

SHEBOYGAN LAKERS

2023-24 Season Spring Forum



Thank You from your Board of Directors

Thank you all for attending our meeting tonight! We have had a fantastic hockey season and we would like to celebrate that with all of you tonight. If you have any questions throughout the night we are here to answer them for you!!

Board of Directors

Brian Allen
Paul Avery
Jennifer Cardarelle
Tammy Dehne
Eric Hawkinson
Josh Holte
Erin Lindow
Jared Roe
Salena Russell
Sam Schroeder
Kathy Scott
Nathan Taylor

Staff:
Tom Cagle
Kasey Schroeder

Finance

- Strong Balance Sheet
 - No Debts
 - Last year total net income was \$58,388.
- Open Skate, Tournaments, and Concessions
 - \$104,418 (in 2022-23), \$116,735 (in 2023-24, through Feb. 29, 2024)
- Next Level Camp income was \$11,387.21
- Fiscal Year 2023-24
 - Budget this year is at a projected lose of \$55,121 due to capital improvements listed on later slide.

Building and Grounds

PROJECTS

- **Parking Lot resurfaced**
- **Office area revamped and a meeting room created**
- **Continued work on bathrooms**
- **New security system is in the process for purchase**
- **Digital signage installed for Locker room assignments and concessions**
- **Locker Room 3 bench installed**
- **New storage and shelving in concessions**
- **If you are in the trades or handy, let Tom know and get hours helping to fix the rink.**

Youth Hockey

Events

- Next level camp returns in July for 3 weeks.
- “3 on 3” in August, “Power-Ups” in September.
- Tentatively- Tryouts early October.
- Youth Hockey Night at the Admirals and Holiday Face-Off College Hockey Tournament expected to return.

Youth Hockey Schedules

- Potential Open House/Scrimmage weekend for Oct 19&20, 2024.
- U14 games will start Oct 26&27, 2024. U10 and U12 games will start Nov 2&3, 2024.
- Biggest potential change could be the practice schedule. The primary impact would be on Wednesday and Thursday practice times. This depends on the number of u10-u14 teams we form for the 24-25 season.

Tournaments

- We hosted four tournaments this year and we are blown away by the support that we have received from the organization.
- \$4803 in raffle sales
- \$2879 in brat fry sales. This is down from previous years. We will be looking at how to change it up for next year.
- Anticipated profit for the year in the budget was \$16,850. Actual was \$17,680.
- We tried something new and added beer sales this year during three of our tournaments. We made a profit of almost \$1000 in sales, but our costs (licenses & building inspection) were \$480. Final profit for the year was approx \$520.00.

SBLA Communications

Strategic Business Plan Survey:

Survey to identify areas for the Board to focus creating the Strategic Business Plan with 186 responses (over 85%) completing the Survey.

Highlights:

1. Does the rink facility display a positive environment? **87.5% YES**
2. What Facility improvements would you like to see in the next coming year? **64% Improve Bathrooms**
3. Would you like to see more focus on development of the Hockey programs? **88.5% YES**
4. Do you think a paid Director of Hockey position would benefit our Hockey program? **86.5% YES**
5. Would you consider your skater participating in Spring Hockey Programs at our rink, if offered? **77% YES**
6. Would you like to know what the money from fundraisers are being raised for and report the amount raised each year? **90% YES**
7. Would you like to see more Tournaments at our rink during the off-seasons? **75% YES**
8. Do you feel the Laker Association could do more fundraising from local businesses? **85% YES**
9. Do you know there is a Sheboygan Lakers Charitable Foundation (SLCF) that leads fundraising efforts for SBLA? **64% NO**

SBLA Communications

Jerseys Subcommittee

A Board appointed Jersey subcommittee was tasked with researching, quoting and selecting new Jerseys for next season that will be purchased by the Parents. More detailed communication will be shared in the next coming month.



Marketing & Fundraising

MISSION:

The SBLA Marketing and Fundraising Committee is chartered to further the SBLA mission by promoting all SBLA pillars to include instructional & youth hockey, figure skating and SLIC rink activities. Guidance from the Board of Directors to ensure SBLA grows and evolves as determined in the organization's strategic vision and goals.

GOALS:

- Maintain brand integrity
- Assist in maintaining group cohesion among all SBLA groups
- Positive public relations and create awareness in the Community

Marketing Promotions

PROMOTIONS:

Advertisements for SLIC and Lakers Youth Hockey programs were at these activities to create awareness of our organization and attract new skaters.

Community Events for Awareness

October - Entry in the YMCA Camp Y-Koda Scarecrow Events at Christopher Farms.
Holiday Lights walk for Hunger

Advertising

School Event Skates, Try hockey for free events and other rink skating events,
Assisted in Social Media promotion of Home Tournaments.

Lakers have ads

- In Sheboygan Rec Department Program
- Library “check out” cards at Sheboygan Falls, and Mead Public in Sheboygan.

Promotion of the Lakers

Apparel Sale – Closed over 100 items were sold.

Scrip & Rafter Boards

Every member has the opportunity to **reduce their skating fees** by participating in the SCRIP program and/or by selling rafter boards.

SCRIP

By purchasing SCRIP gift cards, the association is given a percentage of the purchase and 75% is given to the family to help pay for their skating fees. Imagine how much you could save using SCRIP for all your basic needs like Gas and Food!! Families can order directly from the Raiseright App and some organizations have e-cards that can be added directly to your wallet for instant use.

2023-2024 Season Scrip earnings are accumulated July 1st 2023 to June 30th 2024.

On July 1st, 2024 scrip earnings will be applied to your account and can be used for the 2024-2025 season.

Order “**Kwik Trip - Local**” is giving a 10% rebate (normally 5%) now through September 30th

Rafter Boards

To sell a rafter board you must find a company willing to sign a 4 year sponsorship/advertising commitment contract. You can earn between \$100 - \$300 in skating fee vouchers for each board you sell. Call the office at 458-3111 for more information and to get the contracts. A list of current sponsorship is on the website under About SBLA - Sponsors.

Ice Bowling

This season's Ice Bowling event will take place on March 15th & 16th, 2024!!



Figure Skating

- Learn to Skate Classes- Monday Nights
- 70+ Figure Skating Club Members
- 3 Synchronized Skating Teams
- Theater on Ice Team
- Individual Skaters/Competitors
- 40+ USFS Test Passed this season
- Basic Skills Competition hosted 2/18/24
- Annual Ice Show March 9 and 10
- USFS Test Sessions held in Sept & Feb



What Next?

- Strategic planning
 - 3 & 5 year plans and goals for SBLA using the survey feedback.
- New Hockey Jerseys
 - Parents will receive communication on how to register for the season and order their skaters Jerseys prior to the season.
- Facilities
 - Continue to update current facility when necessary and continue study the possibility of a new facility
- Youth Hockey
 - 2024 Camps
- Marketing and Fundraising
 - Continue to Promote the Lakers Brand and Fundraise for Strategic Goals

Foundation

Please welcome Randy Ingels from the Sheboygan Lakers Charitable Foundation.

He is here to answer any questions you may have about the Foundation.

Board of Directors Election

We currently have four spots open on our Board of Directors. We received six applications. *Three of our current board members are up for re-election for their second term.

Please meet the applicants:

Erin Lindow *

Jen Cardarelle *

Sam Schroeder *

Nels Quakenbush

Dan Harvey

Kayla Ostermann

Thank You

Thank you again for a great year. We are glad you are part of our Sheboygan Lakers Hockey family.



Work Hours

First Ice - No hours are required, but feel free to help if you would like to.

Mitey Mite - Must complete 3 hours per session or 12 hours for the season.

Mite - Must complete 25 hours for the season (June 1st – May 31st). These hours can be done in concessions, Public Skating and/or Tournaments. Ice Bowling hours are not required.

Traveling Teams (U8 Squirts thru High School)

Must complete 45 hours for the season (June 1st – May 31st) broken down as follows:

- 8 General Hours (includes equipment room, etc.)
- 16 Concessions Hours
- 7 Public Skate Hours (includes admissions, skate rental, ice guard and concessions during public skate.)
- 8 Tournament Hours (brat frying, food sales, etc.)
- 6 Ice Bowling Hours - REQUIRED

All hours **EXCEPT** for Ice Bowling (6 hours required) can be bought out for \$975.

MAKE SURE YOU FILL OUT A WORK HOURS SLIP AFTER COMPLETING YOUR HOURS IN ORDER TO GET CREDIT!!