

EVHA Board Meeting
December 10, 2014 at 7:30 PM
Apple Valley Community Center
Agenda

Call to Order 7:45pm

Attendance: Doug Tritschler, Brad Cameron, Tom Keating, Brad DeFauw, Scott Calvert, Amy Hutsell, Mike Schoonover, Heather Sodomka, Renee Swenson, Dave Leach, Matt Johnson, Jim Lombardi, Kelley Griffiths, Mark Groebner, Dave Kisch

Not in attendance: Matt Cords, Wade Bergland

1.0 Visitors: None

2.0 Agenda Additions/Revisions

3.0 Discussion/Action Item Additions?

Board succession: At December board meeting discuss process; Create a list of when each board members term is up. Board members to send Matt Johnson board term end date.

Matt Johnson... The EVHA Board is structured with staggered terms, with 1/3 up for re-election every year. 5 member's terms are up in March 2015, 5 in 2016, 5 in 2017. At this point in the year, we should be creating a 3-person committee to go out and identify/recruit/brainstorm future board members. Committee will be comprised of Brent Cameron, Matt Cords, Kelley Griffiths.

Wade Bergland is a board member that was technically not voted in, but who has stepped up to fulfill the Mite coordinator role. We appreciate his considerable contribution but feel that he still needs to run again for re-election in the next election.

EVHA Scholarships: Scott Calvert discussed the criteria for the scholarship and will present the final information at the next meeting. Two \$500 scholarships will be given. Information is due to the EV Community Foundation by January 2015.

Scott Calvert – Shared essay question that candidates were asked to answer in application for scholarship. Clarified that any candidates must have played 4 years of hockey within the EVHA program to be eligible for the scholarship. Confirmed that process is under way and that the Eastview Community Foundation is the reviewing committee who will review the candidates and their essays, and select the recipients.

MN Magicians: We will be organizing an EVHA night where the Magicians play Zach Driscoll's team. Mark Groebner will get a 50% off code and we will post the information on the website. It is Dec 20th at Richfield Arena.

Driscoll has moved to Omaha team of USHL. We are still promoting the opportunity to attend the game on Dec 20th. Promotional code for tickets is on the web site.

Magicians will be wearing Play for Patrick helmet stickers for the remainder of the season and the Play for Patrick logo will be on the boards at Richfield rink for remainder of season.

Planning summer ice program – we will need to start planning summer ice. Board discussed how to gather feedback on what worked and didn't work last year.

Did we artificially limit players from participating in summer program during our inaugural summer clinic program?

Would it be beneficial to recruit and pay coaches at all levels so that we have a program and leaders ready to go and to sell to our players?

At Squirt/PeeWee/U10 level we had very good participation last year.

Calvert will be talking to Czech coaches to solicit their input and interest in participating next year, and/or referring coaches for summer program.

We should be communicating to our association constituents that we are pulling together a summer training program.

DeFauw asked about contribution/alignment with HS coaches. We should be reaching out to both HS coaches to ask them to host their summer programs at Hayes, rather than Eagan or elsewhere. Ideally DeFauw could coordinate an EVHA youth summer program that could include HS coaches as paid consultants. The Board is asking/directing DeFauw to talk with both HS coaches about summer 2015 plans, and should try to establish communication in January to meet a February deadline for establishing plans for summer.

Ice allocation at Hayes and AVSA – should/could we be getting ice from AVHA due to many AV players participating on EVHA teams? Kisch topic.

Dave K... If AVHS is really on-board and appreciative of the fact that several AV kids are playing on EV teams this year, can we go to AVHA and ask them to look to each of their teams to contribute something like one hour of ice per week that could be allocated to EV team? This is in the "can't hurt to ask" spirit under the sentiment that we at EVHA feel that our teams are fairly light on practice ice across the board. IF there is an even split of ice resources at Hayes and AV rinks between EV and AV associations, but AV has far fewer teams than EV, could we possibly get more ice?

Review and changes to EVHA Sponsors board at Hayes arena

20 spots on the sponsor board at Hayes. 10 are dedicated to EVHA, 10 to AVHA. City of AV is considering what to do with that ad board. Matt Johnson will contact Brian at City of AV to find out what their plans are.

We also need to review Ads/Sponsors on our EVHA Web site. We apparently have "sponsors" from whom we have not recently received payment, and also many who contributed to last years raffles.

Budgetary update from the development committee - DeFauw/Kisch

Kisch... We have made investments on tryout and clinic side of our program. We are well within our projected budget for the player development committee.

Schoonover asked to review our Ice Coordinator's salary now that we have taken on summer ice, clinics, and dryland scheduling because the additional programs have expanded the time and effort required from the Ice Coordinator.

Girls Lightning Tournament recap – Lombardi

Tournament went very well. Most games at Hayes, with 3 games at AVHS. Full tournament rosters, based on flexibility of scheduling to accommodate last-minute teams. One mildly discontented coach. Lots of good comments from participants.

Early estimate of net revenue to EVHA is approx. \$4K-\$5K

There was open hours of ice on Sat/Sun within the tournament schedule. Next year, if we can possibly acknowledge open hours and do something to utilize them, it would be great.

Uniform/Logo change discussion – Schoonover

Mike indicates that logo change is no longer a huge priority to him. Groebner brought up the fact that modern jerseys have "sublimay" logo's in lieu of heavy, sewn on patches and the if we are not urgently moving to new logos, we can probably take advantage of new sublimay jerseys in the future.

Board Administrative Items - Hutsell

Amy will be resigning from her administrator role at end of this season. We need to find a new Administrator(s). She estimates that she spends 25-30 hrs/week on the job. Could consider breaking the job up to separate roles/jobs. Depends on whether the new Administrator has time and skills to cover the whole spectrum of responsibilities or not.

We need to post an ad, perform interviews and find a replacement for Amy, ideally by mid February, 2015.

Amy will put together job description and blast out an "ad" in early January.

Banners

Leach... price is between \$50-100 per banner. City of AV would prefer that we have smaller banners with consistent format. Instead of separate banners for team distinct year to year accomplishments. Proposed: How about one banner for each/any given age/team (eg, Bantam A, PeeWee B, U12A, etc.) that could have an ongoing listing of team accomplishments worthy of posting on the banner?

17 banners total for all teams. Leach will investigate the opportunity and final cost to acquire banners under this new paradigm.

Ice Dividers

Mid-ice half walls for mite program? Existing product retails for \$8K. MN hockey provides a \$2500 credit that would leave us with a bill of \$5500.

Would AVHA consider sharing cost with us? Would the city of AV maybe consider contributing to this asset? Could we find advertisers on boards to help cover some of the cost?

Defauw would really appreciate it if ALL mite practices could be scheduled here in AV at either Hayes or AVHS. Providing a resource like the half ice boards would be very helpful in that regard.

Schoonover believes that this should be an initiative for 2015-16 that could be best coordinated with AVHA, the City of AV, Any potential sponsors and advertisers.

Leach will head up the initiative to further investigate this.

Review of identified "To Do" items...

December

Raffle ticket distribution to teams by mid-Dec

"Pull" payment number one from team accounts.

Mid-season coaches meeting hosted by Hockey Ops?

Groebner has a short survey that will be sent to all head coaches. Feedback to be reviewed at next Board meeting.

Certification completed by 12/31 – no more coaches rostered after early Dec.

Firm up summer camp dates with HS coach for posting in Jan

Summer ice dates

Host girls' tourney

Outdoor ice schedule solidified (mites and all other teams)

Check with Weestrand on this

Mite Rosters completed/approved by District

Continue reimbursement of coaches

January

Host Fundraiser/Raffle Night

EV Summer camp info finalized and communicated to association

Mite Coordinator to distribute remainder of Mite schedule

Order trophies for Mite jamboree

“Pull” payment number two from team accounts.

Regular Discussion Topics

Board/Committee reports

- Charitable Gambling
Heather met with Bogarts and they are looking to rebuild a bigger/better pull tab booth for that facility. Meat raffle there last week went very well. Gambling funds will be used to build a new booth, pending board approval of the cost involved.
Bingo at Valley Tap has gone well, but need ideas/support to get more people in on Weds nights at 7:30pm.
Pull tab business at Valley Tap is going very well.
Board again approves the \$XXX budget to maintain Gambling operations.
- Goalie Coordinator
- Volunteers
- Managers
- District 8 Update
- Apparel
- Fundraising
- Audit Committee update
- Registrar
- Tournaments
- Mites
- Girls Program
U14 team is now playing at B level.
- Hockey Operations
- Player Development Committee
All going well. Coaches readily adopting practice plans. Lots of parent participation at Mites level. Are documenting all time spent watching/supervising practices and observing games.

Optional

- Out of town tournaments/2015-2016 season – optional?
- Personalized water bottles – (ala Steve Johnson idea)