

7/7/19

The July 7 SPYHA board meeting was called to order at 6pm.

Board Members Present: \*Please help with attendance\*

President - Chris LaRowe  
Past President - Brian Sullivan (SPIce update)  
President Elect - Suzanne Doody  
Secretary - Laura Smith (just appointed this meeting)  
Treasurer - Anne Marie Malkovitch  
Bantam Rep - Eric Seidl (appointed during meeting)  
PeeWee Rep - Julie Wetmore  
Squirt Rep - Erika Kott(appointed during meeting)  
Mite Rep - Brandon Schmidt  
Mini-Mite Rep - Scott VandeBerg  
Coaches Rep - Steve Tubbs

Board Members Absent

Midget Rep, unfilled

SPYHA Members Present

Mark Lea  
Adam Billings  
Nikki Veldkamp  
Jerry O’Gara (Non-travel ACE Director)  
Betsy McCrary  
Joe Kott  
Ryan Smith  
Beau Bingham (Travel-team ACE Director)

Public Comments

Chris LaRowe shared that public comments will be held at the beginning of every meeting and that there may be times where we can’t have public comments during the agenda due to time constraints. He is open to discussion from everyone as this is organization belongs to the association, not just the exec committee.

Erika Kott: goalie/skate out (roster as a goalie is the only way to get the discount).

Betsy McCrary: bi-laws and policy. Betsy suggested new board members familiarize themselves with bylaws and policy manual.

Voting for open positions took place (see New Business ‘a’ and ‘b’ as this was moved up in the agenda).

### Exec. Committee Reports

- 1) Sec. - none (affirmation of email votes): Erika Kott makes a motion to affirm the board meeting notes. Suzanne Doody seconds. Motion carries.
- 2) Treas. - monthly balance sheet (will be sent out post-meeting this time). \*Available upon request.\* Nicole Jesberger did make the monthly payment for use of the facility to SPIce. (\$14,000).
- 3) Pres. Elect - none. Draft of annual meeting min.
- 4) Past pres. - Will attend SPIce meeting this month. On the FB page, only say positive things.
- 5) Betsy (SPIce Report)
  - a) New arena manager. Tony will stay on and work with new rink manager. Closed acceptance of applications. Will determine interviewees soon.
  - b) US national hockey tournament is not dead, but we did not apply 2021 season, we would look at 2022 season.
  - c) Ordered fixtures (LED) for arena above ice surface. All lights can be on even for old men hockey. Huge upgrade. Cost savings will pay for within 2 years.
  - d) At least 3 interested parties for the Willey Ty's space.
  - e) Skate sharpening. Working on training with our sharpener. Contact Dave Batterman. [dbatterman@ncutility.com](mailto:dbatterman@ncutility.com)
  - f) Banner honoring Tom Tubbs.
  - g) public skates (July 1st increase from \$3/skate rental; \$6/skate up from \$5). Family is up to 4 members in the same household. Signs are made and being put up on the wall between concessions and skate rental. Cash registers and notes have been updated already.
  - h) WAHA hosting tournament: Jerry Kennedy: We are hosting, but the plan is done. We don't know the schedule yet. Switching with Hudson (they will host the Bantam B tournament and we will host the Tier I tournament). We are now hosting the PeeWee B tournament since we no longer have Bantam B tournament. Not doing the figure skating tournament the same weekend. Concession stand will benefit greatly. SPYHA/SPIce joint agreement to provide officials and benefit.
- 6) Pres.
  - a) Rink work night\_weeding
  - b) Picnic table fixed (volunteers)
  - c) Office hours\_sign up genius so board can staff it. Monday nights @ 6-7pm. Rotating.
  - d) Region 4 had monthly meetings at MIA. We need to be in attendance. Now they are quarterly. We might need a rotating schedule for this too.
  - e) Significant policy changes. Concession and non concession hours are waved as a part of the board. Not required, but helping out is really important especially when open spots. We will see how it plays out. ACE directors are not included in the waved duties.

- f) Committees will need to submit reports in the on-season. Committee reps need to be present during the season.

### Committee Reports

- 1) Communications Committee (Mark Lea)
  - a) email Mark back when you get the email so he knows you received it.
  - b) Social media - Nate
  - c) [webmaster@spyha.com](mailto:webmaster@spyha.com) for technical issues
  - d) Cardinal cup tournaments
  - e) Corn Fest? Maybe.
  - f) Tyler - back to hockey celebration - Capital Hockey schedules/swag
- 2) Concession Stand committee
  - a) Pepsi Contract (7 years is up)
  - b) Bottles vs. fountain drinks
  - c) Negotiate case rebates (they paid upfront for the score board and gave us \$10,000 in cash).
  - d) Look for contract in office. Let's ask for the new contract from Pepsi as a reference.
  - e) Credit card system. Square. Suzanne Doody is working with the implementation.  
Q: What are the fees? A: We have run through the numbers and we acknowledge fees exist, but we have already decided it is a go. Minimum purchase amount per the committee. Recommendation to get a processor and will fix the problems when they happen vs. Square who will not fix problems if/when they occur. Close to percentage of square. Joe Kott will be on a consult basis to help this committee with the info.
- 3) Annual Fundraising Committee (Angie Hadley/raffle tickets head - not in attendance)  
None
- 4) Volunteer Committee  
None
- 5) Try Hockey for Free (Nov.9 & Feb. 22)
  - a) Marissa Pruitt and Brandon Schmidt
  - b) More people are needed
  - c) Communications committee needs to get info out
  - d) Time commitments
  - e) Back to hockey event
  - f) Training spot for concessions training
- 6) ACE Directors
  - a) No new on non-travel
  - b) Travel - pinnies for tryouts are ordered
  - c) Evaluations, coaches information, coaching selection, escalation issues
  - d) ADM responsibilities

### Level Rep Reports

- 1) Mini-Mite: None
- 2) Mite: None
- 3) Squirt: None (New Level Rep: Erika Kott voted in. \*See New Business)
- 4) PeeWee: None
- 5) Bantam: None
- 6) Midget - need a rep
- 7) Coaches' rep - monthly coaches meeting
  - a) Get to know each other
  - b) Central topic per month (ex: parent concerns, pre-season parent meeting)
  - c) How to conduct a parent meeting
  - d) Evaluation meeting for parents\_ what to expect: send to everyone (from Mark)
  - e) Coaches monitoring locker rooms. Need a point of emphasis. Too many behavioral issues in locker rooms. No more coaches room. Coaches locker room can be a girls' locker room. One leaves before the kids so there is a coach in the locker room. We need something set ahead of time. Reinforce throughout the season. Parents should not drop off kids at the rink and leave. USA hockey has a rule that coaches has to monitor locker rooms. Safe sport and background check for all locker room and board members. Has to be through USA hockey/Sport Engine. WAHA meeting in August for all board members.

### Old Business

- 1) Operating budget dues levels for traveling teams
- 2) Open registration August 1st is the goal
  - a) Collect all forms online
  - b) Sports Engine could do our billing: invoicing; electronic billing and collection. Bills will be done in Quickbooks. Paypal will be a way to pay. Payment plan can be done through SportsEngine. Electronic payment processing. Payment plans can be done on SportsEngine as well. Automatic payments can be set up. You can nullify certain payments. Pick dates it can go out, but entire bill cannot be adjusted. There is a fee through SportsEngine (~4.25%). SPYHA has always taken on this cost. We could pass the fee on to members who pay in this way. SPYHA did this before and the costs created a negative effect. Manually entering the data would negate the positive effects. Ask Gary Brendemule (SPIce Treasurer) if you need advice.
  - c) USA hockey consent to treat during registration online
  - d) SPYHA will print them all off and give to team reps
  - e) Registration Fee (level reps to see info if possible)
  - f) Level reps - contacts for kids leveling
  - g) 3. Pre-schedule tournaments (level reps) WAHA site and pull invitational tournaments - start looking at now.
- 3) Will give a list of home games so we don't register travel over
- 4) Talk to the rep from the year before so you know which tournaments we liked before

- 5) Many teams to schedule when you are the level rep
- 6) 4. Evaluations
- 7) M, Th Oct. 7, 10, 14, 17 (previously set)
- 8) Region 4 set scheduling meeting, Sun. Oct. 13th. We need adequate coverage at the meeting.
- 9) Move up evals 2 weeks so that we can have our teams set by Region 4 mtg.
- 10) Sept. 24, 26 Oct. 1, 3 (Proposed)
- 11) Pre-evaluation ice for kids will not be able to take place if we move the dates.
- 12) Can use previously set dates for practices.
- 13) Ledford did not have concerns. If people skip practices, that is their choice.
- 14) When are other Region 4 teams having their evals? Most are doing theirs at the same time as the proposed dates.
- 15) For kids who play football, it is better on Tues./Thurs. Anyway.
- 16) Season starts Sept. 1 (WAHA)
- 17) Tom Lee: No consequences as far as he can see. Split squad scrimmage, there may be a conflict with WEHL (Wisconsin Elite Hockey League). This may not have an impact. Split squad scrimmage can be considered part of the evals.
- 18) There are no travel team home games until Nov. 9,10. (Bantam) JV tryouts may be affected, but it is unknown at this time due to numbers. 11/11 High school tryouts. Teams are set Fri by the end of tryouts. Soccer teams still have conflicts at the Bantam levels. Only highschool sports conflict. Just host practices instead of tryouts for this level. Flexible with Bantams to make this work.
- 19) Suzanne makes a motion: Start Squirt and Pee wee evals on Sept 24, 26, Oct. 1, 3. Tubbs seconds. Motion carries.

#### New Business

- a. Secretary: Laura Smith voted in by show of hands. No others in attendance running against.
- b. Squirt Rep
  - Jonathan Weaver (bio read by pres)\_not in attendance
    - Works in hockey camps
    - Building girls in the sport (has a daughter)
    - Watch Dogs at ES and NS
    - football/basketball coach
  - Erika Kott \*New Squirt Rep\* (voted in)
    - Teacher since 2006
    - Connections with kids
    - Coaching minor (volleyball)
    - Active in church and in the community
  - Adam Billings
    - Son first year squirt
    - UW-Whitewater
    - Little league (Babe Ruth league)

- Grew up playing hockey here
- b. No membership changes
- c. U8 all girls team - solicit membership interest during registration
  1. Red, white, blue
  2. Schedule would include playing against co-ed
  3. Registration (check the box to indicate interest)
  4. This could potentially hold back development. Pushed harder with a co-ed group.
  5. All girls soccer - focused, confidence, more competitive.
  6. We are developing kids to play for the Mavericks instead of SPYHA.
  7. U10 and U12 you can double roster from a co-ed team to an all girls team. WAHA has rules about rostering up or at the same levels.
  8. Competitions take place at the same time, so double rostering poses issues.
  9. Girls numbers in Mini-mites are high, but it looks like we cannot contract to have our own teams because of the Diamonds.
  10. Still would practice with mites. Only games would be affected.
  11. Add the disclaimer that this does not guarantee a team will be created.
  12. Brendan will formally solicit information from all the U8 girls based on last year's roster. Use the information to generate more interest in joining in the future.
- d. On Ice Promotions - Team Tab (Ben Cowan presentation)
  - Espa - digital marketing in Oregon rink
  - Produce advertising
  - Facility gets paid for advertising
  - Google Slides
  - Change tvs from Ben's phone
  - Take it to people's homes
  - Team tab (new company)
  - Buy tablets for organizations to put in families homes
  - Sits on kitchen counter
  - layering\_SPYHA has their own slides
  - Each coach/team manager has their own slides
  - Specific game plan or chalk talk
  - No one reads emails anymore
  - Ad player makes (\$5/tablet/mo) ~ \$1800/year to organization
  - In families homes and seen a lot more
  - Generates revenue once a month
  - The home has to have wifi
  - Team Tab pays for the tablet
  - Locked in kiosk mode
  - Q: Can you check the team schedule on it? A: touch screen can be set up
  - Can be strictly organizational

- Infinite amount of slides
  - Q: Regional? A: Oregon, Polar Caps and Patriots might be on
  - Q: Break? A: Advertisers would pay for it. The club would not get paid for that tablet for that month for cost.
  - Q: End of life? A: 3 years possibly. They automatically update.
  - Q: How much money? A: ~15,420= 257x5x12 (kidsXtabletXyear)
  - Q: 1 per family A: Depends on how you want to do it. It can be per family, but it has to be per kid at this point. Eventually, per family instead of per kid.
  - Q: Distribution? A: By organization currently, but eventually by Amazon to family home.
  - Q: End of season turn in, who houses this? A: Unknown at this time. If you know the kid is moving up and staying with the organization, they could keep it. If they are moving on, they would have to return them.
  - Q: Start in Sept, then can we see the functionality by the time this starts? A: Fundraiser that would not necessarily replace the website. Can't make the promise the have touch screen.
  - Q: Bandwidth? A: Get numbers soon. They have a co. that is watching that.
  - Q: minimum contract term? A: no.
  - Q: minimum order? A: no.
  - Q: cameras turned on? A: no.
  - Q: privacy policy? A: policy terms that microphones and cameras are off
  - Q: Are they appropriate? A list? Family Friendly      A: yes. They will give us a list.
  - Q: When are benefits received? A: Quarterly
  - Q: How are we paid? A: Bill.com, if we prefer a check, it would be possible.
  - Comments: Simple way to add to our fundraising. Security is a concern. Digital can bring in more revenue. Keeping the website updated is a challenge. No miscommunication between website and tablet. Offer it as a family discount ~\$60/year per player. Would it help to replace the website with this tablet? Could it synch. Tie right into SportsEngine. Extend Google Docs/Slides. It would require some developing. Conflicts could occur if we solicited advertisements with SPICE. Coordinate with SPICE. Look at the contract (Brian Nowicki\_Attorney)
- Issues with Live Barn contract in the past. Reps could ask families what they think.  
We need to do a better job with fundraiser.  
Long-term agreement with SPICE is suggested. Recommended to let the older kids try it first and then work out the kinks.  
Beau has an experience with it and the adds are appropriate. Investing time and our resources (cost/benefit). Best way to streamline the information between website and the tablet. Relationship between SPYHA and SPICE\_conflict in marketing?  
Can we make it a bigger benefit?  
Point of contact?)\_Beau has experience (tvs running, local advertisers, Oregon is a test market, Hartmeyer may also be a test market).  
Have the level reps talk to members and get back to us with follow up before Sept. meeting.  
Buy in for parents? It feels like one more things because of the apps.

If you take it with you to another location, can you connect it to another wireless. It is a brick if it doesn't. Just hook them up in a room at the rink (LOL?)

If it was just a fundraising tool as long as it just says SPYHA, then we can just get the revenue. Set the expectation with the membership that you DON'T look at it for info, just as a fundraising tool. It's just like a digital picture frame. At the low end, it's still more than you would make at the golf outing.

e. Squad Locker Spirit Wear Website (present as option to membership)

- a) 24/7/365 ordering
- b) We get a percentage of the orders (~5%)
- c) Previous board was supportive
- d) Not formally approved in past board meetings
- e) Elite was the only option in the past. Not delivered to home. We do not currently get a % return as a fundraiser. We want to keep the local business.
- f) Not allowed to do Bauer or CCM (no contract).
- g) Pure hockey: warm ups can be ordered and within 10-15 days, we can have in hand with embroidery.
- h) Squad locker can do embroidery, beanie hats, everything.
- i) Kollege Town: Everything can be done, but no one has approached him.
- j) Donating to coaches: Warm up from Kollege Town (4 years ago - bad deal). Working with John is a great experience.
- k) Underarmor, sport tech, Adidas, (almost every brand) with Squad Locker
- l) A board member or committee member would have to run it. You can put up clearance items, new wear, etc.

f. WAHA annual meeting (aug.2-3, wausau). It is covered. Feel free to attend. \$25/you get it back at the end if you stay for the whole part.

g. No closed session

h. Set next meeting: Aug 11 @ 6pm

i. Adjourn: Motion by Steve, second by Eric to adjourn the July 2019 business meeting at 9:10pm - Motion carries

Minutes submitted by Secretary Laura Smith.