

Tornado Youth Hockey
Board Meeting
July 19, 2023 6pm
Onalaska Omni Center



Board Members	Role	Present	Absent
Jen Keer	President	X	
Amy Dzieveczynski	VP	X	
Greg Marso	Treasurer	X	
Gabby Hansen	Secretary	X	
Bryan Helgeson	Past President	X	
Andrea Kelm	Girls Director		X
Mary Ciano	External Communications	X	
Scott Zietlow	Fundraising Director	X	
Steve Stoczynski	Goalie Director		X
Ron Dehli	Tournament Director	X	
Joan Chodur	Manager's Representative	X	
Kristen Kingery	Registrar		X
Mite Coordinator	Heather Pryor	X	
Mini Mite Coordinator	Kadie Haug		X

Guests:

Call Meeting to Order

1. Attendance
2. Approve minutes - Greg motion to approve, Joan second; Gabby to send to Melissa for website
3. Review Agenda

Follow-up Items

1. Status of summer activities - Mary
 - a. Kornfest is good to go
 - b. NNO ready to go
 - c. Irish Fest - no signup yet
 - d. Country Boom - don't think we had anyone there
 - e. Pool party is ready to go - in document Mary shared before August 13, need to share again
 - f. Pictures - Bekky did some promo scenes and work yesterday to prep for mites, get dates to her ASAP, feels like she had good feedback and looking at better products
 - i. Will keep Anna Peterson in the loop, likely plan for October
2. Jersey pricing and times for delivery - Scott
 - a. Will get samples - takes 6 weeks hopefully here before registration is over - \$300 to get two samples - Approval to order
 - b. Cost:
 - i. \$75/jersey, \$22 for socks; no breezer covers

- ii. Will not Pay Pure Hockey directly, will happen through registration
 - iii. Large jump, see about fundraising options such as scrip cards or car wash cards people can use to raise funds for themselves
- 3. Golf Outing Update - Scott/Mike Mielke
 - a. 18 teams; 10-11 sponsors, 10-12 baskets signed up for raffles, donation of \$350 to Cedar Creek shop
 - i. Raffle tickets- Scott will buy more at Office Depot
 - ii. Hyvee donated waters, all workers covered
 - iii. Woodsmen is doing a hot dog lunch
- 4. Need to fill these roles, do we ask for volunteers?
 - a. Association safety officer (Likely April Delegrave - previous first aid coordinator) - Gabby ask April-main contact of concussion or injury management; understand role and have conversation with parents/coaches/player
 - b. Cultural education liaison (CEL) who can be responsible for leading your code of conduct discussions, your sideline behavior discussions, and to be your liaison between WAHA/Positive Coaching Alliance (PCA) and your association. Job description provided by Aug 6/7 - Jenny will get a description soon and can send out an email to ask for this
- 5. Grants to be done: Grassroots, 8u Girl's Jamboree, Mite Equipment (Jen submitted), Try Hockey for Free (will have coordinators, Lauren Darrah and Chelsea Goldblatt, submit), Girl's one (Andrea will do)
 - a. Should document the needed information on the TYH Google drive so can be accessed by others anytime. EIN, Assoc name on file with DFI, Address etc
 - b. Becky Dehli volunteers to submit these
- 6. Fundraising
 - a. Changes for next year, want volunteer sooner than later - ask for raffle coordinator
- 7. Tryout jerseys
 - a. Reuse old TYH jerseys, Scott to figure out
- 8. Registration to begin mid august again, should have sample jersey by end of registration and ask for Jersey and Raffle coordinator

Officer Reports:

- 1. President
 - a. Annual WAHA meeting and Fall Leadership August 4-5 in Stevens Point. Fri evening Assoc Pres and Coaching Directors and other attendees. Jen and Adam Keer will attend. Cost is \$25/person. TYH covers this-yes covered fee for registration and hotel stay, open to any TYH Board member as well
 - b. Robin Finco scholarship - TYH donate to a scholarship fund set up through Ona HS?
 - i. due to impact in area - approved \$1000 for this
 - c. Interstate Waivers - several from GET and Arcadia area mostly that want to play in Winona. Process? *update handbook to say "if in X area ok to sign off as President" given distance to travel, but local teams bring to board to discuss or if on the fence
 - d. Kelly Mohr designed and reserved ice for Sept Development camp
 - i. She's connecting with coaches and will have a plan for camp
 - ii. 30 registrants as of this afternoon
 - iii. TYH pre tryout practices week of oct 2-6, tryouts October 7-8 - send save the date
 - iv. Tryout plan revised
 - v. want to be sure we are clear on pre-tryout practices are separate (and still optional)

1. Development camp is at ask of families and skates to develop
- e. Checking Clinic - Confirmed Woodsmen coaches will help run. Tim Hoehn would also like to help if available. Kristen Fay gathered some dates in Sept that might work. Save the date?
 - i. Woodsmen can run, TYH skaters are paid for
- f. NAPHL Fall League - Woodsmen is facilitating and is "sponsored" by Odessa Jackalopes out of TX but also need local WI assoc to register them with USAH (Kristen K would do that). Approved
 - i. Tournament is at Omni, no legal ties, doing as a favor for a return on hosting checking clinic, approved - send players copies of code of conduct - update interim was this may not be needed, will send to exec board if this is figured out (between president and WAHA)
- g. Woodsmen are in need of more billet families and expanding to Onalaska area possibly for hosts. Ok to send info to the organization for info mtg? Approved
- h. Info from Andy Meyer re: old website and redirects
 - i. Have tyh.board@tornado, tyh.execboard@tornado and then a redirect for president@tornado (needs to be changed to Jenny Keer). Andy says...Could dump web hosting & keep DNS and email acct mgmt for lower cost or move email mgmt to Google domain or Gmail
 1. Jenny - Check on cost to keep

2. VP

- a. Summer ice booking - so far has been great
 - i. Mites have lowest numbers—not coming at any time of day/night generally
 - iii. Provide Greg with spreadsheet for first session so it can be billed out
 - iv. Having trouble with facilitators - however thankful for those who have come
 - v. Squirts
 - vi. All together - 9 ice sessions (140) X 4 groups = \$5040 - if all signed up we come out down \$600

3. Treasurer

- a. Invoice given to Greg to pay for June ice
- b. BUDGET REVIEW
 - i. Key numbers:
 1. Main money comes from registration fees (about \$80,000)
 2. 2nd source comes from Fundraising - (Net about \$40,000)
 3. Also about \$29,000 at home tournaments (minus ice and ref fees of about \$5,000)
 4. Main expenses: Away tournament fees: Approx \$18,000 plus another \$6000 for state/playdowns
 5. Main expense Ice fee: \$79,000 (some of this includes home tournaments, games etc) skewed a bit - not just practices; ensure we set goals for managers to have half of games "away"
 - ii. Need to talk about registration fees
 1. Increase annually as all costs increase
 - a. New fees: removed first year discount
 - b. Fees per spreadsheet per Greg, notable increase however realistic due to cost to play
 - c. No credit card fees on registration (no 3%), TYH will cover this

- d. Jerseys will be billed in registration, Amy and Joan will review numbers to ensure numbers are correct
 - i. Offer KT card selling as option for people to fundraise for themselves - funds raised goes right to you
 - ii. Or another option, candy bars, Amy D to spearhead offset cost fundraiser
- e. Recommend \$200 sell per family in volunteers as line item "acknowledging" in registration
- f. Include jersey in cost of mite registration as jerseys are smaller fee
- g. Messaging to org members: Registration fees barely cover home ice time for year, fundraising helps with away tournaments, coaching, software, development, etc
- h. May have increase in costs if ice time increases etc (for example if there are extra ice sessions offered, may be asked to cover these costs as a team)
- iii. Need to talk about girls cost - up in air, may or may not have changes based on this

4. Secretary

5. Past President

Board of Director Reports:

1. Girl's Director
 - a. Meeting first week of August
2. External Communications
3. Fundraising Director
4. Goalie Director
5. Tournament Director - needs to put dates on WAHA site, dates are planned but not confirmed with ice time; per president may conflict with an away tournament
6. Manager's Representative
 - a. Managers Handbook done in rough draft
7. Registrar
8. Mite Coordinator
9. Mini Mite Coordinator

Old Business

1. Home Tournaments
 - a. Proposed Tournament dates for 23-24 season:
 - i. Bantam A & B Dec 8-10, 2023
 - ii. Peewee A, B, C Jan 26-28, 2024
 - iii. Squirt A, B, C Feb 9-11, 2024
 - iv. Mite Home Jamboree - Usually first Sunday in February
 - v. Setup is TBD - Like to do 6 teams with two pools, then Sunday games are seeded. Still only 3 games per team. This would result in 9 games per level, so 27 games total if we have A, B, C level tournaments in one weekend per Jen Pinnow.
 - vi. Don't oversight the resurfacing every 2 periods in Bantam game