

Shawano Hockey League Board Meeting Minutes

Wednesday, July 8, 2015

6:00 p.m. Crawford Center

1. Call to Order (year signifies the point in the 3 yr term for the upcoming season)

Greg Rusch Yr 1 – President	Pat Wescott Yr 2 – Vice President
Sarah Dittman Yr 3 - Registrar	Open Yr 3 – Fundraising
Jason Davids Yr 2 – Rink Manager	Jeff Huntington Yr 1 – Marketing
Andrea Blanke Yr 1 – Concessions	Kim Dillenburg Yr 3 - Secretary
Ben Hilbert Yr 2 – Program Director	Rich Simons Yr 3– Volunteer Management/Game Scheduler
Tressa Dorn Yr 2 – Treasurer	Jason McKeefry Yr 1 – Equipment Manager

Sarah Dittman was excused, Rich Simons was excused.

2. Correspondence/Visitors – Noelle Lammers - WIAA

3. President Report – Greg

- a. Approve meeting minutes from June 7th. 1st – Ben, 2nd – Tressa.
- b. WAHA Board & Officer Conference July 31st – Aug. 1st
 1. Anyone that can go, sign up on line.
- c. Fair Stand Committee
 1. Members that have volunteered; Noelle Lammers, Lindsey Blanke, Lynn Hrabik, Skeeter Beaulieu, John Dillenburg, Mike & Laurie Johnson, Maggie Hundt and also non-member Chad Kary.
 2. Will be scheduling a meeting to get the ball rolling.
- d. Fair Stand Distribution Plan
 1. Many options were discussed.
 2. Distribution plan will be 10% to WIAA, 35% to volunteers (league or WIAA), 35% to Capital Improvement Fund, 10% to general fund, 10% to Program Development.
 3. Ben made motion to use distribution plan listed above, 2nd – Jason McKeefry.
- e. Crawford Family Foundation: Ideas; practice mats, bleachers, commercial vacuum, four large speaker wire, skate assists, lighting, new pots & pans, new French fry cutter.
- f. SHL – Improvement plan to react to league survey results.
 1. Communication Improvement: Improved website, utilize text alert plan, text cleaning nights on schedule, tv monitor with information, midseason survey, white boards added outside locker room door, tour facility at back to hockey for new members.
 2. Skills Development: Friday Night Skills Night (potential), Dry land training with coaches or before ice practice
 3. Additional information to new members
- g. Report:
 1. Fundraising Chair still open on board. Greg spoke with two prospective fundraising chair board members.
 2. Pulaski High School update: Pulaski signed up for 2 more years through 2018. ☹

4. Vice President – Pat

- a. Bios for website – any updates get to Pat by or at July meeting
 1. Kim , Jason & Sarah still need to get bios to Pat.
- b. On line registration planning
 1. Almost complete, then will be ok to test.
- c. Coach Training for Website
 1. Need to determine access limits and training needed.
- d. FAQ Tab for website
- e. Report
 1. Pat will be primary on email, Tressa will be 2nd.

2. Website has been improved, will be more user friendly for new members.

5. WIAA Items

- a. Raffle – Still need to determine if WIAA can we use the SHL raffle license for a raffle for the high school group.
 - 1. Asking Rich
- b. Update
 - 1. Meeting scheduled for Thursday
 - 2. Heard from 16 families.
 - 3. Blue Line Club – Possibly starting one.
 - 4. Will be setting fundraising goals.

6. Treasurer – Tressa

- a. Transition plan:
- b. Bank signatures – set up time to meet at Associated Bank
- c. May/June financials
 - 1. Will send financials after Greg and Rich review.
- d. WIAA funds that need to be deposited at school office
 - 1. Tressa is working on this.
- e. Wisconsin Charitable Organization Registration
 - 1. Will follow up with Rich on this.
- f. Report
 - 1. 501c3 check was sent to pay fee. This is so SHL can receive a letter of determination to give to those that donate and request one.
 - 2. She has paid fees for tournaments
 - 3. Char Brunke will have Scrip.

7. Registrar – Sarah: Not Present

- a. Registration 2015-2016
 - 1. Sarah, would like us to make an addition on our registration form, adding the players school info; grade, school & school district.
- b. Update

8. Secretary – Kim

- a. Report: Nothing to add.

9. Program –Ben

- a. Bonduel Parade Recap
 - 1. Ran out of candy $\frac{3}{4}$ of the way through parade.
 - 2. Great turn out to watch the parade
- b. Dryland camp –
 - 1. Had decent attendance in June.
 - 2. Excellent volunteer help
 - 3. Kids seemed to love it. Many asking for additional dryland camp.
 - 4. Looking at doing another camp in August.
- c. Golf Outing
 - 1. Will be on August 15th @ 9:00 a.m.
 - 2. Site
 - 3. Already a lot of sponsors and raffle donations so far.
 - 4. Ben requested \$500.00 seed money for expenses.
 - 5. Will need 6-8 people to sell tickets at various holes.
- d. Goalie Training – October
 - 1. Kurt Ursinger is ready to go.
- e. Learn To Skate Program
 - 1. Heather Hilbert will handle. Nikkie Bougie may still help.
 - 2. Maximum of 30 kids.
 - 3. 1st program – 6 sessions Oct 11 – Nov 15, Cost = \$25.00
 - 4. Learn to play hockey – possibly Nov 29 – Dec. 20th, Cost = \$25.00.
 - 5. Will advertise start time to be 15-30 minutes prior to actual start time. This will give skaters time to get ready prior to start of class.

- f. Update:
 - 1. Coach Mike is moving – will not be coaching.
- 10. Rink – Jason D.
 - a. Zamboni summer maintenance
 - 1. Monday – will go through Zamboni.
 - b. Rink Set Up Plan
 - 1. Will set up rink set up meeting.
 - c. Update: Tressa will look into rubber striping for ice.
- 11. Fundraising – Open position/Kim
 - a. June Brat Fry
 - 1. Net approximately \$1400.00
 - 2. \$9.00 -\$10.00 / hour earned for volunteers
 - 3. Great volunteer help.
 - b. Packer Family night tickets
 - 1. 70 tickets left
 - 2. Purchased 382 @ 6.00 / each
 - c. 12 Days of Christmas raffle tickets – will schedule printing with Shawano Printing
 - d. Update
- 12. Concessions –Andrea
 - a. Concession pricing
 - 1. Has started process for cost and markup of concession items.
 - 2. Will forward information to the board when complete
 - b. Update
- 13. Marketing – Jeff
 - a. Parade plans
 - 1. Pulaski parade July 19th – candy is ready
 - 2. Jason Specht will pull Zamboni
 - 3. Parade starts at 11:00, meet at 9:00 at Middle School.
 - b. Postcards with league info for Pulaski parade and fair stand, school open houses
 - 1. 5000 5 x 7 postcards donated by Total Image, a \$235.00 value.
 - c. Plans for marketing forms for schools
 - 1. Jeff will meet with Greg regarding information to go on letters to go home with kids.
 - d. Update
- 14. Volunteer Management – Rich: Not Present
 - a. 501c3 update
 - b. Volunteer requirements for 2015-2016 season
- 15. Participant Equipment – Jason M.
 - a. Transition plans from Jeff to Jason.
 - 1. Jason will meet with Jeff.
 - b. Mite jersey purchase
 - c. Update
 - 1. Equipment will be handed out September 15 & 17th
- 16. New Business
 - 1. Black, white & red paint was donated through a vendor at Dearco.
 - 2. Painting Concession area at Crawford Center and Fair stand.
 - 3. Painting to be done in August.
 - 4. Received bill from Knopes Heating & Cooling, \$2600.00 to be paid.
- 17. Future Agenda Topics
- 18. Set next meeting date: August 5th @ 6:00, at Fair Stand
- 19. Adjournment: Jason D. 1st, Tressa 2nd at 8:31 p.m.