

Sioux Falls Youth Hockey Association

Board of Directors Meeting

July 12, 2023 6:30pm

Scheels Conference Room – SCHEELS IcePlex

President Sam Everson called the Sioux Falls Youth Hockey Association Board of Directors meeting to order. Board members in attendance were Sam Everson (President), Adam Gorra (Past President), Corey Rothrock (Vice-President), Chun Chan (Secretary), Elliot Hitt (Treasurer), Derek Berg (Development Director), Dave Carlson (Director of City League), and Amanda Smith (Director of Tournaments). Quorum was present. Cherry Hunter (Director of Operations) and Dan Houck (Director of Hockey) were also in attendance. Leah May (Travel League Director) joined the meeting via Zoom.

Secretary's Report – Adam Gorra made a motion to approve the June 14, 2023 Board of Directors Meeting minutes as submitted. Motion seconded and carried.

Treasurer's Report – Board members reviewed the proposed budget for the 2023-2024 season. Elliot Hitt presented graphs for budget income and budget expenses. Adam Gorra made a motion to adopt the 2023-2024 Budget as presented. Motion seconded and carried.

Director of Hockey – Dan Houck

- gone over practice schedule and had a few calls w/ Leah May regarding adjustments to it. Currently on version 3
- participated in three SDAHA team split calls from mid-May until June
- went over fall curriculum and schedule of events with Cherry Hunter
- secured referee for high school boys' tryouts
- working on updating Coaches Corner w/ Jordan Gillis and housecleaning
- met w/ Andy Gillham regarding fall/winter schedule for coaches
- met w/ Jesse Haines and Brad Rilling at Power regarding workouts for Lady Flyers and High School Boys for "Performance."
- attended the June ice meeting with SIP, Power, and SFFSC. The Flyers will not be sharing ice with POWER players.
- NHL Coaching clinic is not complete. Link to clinic (virtual) will not be available until July 14
- worked on creating/securing additional goaltending training/skills sessions for high school, Bantam, PeeWee, and Squirt goalies to parallel DOH clinics in preparation for tryouts for goaltenders
- Goalies – HS KOTR goalies are needed. Recommend Goalies attend Goalie Clinic instead of DOH Camp.
- High School Leadership Classes – Plans are to host classes with Andy Gillham for HS players. SFYHA will cover 50% of the cost for players for the registration fee.
- Would like to host a one day Augie Clinic in September or October for coaches.

Admin Update – Cherry Hunter

- USA Hockey Girls Tier II 14U Tournament – April 3-7, 2024 – IcePlex is the host facility and SFYHA is the host association. SFYHA will take the lead in planning the event. Board members requested the planning be similar to hosting a Varsity Tournament as to division of duties. Cherry presented proposed plan for Tournament Committee, Proposed Budget and update for progress to date.
- SFYHA Fall 2023 Event Schedule in board packets. This will be posted July 13. Please mark Sept 10 – Flyers Fall Kick Off! SFYHA will not be hosting the Squirt Half Ice event on November 18. Ice time is needed for SDAHA League games.

- Updated insurance plan/coverage at IcePlex will require Insurance Waiver signed by every participant and coach. If forms are provided to SFYHA, Team Coordinators and League Managers will be asked to facilitate the task.
- DIBS issue for verifying completion of task by member can now be done in My SE Account. SFYHA has had to use a work around for this step of DIBS for almost 2 years due to a bug in the system. Will need to “retrain” our members that the step can now be done the easy way. Travel families will have a \$700 deposit fee and City League families will have a \$350 deposit fee this season.
- Invitation to be a Flyers Coach have been sent out to listing approved by Coach Houck. Slow responses to date.
- Referee Seminars – All Level 1 Seminars will be conducted virtually by USA Hockey. Additionally, locals will host a 3 hour session with no more than 90 minutes of ice time and no more than 90 minutes of classroom. Level 2, Level 3 and Level 4 seminars will all be virtual with no ice time requirement.
- Registration to date is 257 members. Last year on July 12, we had 144 registrations.
- SFYHA will probably be assigned a PeeWee or Bantam Tournament.
- Working with Brianna on jersey orders to Verbero. **Need contact name and number to set up meeting with SFYHA rep.**

Director of Tournaments – Amanda Smith – Amanda reported one slot is open for each of the following divisions: Squirt B, Bantam A and PeeWee A. New teams are registered for the Flyers tournaments. Amanda and Elliot will transfer online payments for tournament registrations to SFYHA accounts.

President’s Report – Sam Everson

- ❖ SDAHA Team Split Committee will be reviewed in Closed Session.
- ❖ SDAHA Fall Meeting – Sept 16 in Watertown. SFYHA does not have any proposals to submit.
- ❖ Transfer Requests - Player transfer requests will not be considered until after August 10 travel registration closes. BOJI families were informed of the August 10 deadline for travel participation.

Agenda Items:

- IcePlex Expansion Fundraising & Memo of Understanding – Corey reported Memo of Understanding is ready for presentation. The IcePlex Expansion will not require a separate Form 990 and can be included in the SFYHA annual filing. Corey suggested a separate bank account for Expansion funds. Corey presented a draft copy of the tri-fold promo for fundraising efforts for the project (created by Sission Printing). Board members suggested a QR Code be added. The goal is to have 90% of needed funding completed by end of 2023-24 season. Corey is working on committee members.
 - Cost = \$3.75mil
 - ISA Contribution = \$250K
 - Flyers Cost = \$1.5 mil (\$435K in naming rights)
 - Remainder of cost from private donor
 - Medical entities cannot be sought for corporate sponsorship funding in accordance with our Sanford contract.
- Sponsorship Fundraising Policy – Corey made a motion to amend the SFYHA Sponsorship Policy
 -(Addition) – *Restricted sponsorships for Capital Fund donations are exempt from earning any fundraiser fee credit.*

- (Change) - Families with multiple players can earn up to maximum fundraising fee credit for all players currently participating in the association on each sponsorship for levels less than \$5000.

~~-(Omit) - EX: Two kids in the program. Purchase two croxice dividers for \$1000 each. Each player would receive a value equal to their maximum credit for their registered level, whichever is less.~~

Motion seconded and carried. Board members noted 40% is the maximum credit for approved sponsorships.

• Jerseys & socks

- Girls 12U – require only Lady Flyers jerseys and Navy helmets. Flyers custom breezers will not be worn by PW Girls 12U. Gloves and equipment bags are not required. PW Girls 12U will not be included in the Lady Flyers apparel options. PW Girls 12U will participate in SDAHA PeeWee League and attend Girls 12U tournaments. The Girls 12U will be a solid roster and are not allowed to float to Lady Flyers 14U.
- Socks for Squirts, PeeWee and Bantams – have a good inventory of socks from last year. Recommend utilizing same sock as last season and order down for less inventory. The current sock price is \$26 for a home & away. Verbero costs \$58 for home and away. 2023-24 registration is collecting \$35 per player for sock fee. Amanda & Sam will meet with Verbero regarding pricing for sublimated socks.
- Mite Jerseys – We have enough K-1 stock jerseys for Mites but would prefer board direction after Brianna and I meet to double check inventory/condition. Verbero cost for home & away would be 70 x \$60 = \$4200. Currently only offer one jersey (orange) and no socks for Mite Travel. Single orange jersey from Verbero (70 x \$40 = \$2800) Board members approved Orange only jerseys for Mites.
- Names on back of jerseys – Houck and HS coaches request no names on HS jerseys. Board members noted the need to have consistency throughout the travel leagues. Names are nice for fans, but not necessary for players. Corey Rothrock made a motion to have names on the back of Squirt, PeeWee and Bantam travel jerseys. Corey amended his motion to include all travel players. Motion died for lack of second.

Sioux Falls Youth Hockey Association Mission:

To Motivate, Inspire and Encourage Athletic Participation and Good Health through Ice Sports

Meeting adjourned 10:15pm

NEXT MEETING

August 16, 2023 6:30 pm
Sanford Conference Room at the IcePlex

Respectfully submitted,
Cherry Hunter
SFYHA Director of Operations

Adopted August 16, 2023 (Date) by oral resolution at meeting / written correspondence (Circle one)