

# Vail Mountaineer Hockey Club



## 2021 Board Retreat Summary June 14, 2021

### Agenda

1. Financial Update (Information)
2. Survey Results (Discussion)
3. Reaffirm Commitment to WCHL (Action Item)
4. Tournament Policy - CAHA State Championship Series (Discussion)
5. Tournament Policy - Out of State Travel (Discussion)
6. Coaching Structure and Support (Discussion)
7. High School vs. Bantams (Discussion)
8. Team Declarations (Discussion)
9. Approval of bylaws and policies and procedures. (Action Item)
10. Girls Hockey (Discussion)
11. Registration Fees (Action Item)

## 1. Financial Update

VMHC recently contracted with Molly Haley to help keep the books up to date including the balance sheet and profit and loss statement provided for the retreat. This was previously done by parent volunteers, but with the growth in the membership, the board felt we needed to hire a professional under contract.

Kristi Scheidegger and John Michael Liles presented the balance sheet as of May 31, 2021 and the profit and loss statement for August 2020 - May 2021.

With COVID-19, the 2020-2021 hockey season was extremely challenging for managing the club's finances. Despite the challenges, club expenses were a little less than the club revenue. This is a good thing.

Registration fees accounted for about 50% of the total revenue. Other revenue came from clinics, tournaments, grants, and fundraising (current and supplemented by successful year's past). As a result the club maintained a modest reserve fund for future rainy days. The club's final annual financial statement is made available every year.



# Vail Mountaineer Hockey Club

## 2. Survey Results

Participation was pretty good with more than half of members responding. Every Board and Staff member read through the entire 2021 Parent Survey including over 550 comments. The survey is an important tool that the board uses to set policy and priorities for the upcoming season.

There were two themes that stood out and were discussed in greater detail. One was about our coaches, which we discuss later on item #6, and the other was about the Board of Directors. The survey results and comments gave poor scores to the Board of Directors in the following areas:

1. Communication with Membership
2. Open and Transparent, and
3. Emphasis on Player Development

Based on that feedback, our Directors will develop a plan to increase communication directly from the Board to our Members with the goal of being more open and more transparent. Player development has always been a top priority of this program and this year will be no different.

## 3. Reaffirm Commitment to WCHL (Action Item)

**Policy Question:** Should VMHC remain in the WCHL for the 2021-2022 season?

- a. WCHL is starting up the Mountain Select program. This has generated a lot of excitement, it has a lot of potential. This program only works if VMHC remains in the WCHL.
- b. 66% of our members say they are satisfied or extremely satisfied with the current level of competition.

**Action:** John Michael Liles made a motion to reaffirm our commitment to the WCHL for the 2021-2022 season. 2nd: Kristi Hill, all approved.

## 4. Tournament Policy - CAHA State Championship Series (Discussion)

**Policy Question:** Should VMHC continue with the 2020-2021 policy: register every team for the CAHA tournament?



# Vail Mountaineer Hockey Club

At the beginning of the 2020-2021 season, VMHC changed the Tournament Policy. VMHC registered all A and B teams for the end of season CAHA tournaments. In previous seasons, teams had the option of going or not going. If their team finished first or second in the WCHL, then the club would pay the registration fee, otherwise Team Managers would collect money from parents to pay for the registration fees. With the new policy, team managers do NOT collect money for the registration fees, rather the regular season registration fees for the A and B teams were increased to help cover the cost of the state tournament.

Registration fees help cover 60% of our operations costs including, but not limited to, league fees, ice time for practices, regular season games, tournaments, officiating fees, overhead costs (pucks, replacement jerseys, socks) and administration. All fundraising money covers the remaining 40% of our expenses. Registration fees also help cover registration fees for each team's tournament of choice, league playoffs, and the CAHA Tournament. Extra tournaments will continue to be optional with registration fees covered by parents.

In summary, the only change to the tournament policy last year was that all teams went to the CAHA Tournament at the end of the year. So the co-ed travel A and B teams each played in the following:

1. Sportsmanship Tournament (hosted by VMHC)
2. One tournament of choice,
3. WCHL Playoffs, and
4. CAHA Tournament (end of year)

Note: Teams may still choose to attend additional tournaments with registration fees covered by parents.

The girls' hockey teams will continue to participate in:

1. Adele Dombrowski Mountain Divas Tournament,
2. MLK tournament (hosted by VMHC), and
3. League playoffs.

## Relevant Survey Info, Comments, and Discussion Items:

- a. All VMHC teams went to the CAHA State Championship Series tournament last season.
- b. Registration fees were increased to pay for CAHA, rather than parents paying their Team Manager separately.
- c. 75% of our members said the registration fees were about right for this program.



# Vail Mountaineer Hockey Club

**Action:** None, all board members felt the existing policy should remain as is for the 2021-2022 season.

## 5. Tournament Policy - Out of State Travel (Discussion)

**Policy Question:** Should VMHC continue with the 2020-2021 policy for Out of State Tournaments?

Per the VMHC Policies and Procedures, all teams traveling out of state shall have the Executive Director's approval and apply for a travel permit per CAHA's requirements. (See CAHA Policies and Procedures section 1 for Travel Permit Requirements). There is concern that out of state tournaments are a financial burden for some families, and the peer pressure surrounding the decision to attend these is unfair. In the 2019-2020 Parent Survey, comments indicated that many families were not happy about their team going to an out of state that season. The Executive Director considers all families' feedback into consideration when deciding whether or not to approve out of state games and tournaments.

**Action:** None, all board members felt the existing policy should remain as is for the 2021-2022 season.

## 6. Coaching Structure and Support (Discussion)

Results and comments from the 2021 Parent Survey indicated a drop in the ratings of our head coaches and assistant coaches. Coaches were graded on a lot of categories, but on average, 66% of our members thought their coach was good or excellent. This is a drop compared to 74% in the previous season. As such, this was added to the Board Retreat Agenda for a more thorough discussion.

All of our coaches dedicate a lot of their time for our club, and we understand our coaches need support.

The board understands that coaches are critical to our mission. It is our coaches that are on the front line teaching the principles of fair play, respect and sportsmanship with an emphasis on fun, the development of character and the individual potential of hockey players in a safe and healthy environment.

We expect a lot from our coaches, and they give a lot. Whether it is a parent coach or a non-parent coach, they are not coaching for the money. They are coaching because they love the game and they want to develop the "whole" child including such life skills as sportsmanship, mutual respect, responsibility, teamwork and friendship.



# Vail Mountaineer Hockey Club

There is a lot that goes into selecting, developing, and compensating coaches. Nobody knows the details as much as our Director of Hockey Operations, Dave Bishop. Dave gave the board an overview of the challenges and ideas for improvement including a plan to spend more money on coaching development.

**Action:** Board approved allocating more club funds towards coaching development, which includes paying division coaching directors to help develop less experienced coaches.

## 7. High School vs. Bantams (Discussion)

The board was updated on the status of a new contract with Derek Byron to help foster a better partnership between the Mountaineer and Huskies program. The partnership will provide a better experience and transition from Bantam to High School hockey.

## 8. Team Declarations (A's/ B's) (Discussion)

Kristi Scheidegger gave a summary of team projections (how many players and how many teams at each level). This is a rough guess and sometimes changes after registration is closed. Early registration is critical to our planning for team declarations and scheduling.

## 9. Approval of bylaws and policies and procedures. (Action Item)

Board Members read the policies and procedures. There was one change in the dress code for mountaineer players. Rather than requiring khaki pants and a tie, the dress code was changed to require players to wear official VMHC warm-ups when arriving at home or away rinks for games. The dress code has not been enforced for a few years, and khaki pants and ties seemed out of step with our culture. On the other hand, a lot of players were wearing apparel from other hockey programs which creates problems of its own. For the 2021-2022 season, we want our players to represent VMHC better than we have in the last few years.

**Action:** John Michael Liles made a motion to approve the bylaws and policies and procedures with the changes. 2nd: Kevin Sharkey. All approved.



# Vail Mountaineer Hockey Club

## 10. Girls Hockey

The VMHC board and staff are committed to the growth of our Girls' Hockey Program. There was good progress over the last season, and we want to build upon that.

## 11. Registration Fees (Action Item)

Kristi Sheidegger presented historical data of 6 years of VMHC registration fees and a comparison of registration fees between Vail, Aspen, Steamboat, Summit County, Littleton, and Arvada. It is difficult to compare programs like apples to apples, but still useful for the discussion of registration fees. VMHC continues to deliver a good program with notably lower registration fees compared to other programs. We are able to do this thanks to our efforts to find other sources of revenue through clinics, tournaments, grants, and fundraising.

VMHC is expecting increased expenses for the 2021-2022 season including increased cost of ice. Ice rental is one of our biggest expenses. We paid over \$150,000 for ice in the 2020-2021 season, so even a small increase in hourly ice rates has a big impact on our budget. As VMHC has grown over the years, the admin workload has increased. As such, we now have a professional bookkeeper on contract as opposed to getting volunteer help. We also plan to spend more money and time on coaching development in response to concerns from our members. As a result, the board discussed increasing registration fees to cover the anticipated increase in expenses.

**Action:** Jeff Place made a motion: Increase all skater fees by \$100, and goalie fees by \$50 for early-bird registrations; with fees increasing again on August 1st: by \$100(skater) and (\$50) goalie. 2nd: John Michael Liles. All were in favor.