

SYHA Board Meeting Minutes
Board Meeting March 11, 2019

In Attendance: Terra, Shannon, Jim, Melissa, Debbie, Randy, Stacey, Lora, Dan G., Kristy, Dan M.

Non Board: Veronica Ward, Aaron Gardner, Mike Vad

- A. Welcome and President's Message:** Randy welcomed everyone to the meeting, congratulations to all of the teams who made it to the state level. Congrats to the coaches, parents, and players for their hard work.
- B. Approve February Minutes:** Motion to approve minutes: Shannon. Second, Debbie. Minutes approved.
- C. Financial Report:** Dan will follow up with My Happy Place about paying for advertising. Stillwater ice is currently due for January-March. Motion to approve financials: Shannon. Melissa second. Motion carried.
- D. Building and Maintenance Report:** Still have a compressor out; Dan talked to the owner and will look into possible warranty. They are blaming the issues on our dehumidification unit. There have been issues with every rink who has the same system we do. We have all logs on compressors; just installed in 2017. Other are from 2006, 2011 and 2014 that are working fine with our system. Problems all along since we've installed it, that may be our avenue toward covering the compressor.
Dan will work on bids for the garage doors.
- E. Committee Report:** Discussion about Heggie's pizza fundraiser and a date for pickup. Determined that families will come in when the pizzas are here. Heggie's is open for a delivery date; usually give families around a month for selling. Will post on Facebook and send an association email. Debbie will draft communication and get to Stacey to send out.
Dan was able to get a lot of equipment from River Valley at a good discount and/or donated.
- F. Old Business:**
- G. New Business:**
 - a. Raffle tickets:** Follow up on letter sent a few years ago about how raffles are run. We followed up with accountant to get opinion on how we were conducting raffles. Kristy talked to the tax exempt/fundraising from IRS and from WI raffle licensing board. If we put an opt-out clause out there, the people can either just pay the raffle cost, or they can choose to buy the raffle tickets. Changed the payouts to avoid tax paperwork for us and the winners. Specific question was about paying for it upfront. We can also

determine it to be a deposit on your registration. We will work to clean up the language surrounding the raffle; it can be a deposit or we can collect as they are sold. We can also indicate there is a fundraising obligation. Regardless, there will be \$200 added to registration. Kristy will check to make sure we can use the word "obligation" to the language. We can indicate there is a fundraising obligation and people can either opt out by paying an additional \$200 for registration.

Re raffle tickets for baskets: we cannot do "arm's length," we have to specify a certain amount of tickets for a certain amount of money. We cannot have a sheet tracking people's names.

Will look into options for fundraising, or buyout.

We will have to adjust registration and raffle ticket language. Will make a statement before registration next year.

b. End of season celebration: We haven't done an end of the season celebration for awhile. Teams generally do their own end of the season. Discussion about a welcome back party instead, that might generate more interest.

c. May fundraiser?: Since we are taking ice out April 30-week of June 3, we could do a fundraiser in May. Dan talked to Ryan, we could probably get Sunday's Regret for a discounted price. Discussion about a bean bag tournament, could run that in the afternoon, have a band at night. Discussion about a beer/wine sampler party. People pay to attend, vendors pay money to come into the facility. We have local breweries/distilleries/liquor stores who might be interested. Usually very well attended events.

Need to think about how we would want to do it this year, we have a very quick turnaround for this. Bean bag tournament might be a better choice for this year due to the timing. Could reach out to local businesses to see if they would be interested in participating. Looking at Saturday, May 18.

d. Blaze projections: Similar projections to last year. We will likely have 4 girls teams and 7-8 boys teams, so between 10-12 teams total. Doing the spring tournament in one weekend, April 12-14, we picked up Lily Lake and Baldwin rinks too. Organizations would prefer to send all teams on one weekend. Registration revenue should start coming in this month.

e. Board roles/restructure: Randy asked for feedback from board members in order to improve and streamline the process.

Roles: need for a volunteer coordinator. We need to look at automation for record keeping; Shannon has been researching tools we could use. Need for a member portal that members can use to see balances, hours owed, etc. This could take care of individual emails to board members to answer those inquiries. We need to take care of that before the next season begins.

Need a D2 rep; could also help in the tournament director role.

Event coordinator/committee. Run events like Santa, Parade, etc.

Advertising: coordinator/committee.

Concessions assistant

Fundraising: need a committee to help coordinate events and activities. Create a series of fundraising activities throughout the year on a calendar, so members know what is coming up.

A lot of associations have team level directors; we don't. This is an avenue to share information between the parents and the teams.

Committees need to be overseen by a board member, and must have direction on what they need to accomplish.

Many hockey associations have more non-voting roles than we do. We have some work to do on structure. We should work on getting more people involved to bring in new ideas, while also protecting what we've done.

Randy will start looking at what a new structure would look like and send that out for feedback.

Feedback from Mike Vad: in previous association, the more people who attended the meeting, the better it was. Forest Lake advertised board meetings. They had a goalie committee. Question about what we are doing about growth. We have been doing the LTS, THFF, backpack flyers, getting out information to the chamber with events, back to school night. Question as to whether or not we are doing it correctly; are we asking the first year families if we are running the program correctly. We work hard to communicate, let people know about the details of our programs, keep our registration costs low. More we can do in the schools to get kids more excited about the sport. Could condense information into a handbook, especially for parents at the mite level.

Veronica Ward: was very intimidated to come to a board meeting because of the location. Could reach out to various places to hold the meetings instead of at the rink. Sees there are places we need support. When we post new positions we should have a list of what their duties and time commitments will be. Could work more to communicate what hockey looks like from a parent standpoint (cost, time commitment, equipment rental, etc.) USA hockey has some information we could pull as well. Getting more people involved will increase ownership of the association and it could increase involvement across the board.

Aaron Gardner: question about how elections work. Nominations have to be made by the May meeting. We do elections online; we had 32 families participate last year. Communication will go out for the next board meeting for nominations with the timeline for voting. Would recommend doing HEP testing at the mite level; you then have a metric you can show parents and players at the end of the season. Andover had outdoor ice assigned to teams each week, created a culture of hockey. We could ask the city to start making a rink in town people could use. Andover has an online hockey brochure and a mite meet and greet every year. Stations to get apparel orders in, ask questions, etc.

Should also lay out the committee/coordinator roles we will need to fill. We need to make sure we have a return on the hours we are giving out for committees as well, and be sure that we are able to fill our concessions.

F. Advertising: question about additional advertisers. Dan and Randy are working on getting digital information from previous provider to show the advertisers. We are working on getting the videos they previously paid for. Randy and Terra will connect about a list of advertisers. Randy will put together a structure first, come up with committees, and then we will work on filling in advertisers.

G. Randy will follow up with Al Wittstock about the dryland building. Missy found a community grant we could apply for. Dan also has a few donors. Veronica Ward would like to improve our handicap access and talked to Al Wittstock about it. We could replace the stairs with a ramp. If we can put together a materials list, we can work with Wittstock to move forward.

Discussion about reserving funds for the aging building, aging zamboni.

Motion to adjourn meeting: