

Sheboygan Lakers Blue Line Association

Meeting Minutes

01/17/24

Present: Tom Cagle, Salena Russell, Brian Allen, Josh Holte, Erin Lindow, Nathan Taylor, Paul Avery, John Taber, Sam Schroeder, Tammy Dehne, Jared Roe, & Eric Hawkinson

Absent: Jen Cardarelle, Kathy Scott, & Kasey Schroeder

Meeting was called to order at 6:31pm

Previous meeting minutes approved via email and posted to SBLA website.

Treasurers report was sent out via email. No concerns or questions. *Sam made a motion to approve treasurer's report, 2nd By: Brian. Motion approved.*

RINK MANAGER

- Nothing to report

OFFICE MANAGER

- Nothing to report, not in attendance.

RED RAIDERS

- Nothing to report, not in attendance.

ADMINISTRATION

- Welcome to our newest Board Member Eric Hawkinson.
- Reviewed the ref coordinator position, per request on Parking Lot. No changes to be made at this time.
- Reviewed Ref Retention, per request on Parking Lot.
 - Brian was asked to help frame a statewide mentorship program due to the success of our program at Blue Line.
 - This season so far Brian has scheduled 249 refs. Of those, 53 declined due to not updating their availability. 7 refs on our list have not worked yet this year.
 - As part of our program, we pay for all of our ref's fees. We do have refs that are reffing at multiple locations. It is not fair that we pay for their entire fees, but other rinks benefit. We will no longer be paying for the fees for refs that ref at multiple locations.
 - Historically, we have paid our refs an extra \$10/game for playdowns and State. This is due to the special qualification they must carry to ref those games. *Nate made a motion to approve the additional \$10 fee per game for Playdowns and State, 2nd By: Josh. Motion approved.*
 - At this time, we feel that our ref pay scale is competitive for the area. We will not be increasing our pay rate for the 24-25 season. We will readdress at the end of each season for the upcoming season.

- Ice Bowling Update: Ice Bowling website is up and running. Registrations are rolling in. They will be doing a social media campaign this year. Over 300 posters are up in the surrounding communities. Salena asked that they reach out to her to get the Ice Bowling information up on our Facebook page and on our website.
- Foundation Update: Discussed what funds the Foundation holds, what they have paid for recently, what fundraising falls under their umbrella, and how their financials are published with the IRS yearly. A representative from the Foundation will be at the March Open House. Salena requested a copy of their bylaws.

FACILITIES

- Josh has reached out to multiple contractors to complete the west wall project. He will be meeting with four of them to receive bids. After he receives the bids, he will discuss it with Tom to discuss logistics.
- Kasey to find the final bill for the freon project to submit it to the Foundation.
- We should get a list from the Foundation as to what falls under maintenance and what falls under capital improvements.
- Brat hut is still forthcoming. Concrete was supposed to be laid in fall. Delayed due to weather. Will hopefully be able to accomplish this spring.

YOUTH HOCKEY COMMITTEE (YHC)

- Playdowns will be the first weekend in February. We will host (4) playdown games. (3) of our teams already have a bid to State: SQC (auto bid), SQA (hosting), BTB (given bid by host team).
- Coaching Accountability: Our 2013 and younger skaters have a lot of 2nd generation skaters. This is giving us a really nice pool of coaches. We are hopeful for the future. The 2014 and older skaters struggle with finding coaches, hence (2) non parent coaches. We are aware of concerns with some coaches in our organization. We are working with them on being efficient on the ice during their practice times. Aware that there are other factors out there that are hindering teams' advancement and improvements.
- Skills Evaluations: We do receive feedback after the tryouts, but they are based on the pool that is on the ice in that moment vs what is out there at this level. The feedback is not detailed enough to use as a guide for coaches. We could do an end of the season review, but then what? It is the end of the season. What do you do with that information?
 - Can we as an organization put together a brochure of spring/summer opportunities?
 - We would love to offer some of these opportunities in house, but that is something that we need an in-person paid director of hockey position to accomplish.

TOURNAMENTS

- January tournament was a success, even with the weather. Numbers for raffles, brat fry, and concessions were down from anticipated. Hopefully that was just weather related.

FIGURE SKATING

- Nothing to report, not in attendance.

MARKETING/FUNDRAISING

- Survey will be going out to the organization some time in February. Our target is a 50% response. We will consider bringing in tablets on First Ice and Mite nights to have parents fill out in person.
- Jersey sub-committee of Salena, Sam, Jared, & Josh presented the recommendations. Presented us three price points of jerseys and a list of pros and cons of each. Quoted each price point with (7) different companies. Quotes are:
 - Price point A - \$160/pair + a practice jersey
 - Price point B - \$120/pair + a practice jersey
 - Price point C - \$40/pair + a practice jersey
- Presented three different plans based on level of play. (9) board members voted for option A. (1) board member voted for option B. We will move forward with Option A. Jersey sub-committee will present their recommendations for moving forward at the February board meeting so that we can present to the organization at the March Open House.
 - They will present recommendations for how to organize and order, etc. One possible idea would be having parents sign letters of intent in spring. This allows them a longer time to create a payment plan to pay their fees for the upcoming season.

NEW BUSINESS

- We will be moving forward with a 1-year, 3-year, 5-year plan. Eric Hawkinson will be taking the lead on this project, while working with us. Salena volunteered to work with him on this. **We will be presenting this at the Fall Open House.**
- WAHA is taking their rules very seriously. We received a letter from a WAHA attorney about the Holiday Face-Off event at Fiserv with pictures of parents on the ice without helmets. We NEED to understand that they are watching everything and we need to make sure that we are following all rules. We are all under a microscope.

PUBLIC FORUM

- The membership is really looking for transparency. They want to know what is going on and how the organization is handling everything.

Motion to adjourn at 8:32 pm.