



Menomonie Youth Hockey Association - Board of Directors Meeting Agenda

July 9, 2018 @ 6 pm

Mission: To provide youth in the greater Menomonie area with the opportunity to learn, play and compete in the game of hockey with an emphasis on growth in the areas of skill development, teamwork, and sportsmanship.

Vision: Pursuit of the model USA hockey organization following the American development model.

Ground Rules: Mutual respect, be timely – start on time and end no later than 9:30 p.m. Come prepared. Allow enough time to make decisions and stand by your decisions. Communicate, conduct yourself and make decisions based on what's best for the entire association versus just your child.

Call to order: Stacy H. Motions to move into session 7p

Roll Call/Quorum:

- Stacy Hintzman, President --Present
- Keila Drout, Past President --Present
- Chelse Cockeram, VP Fundraising --Present
- Gary Messerschmidt, Treasurer---Present
- Bob Weir, VP Hockey Operations --Present
- Kari Berthiaume, VP Communications --Present
- Mike Jax, VP Tournaments & Scheduling --Present
- Brent Pember, VP General Operations --Present
- Sara Bahr, VP Concessions--Present
- Adam Wamboldt-Secretary--Present

Meeting Guest Discussion

Bob Weir--Player Development Committee (PDC)—

Nick Dowd—Girl's COOP rep

Looking to have doc approved to the outline for player movement in the coop.

See below: (waiting on email from Nick)

Motioned to approve Mike Jax, Stacy Hintzman approves, Approved by all

Consent Agenda:

Stacy Hintzman

- LED Lighting Retrofit in the Ag Building & Ice Arena is complete!
 - Total project was \$34,872.
 - The incentives from Focus On Energy & Xcel Energy where totaling \$18,833
 - Net cost to MYHA for lighting retrofits = \$16,039.

- Now working on Outdoor pole lights LED.
- Fiber Optic Internet line will be installed before the fair.
- Please don't use the dumpsters for personal use.
- For safety, we will be installing fencing around the condenser and dehumidification equipment.
- The training room is in progress and will be completed soon.

Bob Weir

None

Brent Pember

- Registration update: Diane Strey and Keila are working with Sports Engine to get registration setup. This should be completed in the next couple weeks. Then Kari B will send communication when registrations will be open. IN addition to registration, the scholarship application will be updated.
- Brent P will and Kari B will partner together to update registration information on the website.
- The John Dale Scholarship app is due 8/15. Brent will provide the email list, and then Kari B will send a notice to all Squirt families.

Sara Bahr

None

Chelse Cockeram

None

Kari Berthiaume

None

Mike Jax

None

CONSENT AGENDA APPROVAL: Sara B Motions to approve, Kari B seconds—All approve

REGULAR AGENDA

President's Report: Stacy Hintzman

- Rec Park Planning Meeting update. In 3 months a firm decision will be made.
 - The Ice Rink is big piece of the decision process and they are listening to everyone's perspective and ideas. Collaborative effort by all user groups.

- Conduct Committee Update
 - This is not a parent drama committee—No tolerance policy reference
 - Be NICE, get along by all involved in MYHA and this will lessen the need for the committee

Treasurer's Report: Gary Messerschmidt

Reviewed all monthly expenses & Income

Checking: \$ 24,567.19

Savings: \$14,927.45

Scholarships: \$4,004.85

- There were \$2009 in unpaid registration fees from 9 players
- MYHA has been approved for \$2,500 from the Chamber Tourism Grant
 - 75% will be sent up front and the remaining 25% will be sent once:
 - 1-Inclusion of the explore Menomonie Logo in MYHA promotional materials
 - 2-Add a link to www.exploremenomonie.com with a menu option for lodging
 - 3-Add tourism@menomoniechamber.org to the media release list so the Chamber can support in marketing MHYA events
 - 4-Inclusion of information all registration materials, to include:
 - Are they staying overnight in Menomonie?
 - How many nights?
 - 5-A final report of Events:
 - Number of attendees and participants
 - Estimated spectators
 - Estimated number of room stays
 - Samples of marketing materials

VP Fundraising: Chelse Cockeram

- The update from Dixon's Apple Orchard and Greenery shows switching vendors will contribute to positive profitability for MYHA.
- **Chelse C Motions to approve, Stacy H seconds—approved by ALL to move forward with the new wreath vendor**
- MYHA was approached by World's Finest Chocolate to fundraise with them. Some of the positives of the program are:
 - In-Hand & Advance Order Taking Programs
 - Earn up to 50% Profit depending on order size
 - Schools are given Terms to Pay after the fundraiser
 - Non-School accounts are asked to Pay with the Order
 - Full Return Policy on unopened cases within 60 days of delivery
 - Shipping Fee may apply, depends on order size
- We will pass on this year given the skate-a-thon addition for the 2018/19 season

VP Communications: Kari Berthiaume

- The 3 on 3 Flyer has been created – estimated numbers are as follows:
 - 4 goalies per birth year with 5 birth years
 - 5 birth years---12 teams of 4 skaters per birth year (60 teams)

- A new Registration Flyer has been created. The MYHA open house date will be on 9/20/18
- Kari B, Bob W and Angie Slupe all met on June 27 to have a Marketing Brainstorming session.
 - April McElroy is going to step down from Growth Coordinator position (30 Hours)
 - The vision is to revise the growth coordinator position into 3 Sub Marketing Sub-Committee Members with volunteers hours each for the following positions:
 - **Social Media Coordinator (XXhr)** (Focus on growing program through social media website, Facebook, Twitter, SnapChat, LinkedIn, Instagram, YouTube, Chamber Videos, goal to post at least 3 photos or videos per week with a goal of 2 shares and 30 likes per photo).
 - **Events Coordinator (XXHrs)** (Focus on Try hockey for Free, Parades in and out of Menomonie (goal of 4 per year) and at least 2 other community events in the summer)
 - **Marketing Coordinator(XXhrs)** (Campaign, visit and contact Schools, Daycares, Churches, Recreation Centers, Gas Stations, Local Business, Flyers, Yard Signage – order marketing materials with registration info like plastic hockey sticks and pucks to give away with our contact info) – Goal of 20 contacts by registration deadline
 - Angie Slupe is interested in one of the positions; Looking to build a list of others to contact as well to take one of the positions above
 - Once formed, we will develop our vision/strategy/goals as a sub-committee of the MYHA Board and present ideas to the board.
 - Goal will be set at 25% growth in next 3 years. 2017 = 136 skaters (+34 skaters) = 170 registered skaters each year by 2020.

Hours TBD for the above after positions are set with possible people to cover

- Motion to approve FREE t-shirts for all registered players for the 2018/19 season
- **Stacy H motions to approve Mike J seconds to approve**

- The board explored options to propose setting up payment plans for families with financial challenges.

→ **Kari B Motion to approve payment option to be paid by 12/31/18, Chelse C motions to second Bob/Brent motions to approve. Mike/Stacy/Sara deny**
→ **Motioned denied as it is not 66% of the vote**

VP General Operations: Brent Pember

- Would a Referral Bonus positively impact MYHA? Does the Board have interest in exploring this? Has it been tried before?
 - Brent and Keila will work to develop a referral program to present at the following meeting.

Secretary—Adam Wamboldt

- June 2018 minutes amendment—then post

“After thoroughly reading through the contract with Room Roster and discussing with Mike Jax and Stacy Hintzman, we have decided not to pursue it for the following reasons:

 - 1. The income generation requires 100 rooms per tournament (not per season), which would be a very difficult goal to earn revenue since most of our competition is within driving distance.*
 - 2. Mike would be the primary user from the tournament scheduling side and feels the current system we use is adequate and more flexible for what he needs. (Sports engine provides the online registration and payment option for our tournaments, brackets are created in excel, etc.) He prefers to continue with our current process for scheduling and didn't see value in going to a duplicate system.*
 - 3. We felt the \$500 fee would be better put to use in other areas of our association (like marketing materials, ETS, equipment, etc.)*

Based on these points, we informed Room-Roster that we were going to pass this year, but may reconsider in a year or two.”

- Apparel direction---move forward.

Adam will work to have the ordering set up by mid August. First set of orders will need to be in by Mid September for pick up the beginning of October to start the season with apparel to the families and players.

VP Hockey Operations: Bob Weir

- The Player development committee is looking for a budget from MYHA to support positive growth of the program. Note the breakdown of the budget below:

- 1—ETS \$4800
- 2—Power Skating clinic (6 hours per level) \$5000
- 3—Body Contact clinic—Free
- 4—Stick-handling App --\$100
- 5—Goalie Clinic--\$3000

Total \$12,900

- **Mike J motions to grant PDC \$14,000 Budget to cover the above plus some on ice and off ice coaching equipment as needed. Kari B seconds the motion, ALL in favor. None opposed.**

The above will be presented at a Mandatory meeting to all Parents in MYHA in the fall.

- There are a projected 120 kids that would qualify for the above. All MYHA skaters excluding LTS Free skaters and Mini Mites. With 120 @ \$108 per skater would cover the \$12,900 budget outlined above. The Proposal is to us the funds from the Skate-a-thon to cover the cost

Sara B Motions to have Skate a thon (12/29/18) Min requirement set at \$150 per skater to aid in funding the PDC budget as listed above.

→ **Stacy Seconds Motion. All in favor. None opposed.**

Looking to outsource equipment needs to support the FREE skater program. Bob and Adam will reach out to a couple contacts to explore some options.

VP Concessions: Sara Bahr

None

VP Tournaments & Scheduling: Mike Jax

None

Past President: Keila Drout

None

MYHA next regular meeting(s)

August meeting 8/6/18 630p—Fanetti Community Room

September meeting 9/10/18 630p—Fanetti Community Room

Action Items Register:

To conclude the meeting could all members for next time, think on....

- Member of the year---change to Coach of the year
- By law changes
- Upcoming Elections

Adjourn: Stacy motions to adjourn 8:56

APPENDIX