

West Fargo Hockey Association Board Meeting

Board Meeting Minutes: Monday, July 17, 2023 at 6:00 p.m.

West Fargo Hockey Association Office 1122 Prairie Parkway Suite #103 West Fargo, ND 58078

Board Members:

Present: Brett Anderson, Scott Haider, Josh Benson, Dr. Jordan Lill, Eric Nelson, Alex Christiansen, James Cailao

Remote: Aday Guy, Ryan Thayer

Absent:

Others Present:

Executive Director: Jeremy Jorgenson

Hockey Director: Mike Parnell

Members Present: Levi Bachmeier

PROCEEDINGS:

Meeting called to order at 6:00 p.m. by President Brett Anderson.

Anderson reviewed today's agenda with the members of the Board.

Public Forum – Bond Issue Information

Levi Bachmeier, West Fargo resident, discussed the **September 26 West Fargo Public Schools Bond Referendum** that includes funding for upgrading current WFPS infrastructure including improvements to South Elementary, Heritage Middle, West Fargo High schools. The Bond Referendum also includes a proposed \$5 million addition to Veterans Arena to add a third sheet of ice. Bachmeier informed the Board that the Referendum must have a 60% yes vote to pass. Bachmeier provided information to the Board and Its Membership on how to encourage voter engagement within the Membership. Strategies for consideration included: networking with Membership, leveraging email and social media marketing, or usage of print media.

Following the presentation, the Board discussed and considered the information provided by Bachmeier. Anderson, Benson, and Heider lead discussion on a plan to allocate WFHA funds to promote and encourage voter turnout in support of the Referendum that would support the Veterans 3 project as well as many of the West Fargo Public School buildings and programs that affect our Members' families.

Heider made a motion to all Jeremy Jorgensen to use WFHA funds. Benson seconded the motion. Full Board approval. Motion passed without dissent.

Minutes Approval: June 19, 2023

Anderson

Anderson made a motion to approve the June 19, 2023 Regular Board Meeting minutes as provided to the Board of Directors. Motion was seconded by Benson. Approved by all; motion was passed without dissent.

May 2023 Financials

Guy

Guy presented May 2023 financials. Financial report suggests that revenue from gaming is doing well. Program revenue and spending are down from last month, but yield an overall net gain.

Executive Director Updates

Jorgenson

Jorgenson shared new awareness and advertising plan involving Off the Wall media. The campaigns will be used to promote membership, WFHA events, gaming information including sites and games, in addition to increasing awareness of the upcoming WFPS Bond Referendum. Jorgenson shared that gaming site are increasingly interested in a social media presence. Social media platforms will include Facebook and Instagram. The campaigns will begin August 1. Jorgenson shared that the Stampede Kick-off event is scheduled for October 12, 2023 at the new conference space at the Lights in West Fargo. This will be the first event in the facility. A informational program lead by Anderson, Jorgenson, and Parnell will highlight in addition to food and a cash bar.

Jorgensen shared that the Association will offer three merchandise stores that will feature BAUER brand. Stores will be open for pre-season in August, October, and January.

Jorgensen also shared with the Board that there may be an opportunity to increase advertising revenue by adding signage above the concession window in Vets 2. Jorgensen is currently assessing the cost of installing signage.

Golf tournaments begin August 30 to generate revenue for the Association.

Hockey Operations	Parnell
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Parnell informed the Board that the Stampede Academy session 2 had begun. There are 314 skaters registered which is an increase from last year. Parnell also informed the Board that 526 skaters are currently registered for the 2023-2024 season. Registrations for introduction to hockey, 3v3, and Fall camps are online.

Anderson asked how many total WFHA teams will be fielded next year. Parnell responded they forecast by using last year's numbers to provide an estimate.

Gaming Operations	Nelson
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Nelson reported a new gaming site at the West Fargo Shooting Park began operations on July 1 and is producing very good revenue. HeadQtrs open July 18. Gaming at HeadQtrs will include Pig Wheel, a jar bar, blackjack, and e-tabs.

Nelson and Campbell also informed the Board that the State may conduct a charitable gaming study.

Old Business	Anderson
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Jorgensen provided an update on the West Fargo Parks Arena Path Forward project that included a meeting with West Fargo Parks, West Fargo Public Schools, the architects, and the Association. An agreement draft will be completed soon. The Association would like to see more storage space at Vets 3 if completed.

Jorgensen and Haider reported that PACE Fundraising will continue.

USA Hockey Annual Requirements	Lill
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Lill informed the Board that annual USA Hockey registration and fulfillment of compliance tasks must be completed by July 31.

Meeting Adjournment	Anderson
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Benson made a motion to close the meeting at 7:20 p.m. Motion was seconded by Anderson. Approved by all; motion was passed without dissent.

Meeting was adjourned at 7:20 p.m. by President Anderson.

Public meeting immediately preceded a closed session among the Board Members.

Board of Directors

Brett Anderson, President

Scott Haider, Past President

Josh Benson, Executive Vice President

Adam Guy, Treasurer

Dr. Jordan Lill, Secretary

Alex Christiansen, Vice-President of Hockey Operations

James Cailao, Director of Tournaments

Ryan Thayer, Director of Business Operations

Eric Nelson, Director of Fund Raising & Gaming