2014

LOCATION: Wildcat Centre

Board Members: *Present* Steve Magnuson, **President**; Jody Christiansen, **Vice President**; Neil Accola, **Treasurer**; Janell Rasmussen, **Secretary**; Shelly Thompson, Paul Wilson, Marc Harer, Frank Linn, Tim LaVold, Mike Lien

AGENDA

1. Welcome, Intro, Agenda Review Magnuson
Meeting called to order at 6:05pm by President Magnuson
2. Consent Items(All can be approved in one motion, unless an items is removed by a board member for further discussion) Magnuson
 - A. Agenda Approval
Action Item: Approve February Agenda and any supplementary materials
 - B. Approval of Minutes
Action Item
Accola requested a couple of changes to the minutes. Change to U14 for both and add Joe as ACE Coordinator. Add that Ref Increases are to align with the District 2 schedule. Motion by Christensen, second by Lien. All in favor.
3. Guest Comments Guests
 - a. *Tony Denucci, Wrestling Event on May 10th. Tony has a show on CW Twin Cities which broadcasts in the area. They bring their event to you and broadcast it. They require \$5,000 up front. His company comes in with some wrestlers and they put on an event. They will make the posters(150-200) with our help and put them up all over town and some surrounding areas. They have been successful all over MN and WI The kids in the Assn. sell the tickets. The kid who sells the most tickets to the show gets to go on tv; the second gets to walk a wrestler down. The 3rd gets an interview and so on. They will bring their own lighting, stage and sound system. They make their money on the commercials that air during the tv show. They guarantee that we will have over 1,000 people here and at \$10 a person that is \$10,000. Concessions are huge during this event. There is a 45 minute intermission. They will work with us on a sponsor and getting Pizza. Autographs for 13 and above accompanied by parents. They wallpaper the town with posters. We Run tickets, concessions and gates. Need to lock other doors. Motion to approve by Christensen, second by Lavold, all in favor. The contract was signed by President Magnuson.*
4. Building Events Operations Linn

Fat Boys - working on teams; Worker schedule to Jody to distribute to association; Kegs, CO2 stands, trailer is being provided by Devine Liquors; If you have any chance to take the "Learn to Serve" and get licensed before the event please do so.

Gun Show is on April 4th and 5th - This needs to get posted on website and Chamber Calendar; Should have 125-150 tables leaving 1/3 of the rink open for additional vendors. If anyone knows of an ATV vendor that would like some floor space that would be a great fit; I will follow up with a worker schedule to distribute, but we will need to operate concessions from 3-8 on Friday and 8-4 on Saturday. My guess is a similar menu as we will have for Fat Boys. I think hot dogs, brats and burgers should be the primary options. So, if we could communicate that to concessions coordinator that would be great; We will also need a few people simply to help take down/set up

tables; I anticipate between 1000-2000 people based on recent shows. \$5/person at the door + concessions less the advertising/insurance cost. We should net \$5,000 minimum.

Twin States - Renewed contract for another 3 years; the tournament floor/beverage stand/concessions will be in operation from 8:00am on Thursday, April 28th to 2:00am Monday, May 2nd.; Biggest change to contract is I included a "poison pill" clause for Twin States in the contract to match the one they had in there for us; worker schedule will be provided for distribution to the association; Again, we need a licensed server on staff at all times, so please take the "Learn to Serve" course if you haven't already.

Pro AWF Wrestling - Proposed Date – Saturday, May 10th; Up front cost to secure is \$5,000; Association takes all proceeds for door entry and concessions; Should net \$10,000 minimum; Event is filmed in HD, televised on CW23, Big, fun event for the children of the community; We help sell and distribute tickets...incentives for children that sell the most tickets; If approved, we should get this added to website and Chamber site.

Circus - Contract renewed; Worker schedule to follow; Should make sure this gets advertised with the Chamber; Friday, June 13th

Touch-a-Truck River Falls - Saturday, June 14th; Main event at High School; Having a special exhibit in our parking lot with a demonstration of a asphalt roller as the ultimate "can crusher". We will simply need some plywood to lie down on parking lot and they are going to advertise for people to bring bags of cans to the event. We should do what we can to make sure the cage is emptied before the event.; They anticipate 3000-3500 people attending. If there are some ideas on how we could capitalize on some of that traffic coming into our parking lot I am open to ideas.

5. Building Operations

Wilson

Preparing for ice out. Continuing to work on women's restroom. Had Brickhouse out to fix amp. AI – Wilson will look for a new alarm guy. Need to look at building cleaning. Action Item. Need to have a daily list for what he does daily.

6. Communications Operations

Harer

Marc needs to look into the website responsiveness. Steve asked him to update the map.

7. Hockey Operations – On Ice

Christensen

More communication will take place next year. LaVold is going to fill Manglitz's role. Zero Tolerance was discussed. Rostered coaches will now be approved by the Board. A form will be created that Coaches will sign about zero tolerance.

8. Hockey Operations – Off Ice

Christensen

Amy Edelman resigned from the Board and Jody would like to find a new registration coordinator. A discussion occurred on hockey socks. The fee will increase by \$25 to cover the socks. A discussion occurred about collecting money in advance from every family for volunteer hours. A discussion occurred on new families. This will be discussed further. Shane doc sent a note that there is a big event at high school and they may be using our parking. Magnuson will send a note to Rowley. There was a discussion on Tournament hours. A sub committee will be formed to propose a new idea on tournament hours. We will discuss this at April Meeting. June 6 Carly will be running a dodge ball tournament here to earmark donations for bantam jerseys. Ice Assessment and Game to practice ratio will be discussed at April Meeting.

9. Community Relations/Advertising Update

Rasmussen

The Chamber Ambassadors visited. They are highlighting us in the Chamber communication.

Try Hockey for free was a huge success thanks to Debbie Thomas. There were 38 total – 18 new skaters (From 2-roberts/2-hudson/3-prescot/1-spring valley/30-river falls). We are collecting Gala donations from our sponsors and working on end of season sponsorship recognition.

10. Financial Operations

Accola

Accola provided a financial spreadsheet. Shari Andrea will be working Bingo while Neil is gone.

11. Fundraising Operations

Thompson

Magnuson shared information and a flyer on the Golf Tournament Fundraiser.

Shelly provided an email update in her absence: We are continuing our Gala prep...based on feedback guessing that we are nearing 100 tickets sold so far! We ask that each board member continue to encourage others to attend, especially the new families and Mite families. If anyone has any donations or knows of someone we should ask please let us know and we will follow up on any and all leads. We have some great stuff so far and I have baskets from Mites, Squirt A, Squirt B, PeeWee B, and Bantams! Mike Miller will again be our MC at the Gala. We are putting a program together for that evening. The quick raise portion will all go towards the capital campaign. The silent auction, games, raffles, and ticket sale profits will all go towards the operating budget. Car show flyers are being printed, Mike was meeting George today to approve the flyers. By the next board meeting the fundraising team will make decisions on next seasons mandatory fundraisers. If anyone has input on how many or specific ones please let me know asap so we can make an informed decision and bring our decision forward for board approval at the April meeting.

12. Other Items:

a. Annual Meeting

Magnuson

Magnuson will get slides out for us to review.

b. Succession Planning

Magnuson

c. Constitutional Revisions

Magnuson

d. Capital Campaign

Lien

e. Action Items(or in appropriate areas)

13. Adjourn

Rasmussen motioned to adjourn, Christensen second, all in favor.

Adjourned at 855pm