

Alexandria Area Hockey Association Agenda
June 25, 2025
6AM - Runestone Community Center

Monthly Meeting Minutes

In Attendance: Josh Hills, Ben Vangsness, Matt VanBruggen, Amber Blakesley, Andrea Nyberg, Cory Oberg, Karla Brutlag, Getty Johnson, Rebekah Summer, Paige Savelkoul, Apryl Putnam, Taylor Hayes, Angie Einerson, Kelli Rheahme, Brittney Thoreson, Josh Hills

Absent:

- **Call to order:** 6:08am
- **Approve Agenda:** Hills/Summer make motion to approve agenda, motion carried.
- **Approve Minutes – May 2025:** Vasgness/Nyberg motion to approve minutes, motion carried.
- **Financial Reports:**
 - Gambling (Rebekah)
 - Additional details for Gambling reports are reported to the board members from financials submitted to the Gambling Control Board. These reports are available upon request to the membership.
 - Gambling sites update
 - Resignation of gambling assistant. Position Posted. Person must be 18 years of age.
 - Budget Request: \$48,850
 - Motion to approve budget request Hills/Nyberg, motion carried
 - AAHA Financials (Ben)
 - Overlap of prepaying for next year's costs and tournament entries paid for this upcoming season
 - Fiscal year end on June 30th, draft of budget will be ready for new fiscal year July 1
- **Committee Reports:**
 - **Director of Hockey/Hockey Committee (Cory)**
 - Virtual hockey committee meeting took place last week
 - Fall Development will be 6 sessions – push for awareness and registration
 - Game Day, Skating Day, Skills Day
 - Lining up lead coaches for each level with additional coaches on the ice
 - Tryout Clinic
 - Tryouts
 - Working on evaluators and finalizing the schedule
 - Outside scrimmage for PeeWee and Bantams
 - Moorhead scrimmage for girls

- Squirts – tournaments A & B are finalized and working on B2 tournaments, as of now, 3 teams for Squirts
 - PeeWees – 3 teams
 - Bantams – 3 teams
 - All girls tournaments are registered for
 - U10 projected registrations are low – working through what the team structure will look like
- **Vice President Report (Getty)**
 - Golf Scramble Planning is underway with subcommittee with event on September 14th at Geneva Golf Club
- **Secretary (Brittney)**
 - Registration Link issue
 - Beginners Clinic Registration - when should we promote and turn on?
 - Had a call with our new customer service rep with Sports Engine on new SE releases and ways to optimize how our association is using it
 - Regular season registration - 215 as of 6.23.25
 - Fall Clinic Registration - 36 as of 6.23.25
 - Roles and Responsibilities list - any questions?
- **Communications (Andrea)**
 - Registration – consider different opening time next year, 6am on a Sunday was not ideal, and feedback was shared on that
 - Need to promote fall hockey more
 - Doing research and looking at creating better picture collages and reels to save time and be more efficient
 - Small yearly fee? \$15-\$20?
 - Chat GPT Plus, Canva, CapCut
 - Non-Parent Coach Recruitment
 - Sports Engine call
 - Looked into email communication and ways to avoid all responses coming back to Andrea
- **Tournament/Team Manager (Amber)**
 - Do we want to do something for each team that wins the championship game? (shirt, hat, etc)- Only asking since we went away from player gifts
 - Cowing has apparel links ready to go- just need to go over apparel options for the season/tournaments
 - Added Best Western to hotel blocks- had troubles with Arrowwood- has resolved now
 - Current openings:
 - Peewee A/AA- January 2-4: 4 Openings
 - 10A- January 16-18: 1 Opening
 - Squirt B- January 23-25: 6 Openings (This is 16 Team Tournament- Could drop to 12 Team to allow more ice that weekend for home games, practices, etc)

- I only have 1 Alex team registered for the Squirt B level is this correct or will we have 2 Alex teams like past years?
 - **Volunteers/DIBS Coordinator (Apyl/Kelli)**
 - Apyl will be passing everything off to Kelli this month
 - **Concessions (Paige)**
 - POS system update, order new ones. RCC will need to cover the cost of one
 - **Sponsorship/Fundraising (Josh H)**
 - Will start this week with news of RCC buying a digital sign to be placed in RCC. We will get 75% use of this when we are utilizing the rink.
 - Meet with ELKS on sponsorship options in July
 - **Equipment/Rink Rookie (Taylor H)**
 - 141 jersey orders through 6/24
 - Need to work through how many extra jerseys AAHA wants to purchase to have on hand for different circumstances
 - Saving the old (last years) jerseys, saving small ones for mite/U8 jamborees
 - Need to comb through tryout jerseys, maybe order more?
 - Please let me know ASAP on any equipment needs you see
 - **Retention/Recruitment (Karla)**
 - Pictures scheduled (12/3, 12/4) similar format to last year.
 - Karla working on a fair booth spot
 - **Team Support (Angie)**
- **Old Business:**
 - RCC expansion
 - Explore Alex-Submitted 2nd half fund request
 - Charitable Gambling Committee Application
 - Outdoor Rink at RCC or fairgrounds
 - Registration Update/Jersey update
- **New Business**
 - Confirm new board member roles-Share New Board Responsibilities
 - Communication Flow chart
 - HD Contract (Discussion and Action)
 - Compensation request from Cory – Cory has done research with several associations on what they are paying Hockey Directors. Cory's request for an annual salary increase. Cory has committed to his role for 3 years at this rate.
 - Hills/Summer motion to approve the annual salary request, motion carried.
 - AAHA rental agreement with RCC (attachment emailed)
 - \$191 for prime
 - \$126 for non-prime

Next Board Meeting – July 30 at 6am
Location – RCC
Meeting Adjourned: 7:48am

Board Chair Signature: _____

Secretary Signature: _____