**WAYHA Board Meeting 3/27/22**

1. **Call meeting to order 6:00 pm**
2. **Roll Call (must notify board member prior to meeting to be excused)**
   * Present: Kendra Cichy, Melanie Hirte, Pete Olson, Todd Petersen, Pam Fullmer, Robert Schulz, Becki Niemuth, Luke Fleming, Colin Dykstra, Mara Schulz, John Pintar
   * Also attending Mitch, Aaron Paul S and Paul C and Waupaca Area Convention and Visitor Bureau
   * Unexcused: Howie Abhold
   * Excused: Sheri Olson, Forrest Wright
3. Waupaca Area Convention and Visitor Bureau: Change in state law in 2017 which made creation of the bureau. 30% to municipality and 70% back to CVB. Municipality also includes Farmington and Dayton Townships. There is necessary reporting requirements among all levels. Minimum of 51% has to be budgeted toward tourism promotion. Handout is provided about state room tax program and how the funds can be spent. Therefore the chamber and bureau are separated. Mitch notes that we have applied for the spring grant. They do not yet know the amounts from all municipalities for the 2021 year. 2020 was down ~60% due to the pandemic. That was common statewide.
   * How are the funds allocated? There is an application process, and anyone interested applies for a grant. The application asks for several things. Purpose? How will it be promoted, what other sources of revenue do you have, what is your budget, how will it promote tourism. 2 elements of tourism: day visitors, overnight visitors. Obviously, we want to promote the overnight guests as that is what will generate more revenue. Is it sustaining something that exists, is it something new, is it something off-season (winter)? All of that information is considered, the history over time, what the reporting back has been like? What is the marketing, how are you spreading the words as marketing helps tourism all over. Attentive to events and activities driven and the infrastructure driven (i.e. a waterpark). That is all weighed when grants are asked for a couple times a year. There is a limit to the dollars based on last years funds. There is often less money than asked for depending on those limits. They look to see if that less dollars can still allow for the proposed project to go on. The requested dollars has gone up over the years. There are typically 6-9 groups a year that put in grants. It is rare that new groups come to the table. There is a smaller sub-committee that makes recommendations to the entire board who makes the ultimate decision.
   * How is tourism promotion and tourism development defined: (51% of the total dollars, not every grant). Marketing, publicizing, reaching areas that are not part of the local area. They would like to reach the Milwaukee, Madison, Chicago areas (those that are likely to stay here for the day). The intent is to
   * The discussion about the aging organization and operating expenses that will keep WAYHA running was held among the board. Therefore, an amendment was made that does allow for some allocations for operating expenses. There were hoping that a google form or something of the like could be filled out asking for the number of families who were coming, how many were staying at which hotel. Back-end reporting with statistics would be helpful.
   * The board asks for communication. They ask that the grants be filled out completely with as much information as possible. The back-end reporting will really be helpful.
   * The group did look at the application process and they did come up with a rating process. Again, it is stressed that the back-end reporting is happening.
   * VRBO, B&B’s and Air BNB’s have been charged starting this year. (Some were prior).
   * When is the application received does anyone go out and look at the project ahead of time? No. Occasionally some organizations have come in but they have never gone out.
   * Does 100% of the dollars available go to organizations that bring in tourism? There are some events such as arts on the square, which are working on a better survey process to determine who is coming for the day vs. staying overnight. Friends of Hartman Creek State park was given some dollars to improve signage etc. So there are some smaller areas. Those room tax dollars also promote Mitch’s salary, trade shows in bigger cities, visitor guide, Discover Wisconsin etc. They all justify tourism.
   * There was a group this last term who put in 2 projects but listed a priority.
   * Discussion regarding Friday night game promotion, the tourism website which can be linked to the WAYHA page, there is also a community calendar which we can add things to (tournaments, learn to skate etc). They have put together a professional video overviewing Waupaca Area which we could use when promoting tournaments as well.
   * This Discover Wisconsin premier will be held at the Dane’s Hall on April 7th. We would all be invited but they would like an RSVP number.
4. **Approval of January Meeting Minutes:** *Motion by Todd Petersen, Second by Bobby Schulz, all in favor, motion passed.*
5. ***Financial Report-Pam Fullmer***
   * Todd notes that mortgage is $3500/month but was wondering why there is a 1750 payment. Pam just split interest and principle.
   * Our garbage bill is increased to $800 from just over $500. There was a ground pick-up fee (Collin notes there was garbage all around it as it was full). There is also a fuel surcharge. Pam’s summer project is to find cheaper alternatives.
   * Sheri O got the Apple Music set up and she got a subscription for a year (saves $20).
   * Jillian was going to provide the script program. However, we require proper allowance in the notes for an extra checking account and who will be on it. Sara Rogers will also be assisting with this program.
     + *Motion by Kendra to approve opening of a checking account for the Script program which will be managed by Jillian Petersen, Pam Fullmer and Melanie Hirte, Second by Luke Fleming. All in favor, motion passes.*
   * *Motion by Bobby Schulz, second by Todd Petersen to approve January financial report. All in favor, motion passed.*
6. ***Ice Schedule- Pete Olson***
   * Pete is trying to keep the ice schedule as up to date as possible.
   * Ice will be in through the end of May as Midwest Ice will be renting it through then. They would like to start renting ice again at the beginning of August.
   * The Midwest Ice tournaments which were cancelled have not been filled yet. They will be potentially scrimmages on that day.
   * There was a person who was inquiring about summer ice and what our needed revenue would have to be. It is noted that our ice will need to be out for at least 1 month, maybe 2. (Pete will discussion)
7. **Game/Ref Scheduler-Stephanie McGregor**
   * None
8. **Registrar Report-Becki Niemuth/Tricia Oltmann:** 
   * Becki notes that the earlier that the board decides rates for next season the better. This should be not later than June as setting up registration with Sportsengine.
9. **High School Coach-Andy Yeska**
   * None
   * Request for Andy to come to a meeting to discuss the future of WAYHA feeding into the high school teams. (lower numbers of players filtering into WHS) *Mel will reach out*
10. **Director of Hockey: Forrest Wright (Luke filling in)**
    * **Bantam discussion:** Antigo reached out an noted that they have 7 Bantams with 1 goalie, would like to consider joining us. Rick Veriha has been the contact. It sounds like Antigo is on board so far. Proposal is that the clubs would join, we would have independent tryouts (outside judges), Both teams would practice separate and then every 1-2 weeks they would come here to practice as a team. For the teams, away games would be away and the ‘home games’ would be split 50/50. There would be 2 home tournaments, one would be here and one would be in Antigo. It is indicated that there are 6 A and 1 B player from Antigo. It would obviously be an impartial tryout. Benefit to our association: less operating costs for home games (refs). There would be 2 more competitive teams. If we have 21 Bantams, one player would not be able to play in playdowns and state (if we did not combine). Teams would be registered as a Waupaca team. Antigo has reached out to other teams (within a 45 mile radius). Waupaca was the only team with the appropriate number of players to join with. Luke notes from a coaching perspective that he is torn. There is a possibility that we have only 1 Waupaca coach on the A team depending on how things fall.
      + Pete recalls that when the teams co-op’d with Fox Valley a few years ago (Bantams), WAYHA released our Bantams to avoid the difficulty of co-oping. Fox Valley allowed us to register in Waupaca and perform Waupaca fund-raising. The players were split. There was some practice and game splitting. Pete feels Antigo would be better off asking for a release.
      + Becki notes this should be checked with WAHA to ensure that this follows regulations. *Will have Forrest check with the WAHA regulations. Can a team cross region lines?*
      + Dawson notes a concern with ref base if the Bantams are gone more often (Home games in Antigo)
      + Tricia recommends the Bantam group be polled or communicated with well before registration. This would have to be this week. *Luke will work on getting a parent’s meeting together.*
      + Kendra reports concern about finding Bantam B games and there being no 3B state tournament.
      + Bobby notes concern about if some families don’t like bring in other players, may they leave as well.
    * **Summer ice sessions:** future proprosal to get some skills sessions set. Cost to cover time
    * **Coach’s game:** April 16 at 5 pm
11. **President’s report:** 
    * + **Board Elections:** Those members elected to the board are Dawson, Nate, Bobby, Sheri, Melanie (2 year) and Kendra (1 year)
    * **Club Positions and Openings:**
      + Tournament Director: OPEN (Becki may consider registration only portion if there were each level assistants)
      + 3x3 director: Becki Niemuth will continue
      + Registrar: Tricia Oltmann (with all payments being electronically, double checks are performed by treasurer and co-treasurer)
      + Treasurer: Pam Fullmer
        - Assistant treasurer: Melanie Hirte
      + Advertising: Jillian Petersen
      + Head Team Manager: Kendra (will transition to Mara after 22-23 season)
      + Ice Scheduler: Pete Olson
      + Concessions Manager: Shannon Klepps
        - Co-concessions manager: OPEN
      + Maintenance Director: Tom Grant
      + Equipment Manager: Megan Wright
      + Apparel Coordinator :Courtney Magnuson (work with Megan)
      + Game/Ref Scheduler: Stephanie McGregor
      + Fundraising Coordinator: Todd Petersen
      + Raffle Calendar Coordinator: Melanie Hirte
      + WebMaster: Kendra Cichy
    * Officers: *Motion by Todd Petersen to approve officers as follows; President: Melanie Hirte, Vice President: Luke Fleming, Secretary: Kendra Cichy*
    * Concessions inspection: We need a light cover above ice machine, we are getting a new cappuccino machine from Holiday as it leaks powder, the managers license needs to be posted, we need a separate hand wash station.
    * Ref program review: There was >$900 in incentive pay made to the refs that made 10 games. The refs liked the payment by level of certification to allow them to look for games that worked with their schedule as opposed to the games that paid the most. There was some difficulty getting the PeeWee refs games due to schedule constraints. This will hopefully be able to be looked at next season.
      + Dawson recalls when he was learning to ref they often did a 3-man system which helped with the fundamentals of reffing. Pete notes championship games in tournaments were often the 3-man system. This could be a good idea. Collin notes that WAHA notes that there is one ref and 2 linesman. The cost would obviously be a limitation to this system. A 3-man system idea will be tabled until April, May or June.
    * Ref Clinic needs to be approved by Mel applied for 9/17 as first choice and 10/15 as second for a Waupaca Ref Clinic. Email to help with registration could be helpful. Mel notes that they have promised registration will be improved next year.
    * WAHA: The rental weekend went great. We made $700-800 in concessions. There were 118 skaters. It went well and they want to repeat this location. Mike Conners sets it up and he felt this last year was a great year. It sounds like Waupaca will be a selection in the future as well. There were compliments on the whole thing, including the refs.
      + **TABLED ITEM: Plan:** We need someone from the board to head up a committee of 4-5 people to put together a strategic plan regarding an outdoor rink. This will be tabled until April. (Continue to Table from December).
    * **High School Contract:** Melanie and Luke met with Trevor Leopold and Carl (administration business). This is for High School Boy’s and Girl’s not the girls cooperative (WVU). There were really no substantive changes. There was some language added regarding numbers for insurance which will be discussed with Pat. The actual agreed amount is $10,000 though they have paid $12,800 the last several years. It was noted that WAYHA does get a lot of money out of the fees. Right now there is a $100 player fee which also comes to WAYHA. The school district would like to keep that $100 player fee in hopes that they can decrease the girls who are part of the cooperative fee from $500 to $100 and allowing them to keep the player fee would offset that difference. We will need to give a one flat rate annual fee. The calendar part was scrubbed as it was ‘optional’. Luke will share calculated ice time hours and calculated at $125/hour. It came to around $24,000 in ice time. When the other things were added (gate and concessions as other revenue) we made ~$20,000, so we lost about $4,000/year. Board meeting is the 2nd Tuesday of the month. Revisions should be done shortly. Collin suggests that there is a standard increase written into the contract every year. Also, there should be an item to address if there were a Waupaca Girls team added as this would be a separate charge, so fee per team.
      + The WVU is separate. Marshfield is the fiscal agent of the WVU. Waupaca is not interested in being a fiscal agent of a cooperative. So Melanie has been dealing with Marshfield and will continue to research this. There is no contract for the cooperative besides the cooperative agreement with WIAA.
12. **Tournament Director-Becki Niemuth:** 
    * **3x3 review:** The 3x3 went well this year but the numbers were down this year. There were a few issues, one game which got out of control with an injury (Becki talked with the players and coaches involved), damage to a locker room (Becki took pictures, writing on the wall which it was all year, someone was shooting a rock around so paint is chipped off of the wall and it was a general mess. The writing on the wall has apparently been there. It seems most of it was WAYHA players. It was primarily PeeWee’s in this area. There should be some repercussion. The last issue was that placement games did not have certified refs. Changes were made last night to make it work for today. This will be more clear next year.
    * **2022-2023 tournament dates proposed:** 
      + Bantam January 20-22, 2023
      + PeeWee January 6-8, 2023
      + Squirts: February 17-19, 2023
      + Mites: December 16-18, 2023
      + 3x3 tournament: October 21-23, 2022 and March 24-26, 2023
13. **Maintenance Report-**
    * **Summer work nights:** Mel has a list for the summer. Tom will rent the lift again (or borrow) to address overhead issues when ice is out. Add broken glass and cigarette butts to the list.
14. **Equipment Manager-Becky Grundman**
    * **Old Jerseys (Mel):** Forrest, Mara and Melanie will look at jerseys and this could be at the Welcome Back to WAYHA time.
15. **Fund-raising Committee:** 
    * **Community Foundation Grant:** The application is due Tuesday. Impact on the community was a big part of the application. The grant is $25,000-$50,000. Our want would be new bleachers to be more ADA accessible and for improved space utilization.
    * **Mortgage options:** Options were emailed by Todd. *Motion by Todd Petersen to refinance our mortgage with 1st State Bank, second by Bobby Schulz. All in favor, motion passes.* This will take 3-4 years off our loan.
    * **Meat Raffle:** $3500 for a full cow. The prizes could be 2 x quarter beef and then a couple “coolers” of meat. This could get more people interested. The idea would be to get more people interested in it. Trinrud’s are also hosting a large Dairy Fest kind of thing and they are looking for volunteers. Todd thinks it is June 10th. We should have volunteers at this.
    * **Golf Outing:** Will likely be earlier in the summer.
16. **WVU High School-:**
    * If there is any available ice and girls are interested could we invite girls 7th-12th grade (next season) to play 3x3 or scrimmage. Forrest is willing to run if Kendra will coordinate. Sure discuss with Pete.
    * **Jr Eagles Committee:** Nate Abrahamson has agreed to be the board representative for the Jr. Eagles Committee in place of Kendra.
17. **Walk-in items**
    * **Welcome Back to WAYHA:** In September at the rink to include a brat/burger dinner, bags tournament, dunk tank, equipment exchange etc.
    * **Snowdeo:** Would we be interested in holding a tournament on the lake the 2nd weekend in February. They flood and shave their ice.
    * **Promoting Hockey:** Can we go to the schools? Yes but it is getting someone to do it. Fox Valley had a large increase in Mites this year and they said they put flyers on every car window at baseball and soccer. We can put flyers out for 4th of July (Learn to Skate, Learn to Play, Friday night games) with all information on the flyer. Could we do a recruitment discount. If a player brings on a new skater at Squirt or below, they could get $20 off their registration. Mara will also contact the rec again to put it in their program. If the club wanted to spend any money online we could geo-target people with online marketing. A learn to skate program, could it go through the rec?
    * **Round Robins:** Dawson suggests considering a round robin weekend were we find 2-3 other teams to meet here and do a quick round robin. That would bring in more overnight stays and would not take up a whole weekend of ice time, allowing other games to happen.
    * **Skate with the High School Hockey Team:** Have a quick open skate with boys and girls hockey players and a meet and greet upstairs after
    * **Hockey 101:** Lesson for parents on generalized positioning, how to help reinforce this and the ins/out of hockey.
18. **Adjourn:** *Motion by Bobby Schulz, to adjourn meeting at 9:30 pm. Second by Luke Fleming.*

**Next Meeting Sunday, April 10th @6:00 pm**

Minutes submitted by Kendra Cichy, WAYHA Secretary