

**MYHA Board Meeting
Meeting Minutes
January 8, 2024 6:30pm**

Board Members Present: Chris Jewett, Jessica Cossalter, Nicole Zapzalka, Katie O’Kane, Katie Corona, Sam Rogers, Ryan Carlson, Scott Zacharias, Jerry Mitchell, Kjersten Struck, Mandy Whiteside, Jacob Toledo

Board Members Not Present: BJ Klinck, Matt Drawz, Jamie Kendall, Patrick Mitch

Also in Attendance:, Steve Wendorf, Matt Brausen, Eric Johnson, Nancy Hauser

Call to Order: The meeting was called to order at 6:35pm by Chris Jewett

Prior Meeting Minutes: O’Kane motioned to approve December meeting minutes; Corona seconded. Unanimous approval of the December meeting minutes.

Reports:

Page1 Rink1 and Rink2 Update: Matt Brausen

- Randy Helling Memorial in locker room 5
- Concession stand volunteers continue to be a shortage
 - Potential hiring on concession stands during high school games
 - 4:30pm-9:30pm weeknight or 12:00-5:00pm weekend games

Executive Director: Steve Wendorf

- Helped expedite Safety Meeting Fundraiser marketing activities
- Socializing new sponsorship and fundraising process
- Fundraising—participated with meetings with Montego Blu charitable gaming
- opportunity
- Met with City of Minnetonka major for direction and insight for charitable gaming
- Starting a working group. Two Minnetonka restaurants pushing to open
- Continued finalizing Strategic Plan draft
- For board approval
 - Project: 36-page year end yearbook (magazine) need minimum of 12 pages to feature 60 teams
 - The rest is sponsors and content. Publish April 1, 2024
 - Objective: Communicate year recap, feature stories on new programs and results and recognize teams and their accomplishment
 - Cost: \$3.5 to \$4k to design and print 1200 copies distributed to player families
 - Risks: Sponsors have lukewarm participation. Need more pages to capture all the information or need additional quantities

- Proposed Outcome: Generate net revenue, build awareness of programs (Tonka Tendies) and other challenges and priorities that MYHA is addressing. Recap Strategic plan and survey results
- Connect and grow relationships with sponsors
- Decision Safety: If can't get sponsor commitments to cover costs by March 10, 2024, then pull the plug
- Rogers motioned for the executive director to move forward with the "yearbook" planning and sponsorship search to the extent that it will pay for itself, or the project will be cancelled; Toledo seconded. Unanimous approval.

President: BJ Klinck (reported prior to the meeting)

- Strategic plan review and feedback
- MEA Tournament planning
- Mite goalie development model
- Goalie instruction contract. Develop new payment/compensation model
- Executive committee meeting
- Sponsorship and fundraising model

Vice President: Chris Jewett

- Participated and involved in the following:
 - Strategic Planning
 - Safety meeting
 - Apparel sales
 - Player / team discipline issues
- Schedule a January Executive Committee meeting

Treasurer: Jessica Cossalter with Nancy Hauser

- Majority of reimbursements for coaches have been processed, a few still trickling in
- Plan to develop a better (and more automated) process for next year as the current process is very manual and time consuming
- Year-end financial review complete and auditors signed off

Secretary: Nicole Zapzalka

- Next meeting February 12th, 2024

Gambling Manager: Jamie Kendall

- November and December report will be presented at the February meeting
- O'Kane motioned to approve January estimated expenses in the amount of \$28,100; Jewett seconded. Unanimous approval.
- Whiteside motioned for gambling to spend up to \$25,000 for expenses relating to the opening of a second gambling location including but not limited to inventory of games, scale, safe, booth set up and misc. expenses; O'Kane seconded. Toledo opposed. Remaining board member approval.

Ice Director: Chris Evans (reported prior to the meeting)

- We are hosting PWB1 playoffs, JGA Playdowns, 19U State (2 games). Concessions and volunteers will be needed for all above
- The 10U ice is from Tonka A/B but we are not the host. If you have teenagers that would like to pick up some \$'s staffing the box contact me. High Schoolers only
- Region seeds are now all finalized by level and on the D6 published brackets
- League is ending on 2/10 for A/B/B1; 2/17 for AA/B2/C; 2/24 for Junior Gold; 3/1 for 19U/SQ/10U
- Feb ice allocated through 2/10 then determined by playoff standing for the team
- MYHA charges teams for ice for anything picked up after league end date
- Ice returns to Pagel on 3/14/2024

Registrar: Mandy Whiteside

- Rostered 276 coaches; 4 mite-level coaches with remaining certifications that I'm sorting through

Hockey Development Committee Director: Eric Johnson

- Coaches pick-up game scheduled for Jan 14
- Have Sign-up genius and starting with coaches at squirts/10u and older levels
- No room yet for mite/8U/6U coaches
- In process of mid-season check-in phone calls with head coaches
- Goalie development program
 - GDP exhibition this summer (my lofty dreams)
 - Will need more sessions or time for '24-'25 season - potential for 75 goalies
 - 12 on ice with 4 stations ideal coach: goalie 1:3
 - Currently have 50 goalies/goalie skaters registered + 9 more JG/19U
 - Not currently including JG/19U

Boys' Director: Matt Drawz (reported prior to the meeting)

- Mite goalie development program. A parent is willing to lead a goalie clinic (separate from the Squirt-Pee-wee-Bantam program) which is good as the younger goalies need a different level of support
- We are requesting funding to include one of Poderzay's coaches in the program to have continuity between the Mite and upper-level programs
- We are projecting 10 squirt teams next year (we have 9 this year) with only 5 returning Squirt goalies so we need to invest in our Mite goalie and skater/goalie program
- 415 boys are now playing hockey on 26 teams.
 - Bantams: 7 teams, 100 skaters, 7 goalies
 - Pee-wees: 10 teams, 157 skaters, 13 goalies
 - Squirts: 9 teams, 125 skaters, 11 goalies, 2 skater/goalies

Girls' Director: Sam Rogers

- Seeing continued success at tourneys, 12A and 12B recently won Danglefest which is a premier girls hockey tournament
- Been checking in with our 10U teams to ensure they are tracking in the right direction.
- Great coordination with our HS team on youth events and mentor programs. The HS mentor program has been very well organized this season and it is a lot of fun for the youth girls to have the HS girls around the team.
- Thanks to Mandy for all her hard work tracking all the coaching requirements etc.
- Banners – Hopefully, we can have a plan to get these up soon!
- Develop plan to address continued Goalie shortages as 15U and 12U
- Figure out ways to incentivize coaches to sign up early and complete their tasks prior to getting on the ice
- Start working on coach’s appreciation, incentives, etc.

Girls’ Mite Director: Jerry Mitchell

- Mite Jamboree—budget and planning meeting recap and status update
- Teams 2024
 - 5 8U teams, 2 advanced 3 Intermediate, 4 6U teams, 45 coaches

Boys’ Mite Director: Scott Zacharias

- Dick’s had ice availability in December—no missed dates
- MOST mite teams took advantage of holiday ice
- 98% of mite coaches got certified by December 31 deadline
- Due to record warmth, City of Minnetonka outdoor ice will not be available until January 15

Junior Gold Director: Jacob Toledo

- Looking to provide some answers to a few parents in regard to some frustrations with the program specifically related to:
 - Goalie ice time and split time between teams with two goalies
 - Draft of players for JGB is there a process that we tend to follow

Communications Director: Katie Corona

- 28 Instagram/Facebook posts
- 50+ Instagram/Facebook Stories
- Announcing the All-Association Parent Safety Meeting Fundraiser Feb 1, 2024
- Ultimate Safety Meeting- Cancelled Minnetonka Hockey Families
- Announcing the All-Association Parent Safety Meeting Fundraiser Feb 1, 2024

Tournament Director: Katie O’Kane

- Work with accounting and team manager coordinator on clear guidelines for teams with regards to tournaments: adding 4th+ tournaments to schedule, withdrawing from tournaments, process for how tournaments are selected, etc.

- Assist in updating the MYHA website with regards to tournaments. Lots of confusing, outdated, inaccurate information
- Work with volunteer coordinator, Jr Gold tournament coordinator, and team manager coordinator on a clear plan for required volunteers for next season's Jr Gold Tournament at Bantam & Jr Gold levels

Equipment Director: Ryan Carlson

- Nothing new to report

Volunteer Director: Kjersten Struck

- Completed all the DIB hours for JG tournament. All but 2 shifts were filled.
- Little snafu with the 1.5 hr shifts posted but guaranteed 2 hrs filled - need to assure that doesn't happen again next year
- Next will be coaches and manager dibs once we have everyone registered without changes
- Review of unclaimed shifts the last season (I reviewed '21-'22 but that was still Covid restricted somewhat and before Amber came on board so not really accurate or helpful)
- 2022-2023 year (August-March 1869 total volunteer shifts)
- 63 shifts left open 3% (18 game related, 45 concessions)
 - 33 unfilled were weekend shifts
 - 11 were over winter break or districts

Fundraising Director: Jamie Kendall (reported prior to the meeting)

- Safety Meeting Fundraiser – Unfortunately, we had to cancel due to Klondike event being cancelled

Sponsorship Report: Patrick Mitch (reported prior to the meeting)

- Added three new sponsors to last month's total
- Yeti mugs are in—60 of them are in storage at Pagel
- Sponsor logos are being collected at Pagel 1 & 2 banners will be ordered this month

Whiteside motioned to adjourn; Toledo seconded.