

Fergus Falls Hockey Association

Annual Meeting 2019 Minutes

Present Regular Mtg.: Greg Buckmeier, Sarah Casey, Rebecca Cederberg, Scott DeBrito, Mike Donaghue, Darren Krein, Tim Lill, Eric Nelson, Nikki Richter, Curt Proffitt, Cory Reinertson, Scott Samuelson, Mike Welde, Niki Welde

Absent: Nikki Richter, Ryan Welle, Cyndi Young, Jeff Young

Staff/Committee: Sarah Duffy, Karoline Gustafson, Jess Karsnia, Pam Muxfeldt, Kevin Sonstebo

Other: Steve Carlson, Jess Sem, Jason Sem, Ben Thompson, Monica Thompson, Kari Nelson, Matt Skjeret, Jenny Skjeret, Vanessa Whipple, Kurt Miller, Toby Johnson, Jay Lunde, Josh Shol, Matt MCGovern, Holly Picchiarini

- I. Call Meeting to order-** 7:04pm by Cory Reinertson
- II. Approve Annual Meeting 2019 Agenda-** Motion to approve the annual meeting 2019 agenda was given by Kari Nelson, seconded by Darren Krein, motion carried.
- III. 2018-2019 Gambling Report** - Jessica Karsnia. Scott Samuelson made a motion to approve the 2018-2019 gambling report, Curt Proffitt seconded, motion carried.
- IV. 2018-2019 Treasurer's Report** - Jeff Young. This report will be shared via email.
- V. Hockey Directors Report** - Mike Donaghue (Boys), Scott DeBrito (Girls) Greg Buckmeier (incoming Boys Director) -
 - Scott DeBrito** -
 - a. 12U - Matt Larson, Kari Krein, and Wade Jyrkas coached. The team went with an A schedule due to the fact that most players were second year. They were 8-19-3.
 - b. 10U - We had 2 teams at this level for the first time ever. Eric Johnson coached the A team 12-14-2. Josh Shol coached the B team, they were 16-8-3.
 - c. 8U - Dan Hill, Jay Lunde, and Jarvis Glas coached this level. It was tough to find travel teams to play against this season. Many around us either don't have an 8U or they don't travel. They took part in 2 jamborees, one being our home jamboree.
 - Mike Donaghue** -
 - a. Looking over the season, we averaged a 2:1 ratio of practices to games. We want to look at increasing that to 3:1. We need to consider ice time to help increase this.
 - b. As an association we need a goal of moving on to regional and state tournaments. We had a couple of teams get close.
 - c. At the older levels we had one player make the great 8, players make HP cuts, and players in Jr Hockey and college.
 - d. Mike Donaghue announced his resignation as hockey director. He will continue on the board as the boys high school hockey coach and will be involved with the hockey committee. Greg Buckmeier will be the new boys hockey director.
 - Greg Buckmeier** -
 - a. Greg shared assessment data. Final assessments will be emailed out to families soon. Overall we took a bit of a drop in skills this year. The hockey committee will look into this data to better plan for next year.
 - b. Darren Krein asked if we need to look at balancing individual team practices with overall level practice. And knowing that ADM is a great tool, should we consider looking at more schemes and flow earlier. Mike Donaghue explained that the coaches requested to practice that way together. He saw much of the same patterns of teams losing to some teams at the beginning of the season but then coming back on some of those teams at the end of the season. Kari Nelson agreed with Darren that more team practices earlier on would have been beneficial, and asked for that to be taken into consideration for next year. Scott DeBrito shared that available ice time would be a possible limiting factor. Vanessa Whipple shared that her son's team experienced the opposite of what Mike Donaghue observed. With the team's success

waning towards the end of the season. She shared that parents she talked with would like to see more of a balance with ADM and positio/team practice. Kurt Miller also shared that it would be nice to see a more balanced approach when it comes to utilizing ADM. He shared that DL has had success with some restructuring. Mike Donaghue said that the hockey committee will look into ways to change. Pam Muxfeldt shared that as our numbers grow, kids need to be motivated and parent support is important.

VI. Committee Reports

- a. City Update- The state came back with approval on the engineering of the new chiller. There needs to be some adjustments to the engineering of the footings. That was done and was sent back again. Once that is accepted, we are hoping by June, the installation can take place. That process should take about 3 weeks. If this all happens, we would be looking at September ice. The goal is summer ice 2020. Dave Umlauf announced his retirement. He has worked with the hockey association for the last 19 years. Thank you to Dave for his service to our association.
- b. Safe Sport Coordinator- Nikki Richter- No Report. Kevin Sonstebo took this time to report on the Discipline Committee - We had 7 incidents throughout the season. It included bullying, suspensions, trespassing, and locker room issues. An incident with an intoxicated parent at the rink was handled, there was a damage to personal property that was investigated but we were unable to resolve it, a skater receiving an injury on the ice and it was determined to be accidental, a vaping issue led to a suspension, access to the tunnels was brought to the attention of the association and city, and an adult interaction with a athlete brought MN and USA hockey into the situation. This was an average year of discipline issues, and the committee worked hard to handle them as they arose. Cory Reinertson shared that we are currently working with Scott Ray, the MN Safe Sport Rep. The updated safe sport rules will be coming out in June. We will be restructuring our committee to align with the new rules.
- c. Concessions- Pam Muxfeldt- Final numbers are still coming in. We are close to or above the totals for the past 2 years. The cost of paying workers to cover open hours was up this year.
- d. Promotions - Sarah Casey -

To increase registration

- Created a communication plan that included a social media campaign, yard signs, email distributions, banners, student flyers, radio ads, and an on-air interview.
- The communication plan may have aided—in part—the record-high registration numbers.

To increase participation

- Created numerous smaller communication plans and/or executed deliverables for various initiatives, including:
 - Girlz Rock/Boyz Roll
 - Try Hockey for Free
 - Warrior Game
 - Meet the Otters Night
 - Season Kickoff Night

Key annual numbers

- 240 registered skaters
 - 108 (33 + 75) new Facebook likes
 - 129 (47 + 82) Facebook posts
 - 75,232 (25,008 + 49,224) total reach (The number of people who had any content with our page or had information from our page enter their screen. This includes posts, check-ins, ads, or other social information.)
- e. Fundraising- Darren Krein - We used raffle ticket sales for our fundraiser this year. The goal of the current committee is to engage the community more in next year's fundraiser. They are ooking to possibly plan an event. The committee is looking for ideas and members to help. While our gambling sites have been doing well, that source does not cover all

association needs. We would like to bring the fundraising goal to near \$40,000. we have been at near \$20,000 for the past few. The goal is to keep hockey as affordable as possible, and purchase equipment as needed.

- f. Equipment- Ryan Welle - Ryan will be stepping down as manager. We are looking to fill this spot. Ryan shared his report via email - Team managers are doing a great job. Most jerseys are in. Rental Equipment turn in was a breeze. We are missing 1 of the new reversible jerseys #25 used by the mites. He just received the new "south paw" goalie glove and blocker that was ordered at the beginning of the season. He thinks we should order some new helmets again this year, he would recommend 5 XS AND 5 S so 10 total. He will update the "equipment manager overview" for the incoming equipment manager.
- g. Sponsorship- Eric Nelson - We are looking to fill 3 wall signs in the South rink for next year. There is room available in the North rink too.
- h. Registration- Curt Proffit - Our end of season totals are in at 238 skaters with 51 being 1st year. We are projecting 220 returning skaters next year.
- i. Scheduling- Mike Welde, Pam Muxfeldt-
 - Pam Muxfeldt - the process to complete this included working with the school, Mike Welde, and the coaches. It is a team effort.
 - Mike Welde - One challenge this season was getting a good game total for the 10UA. Having 2 tournaments helped with this. The Squirt C Metro League was good. It included Moorhead and Fargo teams. There has been discussion on designation of our PWB2 team and changing that to a C next year. That will make a difference in tournament entry. It would be nice to have less weekend high school games. We also need a plan for scheduling with District 5 teams. They have limited ice time for games, and they want to charge us for ice and refs. If we want to schedule with them, Mike needs to know what we are willing to pay for and provide if anything. Josh Shol shared that he would like to see the girls 10U on a rotation for the Squirt International Tournament like our boys are.
- j. Tournaments- Darren Krein- We hosted 8 home tournaments and one Jamboree. They all brought in \$36,000 to the association. We were not able to fill a PWA, SQA tournament. We are looking at possibly focusing on a few tournaments and making them larger events. This will pose some challenges in that we would need parent volunteers from all levels to help on these weekends. Another consideration would be replacing the missing home tournaments for other teams with an on the road tournament. There would be cost brought with that. Another consideration is that these home tournaments are a fundraiser for the teams through t-shirt sales and raffles. That would be missing for those teams.
- k. Rookie Program/ 2 and 2 Challenge- Niki Welde, Rebecca Cederberg- The 2 and 2 challenge is a USA hockey incentive program for associations. The goal of the program for participating associations is the following:
 - **Retention:** Welcome Back Week (Meet the Otters)
 - **Acquisition:** Try Hockey For Free Days (November 10, 2018 and February 23, 2019) Girls Try Hockey (October 7, 2018)
 - **Conversion:** Transition Programs (Girls Rock/Boys Roll)

One change we made this past year was to move the rookie program to correlate with the Girls Rock program. We found the timing to be very appropriate. Many families made the decision to move to the association this year.

Girls Rock - 22 participants - 7 joined following the program

Boys Roll - 30 participants - 13 joined following the program

November Try Hockey - 7 participants

February Try Hockey - 24 participants

- l. Website- Curt Proffit - Sarah Casey will be joining Curt with this. They will work together to redo and streamline the site.
- m. Hockey Treadmill- Pam Muxfeldt no report
- n. Assessments - Greg Buckmeier - See report above under Hockey Director reports.

- o. Strength and Performance Center - Scott DeBrito - The plan is for a training facility located in the grassy area on the South side of the rink. The FFHA will contribute \$100,000 to the project. We need \$300,000. Fundraising is for this is in full swing. The goal would be to start the project this summer. Association member participation in fundraising is important. The facility would be available for our youth teams and the high school teams. There would access to this separate from the rink so that it could be available for more hours. We would work as an association to staff this. The shooting room would still exist.

VII. FFHA By-Laws-

Suggestions for amendments -

- Article I, Section 1 - Strike and replace entire purpose statement with our mission statement from our Rules and Regulations
- Article VI, Section 4. Strike Rules committee from the title. Strike first sentence. Change "this committee" to "the coordinator".
- Article VI, Section 5 - Strike "Public Relations and Membership" from the title and replace with "Promotions". Strike "also to include the functionality of the web site."
- Article VI, Section 7 and 9 -Change all "MAHA to "Minnesota Hockey", and all "AHAUS" to "USA Hockey".
- Article VIII Section 1 - Strike "These By-Laws may be amended as provided by law. These by-laws shall be reviewed annually. Change to, "These Bylaws may be amended when necessary by 2/3 vote by majority of the Board at a regular or special board meeting. Proposed amendments must be submitted to the Board Secretary. These Bylaws shall be reviewed at least annually at the annual meeting. "

Scott DeBrito made a motion to accept the changes, Scott Samuelson seconded, the motion passed.

VIII. Thank You to Exiting Board Members

Curt Proffit
Cory Reinertson
Ryan Welle
Jeff Young

IX. Nominations for Four Board Positions

- a. Statement of Commitment- we meet once a month, need help with committees, attendance policy if miss a 4th meeting in 1 year the term is terminated.
- b. Review Board of Directors Applications-
 1. Curt Proffit nominated by Niki Welde
 2. Matt McGovern nominated by Eric Nelson
 3. Jess Sem nominated by Niki Welde
 4. Matt Skjeret nominated by Darren Krein
 - i. Motion to close nominations was made by Kari Nelson, seconded by Scott DeBrito, the motion passed.
 - ii. Final results: Curt Proffit, Matt McGovern, Jessica Sem, Matt Skjeret

XI. Next Board Meeting Wednesday May 1st, 6:30pm at KSS Otter Community Room

c. Agenda items for May Board Meeting

1. Appointment of Association Committee Chair Positions

XII. Adjourn Meeting adjourned at 9:27pm by Cory Reinertson.