

**CHIPPEWA YOUTH HOCKEY ASSOCIATION  
BOARD MEETING MINUTES– Wednesday, July 19, 2017, 7 pm**

<b>President</b>	2019	Bob Normand	X			
<b>Vice President</b>	2018	Steve Gibbs	X			
<b>Treasurer</b>	2019	Erik LeMay	X			
<b>Secretary</b>	2018	Jennifer Lindstrom	X			
<b>Board members</b>	2019	Trevor Bohland	X	2018	Billy Bergh	
		Brad Martin	X		Randy Reeg	
		Mikayla Hogan	X		Scott Sikkink	X
		Dan McCauley	X		Todd Bresina	
		Bill Antilla	X			

**Others in attendance:** Eric Foiles, Amanda Schemenauer

**1. General Meeting**

Eric Foiles suggested we have a place on our website for beginners and those new to hockey to explain how the Association and hockey in general works. Erik will discuss with Bob and/or Randy.

Amanda Schemenauer, Figure Skating Club (FSC) representative, informed the Board that FSC recruitment efforts include a float in the Pure Waters Day parade, Facebook, a learn to skate day, flyers for distribution to daycares, TV advertising, and electronic advertising with the school district. Fifteen to twenty new skaters each year is the goal.

The FSC would like 1-2 hours on some Sunday mornings during the regular season for practice. Bob will review the schedule and try to accommodate.

**2. Secretary's Report**

Minutes from the June meeting were distributed and approved via email.

**3. Treasurer's Report**

Erik LeMay distributed June financials prior to the meeting via email. Nothing noteworthy other than expenses are higher than income during the summer. The South Rink loan balance is \$148,627.

Motion made by Steve Gibbs to accept the Treasurer's report, seconded by Brad Martin. Motion carried.

**4. Correspondence/Officer Reports**

Steve Gibbs will be attending the WAHA meeting on August 5<sup>th</sup>. Other Board members are welcome to attend. The cost is \$25 to sign up but it's refunded at the end of the meeting.

The referee clinic at McDonnel High School has not been confirmed. Bob is having trouble confirming the October 14<sup>th</sup> date. Six classrooms are needed. Ideas for alternative space are welcome.

Our tournaments are sanctioned and posted on the website. The Board discussed some changes but agreed to leave the schedule as is.

Steve Gibbs motioned to raise the fee for the Ice Breaker tournament to \$250. Trevor Bohland seconded. Motion carried.

Steve Gibbs suggested that we send LiveBarn information with all tournament registration packets. Additionally, we need to revamp and improve the tournament director position.

Bill Antilla volunteered to help with Facebook posts. The Association can earn advertising dollars if a certain number of followers are reached.

## **5. Old Business**

- a. Code of conduct committee – Proposed language changes to current code of conduct policy was tabled until next month.
- b. Succession plans for:
  - i. Concessions – Randy plans to meet with Heidi in August now that the Fests are done. Discussion will include setting up checks and balances and using committee members to help with segregation of duties.
  - ii. Referee scheduler – Scott Sikkink reported that he is waiting for the new scheduling system through WHOA which is waiting for approval from WAHA. Then he will meet with Jen (or Jen will create her own if WAHA doesn't approve). Trevor suggested that Max Galaxy could be an option.
  - iii. Facility maintenance – Steve Gibbs reported that he met with Josh who will be creating a maintenance project list.

## **6. New Business**

Trevor suggested that we establish a minimum number of meetings that Board members are required to attend. Board members will bring suggestions to the next meeting.

## **7. Committee Reports**

### Facilities

- Trevor will order pads for the new nets.
- Zamboni issues, if any – Steve dislodged a puck stuck in one of the augers and has been leading general maintenance.
- Scheduling system for Zamboni drivers – Billy sent out for next month.
- R&R Zamboni maintenance seminar and open house Aug 2-3 – Steve will attend and try to recruit others.
- Ice maintenance committee – Steve reported that the committee has been meeting regularly. Will clean and seal North rink in September. Need ice by November 6<sup>th</sup>.
- Super Separator update – Steve reported that Matt from Hovland's said that it's working well but per inspection of compressor #1, found some things that need to be replaced.
- Implementation of control system for the compressors – John Crawford will be added to this team to take over air monitoring.
- Summer rink cleaning – volunteer is cleaning every Friday and doing a good job.
- An Association-wide cleaning day was tentatively scheduled for August 19<sup>th</sup> but will be held on Friday, September 15<sup>th</sup> instead because our cleaning project was selected for the United Way Day of Caring. Preliminary planning notes:

- a. One large 30-yard dumpster – Trevor will see if we can get one pro bono.
- b. Landscaping – Jennifer will create a plan. Any Associations members with expertise in this area should contact Jennifer.
- c. Jennifer will collect list of projects and recruit team leaders from our Association.
- Mold in locker room #7 – Gibbs reported that it's almost nonexistent due to insulation and running dehumidifier.
- Fall Fire Up on August 17<sup>th</sup> – at Cornerstone in Green Bay, Bob will plan to attend.
- Pro shop window was broken – Post will repair.
- Billy may be able to get floor protector.

#### Finance/Administration

- a) South rink donor recognition – Scott verified that Craig Frenette has a proof and will present at next meeting.
- b) Strategic planning report on each action plan:
  - a. Timeline and recommendation of facilities manager – The finance committee has not met, will meet when Randy returns.
  - b. Maximize use of facilities in the summer – Bob and Rod E have exchanged ideas and will meet soon.
  - c. Strategic sponsorship overhaul and new partnerships – Trevor, Erik, and Bill had a conference call. Trevor researched what other associations are doing and compared to what we are doing. The plan is to create a sponsorship package over the next couple of weeks before the regular season starts. We currently make \$29K+ and goal is to make 1.5x-2x that amount.
  - d. Legacy Program – Jennifer, Steve, and Brenda – The goal of any non-profit endowment should be to grow to 3x the organization's annual operating spend. This equates to \$1.3 million for CYHA. Jennifer is working on collecting pictures and drafting literature describing the endowment and its goals. Bob Normand to provide the 30<sup>th</sup> birthday address list. A separate page on the website should be dedicated to the endowment and refreshed quarterly with different hockey family stories, success stories (i.e. Dallas Steward), and the economic impact the rink has in the community (Trevor to provide). Other ideas to promote the endowment include hosting an estate planning workshop with access to reduced cost attorney services, advertise on the TV in the lobby, a summer pig roast or Beer Fest VIP event, sell beer in concessions and have proceeds to go the endowment. Jennifer asked the Board to designate Amazon Smile proceeds for the Endowment and the Board agreed. Jennifer will send an email to the Association members with instructions on how to designate CYHA as the recipient of Amazon Smile donations. Erik noted that Amazon Smile does not work on mobile apps.
  - e. Engagement and recruitment of kids – Mikayla, Jason, Scott, Michelle, Andy – Scott reported that the group discussed getting in front of first graders which is a good age for athletic ability and retention. The group is also quantifying the cost of hockey versus other sports/programs for literature. Mikayla is focusing on the girls' side. An example is the big sister/little sister program. Also marketing to daycare centers. Bob added that we can earn credit toward equipment for running Try Hockey for Free programs.
  - f. Next campaign – Chuck Frenette and Trevor - Trevor is trying to touch base with Chuck.
  - g. Great Lakes Program – Coley and Todd - Per Trevor, Coley has reached out to the Great Lakes program. Trevor suggested that we consider hosting an NA3HL program but this could be a lot of work. The LaCrosse Freeze is an example. Estimated proceeds could be \$100K if done right. Consider Leine's as a sponsor.

- h. Facilities Manager job description – Dan and Trevor - Dan reported that over a dozen different job descriptions were reviewed and decided on the title “Rink Manager”. The goal is to post a job description by 8/1. Dan will create the job description.
- c) North rink remodel – The committee met for a second time. The draft drawing will go to bid by 9/1, returned by 9/18, and presented to the Board on 9/20. If approved, winning bidders will be informed on 10/10. River Valley Architects is donating their time and services which we sincerely appreciate. Construction will begin in November in phases. The timeline has been accelerated due to the availability of Barry Bohman, potential project manager. The cost is estimated to be \$250K-\$350K and will be rolled into the current loan. The current loan rate is 4.75%. The monthly payment of \$5,878.87 will not change but be extended by approximately 6.5 years.
- d) Registration – Final fee proposal presented by Erik. The objective was to raise fees across the board but also provide a way for those working a lot of hours to get a credit toward their hours to allow those who cannot afford the increase to work the hours throughout the season to keep their cost down. We have about 17 families so far over 80 hours, 7 over 100 and 15 over 125.

Level	Current Fee	Proposed Fee	Work Assessment Requirement	Credit over 80 Hours	Credit over 100 Hours	Credit over 125 Hours
Beginner	\$25	\$25	0	N/A	N/A	N/A
Mighty Mite	\$75	\$100	25	N/A	N/A	N/A
Mite	\$100	\$175	65	\$25 (net \$150)	\$50 (net \$125)	\$75 (net \$100)
Squirt & 10U Girls	\$150	\$225	65	\$25 (net \$200)	\$50 (net \$175)	\$75 (net \$150)
Peewee & 12U Girls	\$150	\$225	65	\$25 (net \$200)	\$50 (net \$175)	\$75 (net \$150)
Bantam & 14U Girls	\$150	\$225	65	\$25 (net \$200)	\$50 (net \$175)	\$75 (net \$150)

Steve Gibbs motioned to approve the recommendation. Dan McCauley seconded. Discussion ensued. The new structure provides an incentive to work more than the required hours. If members can't afford it, something can be worked out with hours or financial assistance is available. Fees have not been raised in about 10 years. The following comparison is posted in our FAQ's on our website:

**How do our registration fees, fundraisers and assessment hours compared to other neighboring associations?**

- CYHA: Hockey: Beginners: \$25 No Fundraisers or Assessment hours; Mighty Mites: \$100, Fundraising \$200, Assessment Hours 25; Mites through Bantam (including U12 & U14) \$225, Fundraisers: \$385, Assessment hours: 65 CFSC: Skate With Us < 2yrs: \$180; Fundraisers: \$50; Assessment hours: 5; Skate with us >2 yrs: \$180; Fundraisers: \$50; Assessment hours: 25; Junior: \$240, Fundraisers: \$385, Assessment hours: 65; Senior: \$310, Fundraisers: \$385, Assessment hours: 65
- Eau Claire: Squirts-\$400, Pee Wee-\$500, Bantam-\$600 Fundraising: \$350, Tryout Fees \$50; Assessment Hours: 40 @ \$20
- Menomonie: LTS - \$185, Mites-\$185, Squirts-\$375, Pee Wee/U12-\$420, Bantam/U14 \$465. Assessment Hours: 35 Fundraisers: \$400 Wreath sales per skater
- Rice Lake: LTS – Free, Mites-\$115, Squirts-\$245, Pee Wee-\$265, Bantam-\$315, U19-\$215. Fundraising: \$150 Wreath sales per skater, Assessment Hours: 30

<u>Altoona:</u>	Mite-\$120, Squirt-\$150, Pee Wee-\$205, Bantam-\$205.00, Girls U14-\$205, Girls U12-\$205, Girls U10-\$150; Fundraising: \$200 per skater; Assessment Hours: 10 hours per skater.
<u>BRF:</u>	Mite-\$75, Squirt, Peewee/Bantam-\$125, High School - \$150; Fundraising: \$600; Work Assessment: 10 hour per skater.
<u>Wausau:</u>	Mites-\$250, Squirt, Pee Wee, Bantam \$500; Fundraising \$300 per skater; Assessment Hours: 50
<u>Baldwin:</u>	Mite-\$160, Squirt-\$325, Peewee-\$375, Bantam-\$425, High School - \$450; Fundraising: \$500; Assessment Hours: 60
<u>Hayward:</u>	Mite-\$240, Squirt-\$420, Peewee-\$475, Bantam-\$520; Fundraising: No information available; Assessment Hours: 25 per skater;

Motion carried. The FSC will consider raising fees as well.

### Special Events

The Board thanked Erik and team for coordinating these events and utmost appreciation was expressed for all of the volunteers.

- Northwood's Blues Fest
  - o Filled all shifts
  - o Flat fee of \$1,000 to park cars
  - o Parking shift on Saturday was missing cash. Erik is working with the volunteers on that shift and the Blues Fest manager to rectify the issue.
- Northern Wisconsin State Fair
  - o Filled all shifts
  - o Flat fee of \$1,500 for grandstand security and \$7-8/hour for other shifts so total should be about \$1,800. Some volunteers helped clean up chairs so Rusty was going to add a few hours to our payment
- Country Jam
  - o Filled ~484 shifts
  - o \$6/hour + all tips in bars staffed by CYHA so about \$17k + tips
- Big Rig Truck Show
  - o Working with Linda from the Truck Show on finalizing staffing needs, currently have 4 of 28 shifts filled
  - o Right now approximately 145 hours at a flat fee of \$1,500
- Leinie's 150<sup>th</sup> Reunion
  - o Shifts are out on volunteer spot and we've filled 4 of 16
  - o Payment is around \$8/hour
- Oktoberfest
  - o Shifts are on volunteer spot and we've filled 14 of 20 shifts
  - o Payment depends on success of festival
- Bingo – Bob reported that we passed the WI audit. The only issue was that we were slightly negative on our inventory (bingo sheets) which means that we probably over reported sales. This is favorable for the state because we paid more tax, but unfavorable for us. The auditor commended Bob for being organized and gave us some tips for recognizing bingo fraud. For example, bingo players must use daubers and not pens to ensure that sheets are not reused. The auditor suggested that we consider increasing fees for bingo sheets, make the event more fun (music, lights) and increase the prize money or give away goods (i.e. dinners). Children can play while parents are

volunteering. Auditor asked if everyone in our association benefited from the Bingo proceeds and Bob was able to respond affirmatively because the proceeds are used to fund tournaments for each hockey team. The auditor defined gambling as requiring three elements be present: consideration, chance and prize. Therefore, chuck-a-puck is not gambling because skill is required and eliminates the chance element. Regarding raffles, the Association needs a department of gaming class B license. Booze raffles must be on a separate table and only over 21 year olds can buy those tickets. Bob reported that we can buy a pull tab license from the WI lottery office and we must buy the pull tabs from a WI vendor. Based on Bob's discussion with the auditor, CYHA should also consider a class A shared raffle, selling 300 should net \$14,500. Trevor Bohland motioned to proceed with shared raffle and pull tabs. Seconded by Steve Gibbs. Motion carried.

### On-Ice

- Girls co-op agreement with Menomonie –Steve reported that there were no issues with the revised agreement. Billy Bergh, Melissa Martin, and Connie Fedie were voted to be the liaisons. Motion by Mikayla Hogan to approve the liaisons. Seconded by Erik LeMay. Motion carried.
- Player release was requested from 3 players from the same family to Rice Lake. Discussion ensued. Erik LeMay motioned to approve the release subject to the family meeting their assessment hour requirements. Trevor Bohland seconded. Motion carried.
- PDC update
  - a. Revised draft of coach compensation/reimbursement will be distributed via email.
  - b. Need to revise red, white and blue program – will be separated by skill level for jamborees so that kids with like skills skate together.
  - c. Try-outs will be the week of October 23<sup>rd</sup>. Scott Sikkink presented a list of possible evaluators across squirts, peewees and bantams. Trevor Bohland motioned to approve the list. Erik LeMay seconded. If anyone objects, come to next meeting.
    - Brian Flynn
    - Ryan Hebert
    - Tom Hubbard
    - Steve Gibbs
    - Dan Post
    - Derek Post
    - Wes Hoem
    - Andy Skelton
    - Nick Hart
    - Scott Sikkink
    - Jeremy Staves
    - Scott Parker
    - Mikayla Hogan
    - Logan Murphy
    - Austin Taylor
    - Matt Lukowitz
    - Lee Skille
    - Trent Mueller
    - Dave Boisvert
    - Tom Hart
    - John Ippel
    - Jr Steward

- Chris Heineman
- Summer ice program – going well, numbers were low during the Fair week but are expected to bounce back.
- Shooting cage update – Trevor picked up most of the supplies, waiting to hear about synthetic ice, Eric Foiles volunteered to weld.
- Skating aids (chairs) – Jennifer to check with Spectrum’s chair vendor.
- Daycare skating fieldtrips – Brad reported that they are going well. YMCA groups and the Boys and Girls Club are participating too. The daycares are already interested in doing this again next year. This is a great example of good community collaboration.
- Saturday open skate/open hockey – No one has stepped up at this time, but if anyone wants to Zamboni and rent out skates, we would love for our skaters to have the opportunity to skate.

**8. ADJOURNMENT - 10:20 pm**

Next meeting date: Wednesday, August 16th, 7 pm in the CYHA Boardroom.