



Brainerd Amateur Hockey Association  
P.O. Box 38  
Brainerd, MN 56401  
www.brainerdhockey.com  
218-851-2244

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### BAHA BOARD OF DIRECTORS MEETING

Date of meeting: 8.3.2022

Time: 7:00pm

Essentia Health Sports Center

In attendance: Jim Brau, Darren Goltz, Amanda Ciesinski, Ryan Glas, Brent Potvin, Justin Jerve, Megan Goebel

- I. Call to Order – 7:08 pm by Darren Goltz
- II. Good News =/< 5 minutes
  - a. New family moving from Woodbury, Bantam and Peewee players
  - b. Received MN Hockey Equipment Grant of \$500
  - c. \$500 donation from Brainerd Lions Club
- III. Approval of Meeting Agenda – Motion to approve by Ryan Glas, 2<sup>nd</sup> by Justin Jerve. Motion carries.
- IV. Approval of Consent Agenda which includes: Motion to approve made by Brent Potvin, 2<sup>nd</sup> by Amanda Ciesinski. Motion carries.
  - a. Executive Director’s report (Attached)
  - b. Hockey Director’s report (Attached)
    - i. Player Development Committee and In-House sub-comm.
  - c. Treasurer’s/Financial report (Attached)
  - d. Recruitment and Retention Committee report (Attached)
  - e. Alumni Committee report (Nothing to Report)
  - f. SafeSport/Grievance/Discipline Committee (Nothing to Report)
  - g. Fundraising Committee report (Nothing to Report)
  - h. Volunteer Committee report (Nothing to Report)
  - i. Executive Committee report (Nothing to Report)
  - j. Finance Committee report (Nothing to Report)
  - k. Marketing Committee report (Nothing to Report)
  - l. Events Committee report (Nothing to Report)
  - m. June Meeting Minutes (Attached)
- V. Old Business
  - a. Jerseys – Motion to approve 2 sets of jerseys and 2 sets of socks of new design presented that will be travel family’s responsibility to purchase by Justin Jerve, 2<sup>nd</sup> by Megan Goebel. Motion carries.
- VI. New Business
  - a. LF Girl’s Co-Op Update – Girls Co-Op at the youth level that as of right now at the 12U & 15U levels. Meeting was held with Brainerd and Little Falls rep. Discussed the benefits of adding 10u to co-op, as well as not requiring families to purchase new jerseys this year due to the possibility of redistricting in the 2023-2024 season where Little Falls and Brainerd potentially could be placed in different districts. Finances were discussed. Motion to approve 10U be added to the Brainerd/Little Falls Co-Op made by Megan Goebel, 2<sup>nd</sup> by Amanda Ciesinski. Motion carries.
  - b. Closed Session – Discussed anonymous letter and course of action. Darren will follow up with Denny Bushy.
  - c. Waiver Request – Request was sent to BAHA Handbook states that Waiver Requests must be submitted to the board by August 1<sup>st</sup>. Waiver was turned in on August, therefore board decided that they would not review Player Waiver form. In addition, the late request did not meet the requirements for transfer.
- VII. Comments and Announcements



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- VIII. Adjournment – Motion to adjourn made by Brent Potvin, 2<sup>nd</sup> by Amanda Ciesinski. Motion carries at 9:51pm pm

Next Board meeting August 31th, 2022 @ 7:00pm

July 2022 – Executive Director’s Report  
By: Jim Brau

#### Home Tournaments

1. Home tournament online registration opened on May 23<sup>rd</sup>.
2. Current registration levels:
  - a. 15UB – 8 teams – Full
  - b. Squirt C – 8 teams – Full
  - c. Bantam B1 – 8 teams – Full
  - d. Bantam B2 – 8 teams – Full
  - e. Bantam AA – 12 teams – 3 spots open
  - f. Squirt A – 8 teams – Full
  - g. Peewee B1 – 8 teams – Full
  - h. Peewee B2 – 8 teams – Full
  - i. 12UA – 8 teams – Full
  - j. 12UB – 8 teams – Full
  - k. 10UB – 12 teams – Full
  - l. Squirt B1 – 8 teams – 2 spots open
  - m. Squirt B2 – 8 teams – Full
  - n. Jamborees – 8U – 6 spots open
    - i. Mites – 5 spots open in each division

#### 6U/8U/Mini-Mite/Mite Camp

1. Summer Player Development Camp for 6U/8U/MM/M ended July 28<sup>th</sup>.
2. Had 44 registered, which is a great number.
3. Kids really progressed well.

#### Golf Tournament

1. Held our annual golf tournament on The Classic at Madden’s July 19<sup>th</sup> with our junior division Sunday, July 24<sup>th</sup> at Madden’s social 9 course at Pine Beach East.
2. Great turnout and received a lot of positive feedback.

#### Shot Club

1. 48 participants so far with 128,402 pucks shot!



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### BAHA/BAHF Scheduler

1. Met with Pete Hentges from the metro to be our scheduler.
2. Finalizing contract and paperwork.
3. Working through his onboarding process to get everyone on the same page.

### Fair Booth

1. Once again, we're running a booth at the Crow Wing County Fair.

### Girl's Alumnae Event

1. Worked with Amanda to host a girl's event on July 29<sup>th</sup> featuring alumnae still playing college hockey.
2. Had 50+ youth participants.
3. Event was fantastic and something we should do annually!

### Recruitment and Retention Committee Report

Submitted by Amanda Ciesinski

Last meeting: 07/11/2022

Next meeting: TBD

#### 1. Recruitment Efforts:

- a. Crow Wing County Fair: The committee will fill shifts at the direction of the event committee chair. The THFF flyer was finalized and will go into production to be ready for this event.
- b. Try Hockey for Free (THFF): The committee requested and received participation data for the past four years from Jim. This information was used to make plans for this upcoming event.
  - i. Participant data highlights:
    1. We have seen a 158% increase in participation for this event since 2018.
    2. Notable increase was observed among girls' participation, which increased 300% since 2018.
    3. Participation continues to increase each year among all key groups. A 43% increase in participation was observed in 2021, especially among Kindergarteners.
    4. Lowest rates of participation are seen among grades 3-6, especially grades 5 & 6. The committee will look for more effective ways to reach out to this group of students and discuss ways to minimize barriers to joining.
  - ii. THFF event:
    1. This will be a two-day event, as it has been in the past. Amanda has secured ice time in The Crow Wing Arena for September 27<sup>th</sup> and 28<sup>th</sup>.
    2. Feedback from last years' event was that the ice was too crowded. We had 139



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participants in 2021, with many coaches and other volunteers on the ice. It was decided to offer two sessions during this two-day event, one for girls from 5:30-6:15PM and one for boys from 6:30- 7:15PM. Last year we had 60 girls participate and 79 boys. An effort will be made to divide participants by age out on the ice during the event. The committee agreed that an age-limit for volunteers during this event should be established.

3. The committee will make plans to follow-up with families following this event.

c. Little Wild Program: This program will be offered again this year. Amanda and Kayla will setup a table on the first and last day of this event to help answer questions about BAHA and assist with registration.

d. Brainerd Community Education Guide: The committee recommends purchasing a fullpage ad in the education guide for \$450. This is consistent with what BAHA has done in the past.

## 2. Retention Efforts:

a. Skating /Pizza Party with Alumni: 51 skaters from our girls' program joined 5 alumni currently playing collegiate hockey for a pizza and skating party on Friday, July 29th. Several varsity players also helped on the ice. The girls skated for 1.5 hours, afterwards pizza was served, and the girls had felt pennants autographed by the alumni.

b. Boys' Program Retention: The committee is brainstorming ideas to offer a summer experience for our boys' program participants.

c. BAHA Participation Data: Information and characteristics of membership were requested from, and received by, Jim. The committee will review this data to determine how to best focus our recruitment and retention efforts in the future.

d. USA Hockey Girls World Weekend: This weekend is scheduled just before the season starts on October 8th and 9th. We will seek to collaborate with the events committee to celebrate this annual event.

e. Hockey Day MN: This event will be hosted by White Bear Lake in January 2023. The committee will determine how we celebrate at a later date.

f. U of M Community Day: This event is an opportunity to celebrate U of M players and the communities they come from. Amanda has been working with the U of M to provide this opportunity to our girls' program participants and the alumnae we have playing at the university. Kayla will reach out to her contact to determine if we can provide transportation to BAHA players and families. A request for ice time has been made to play a game at Ridder Arena for Sunday, November 6th.

g. MN Wild Game: Amanda has been in contact with an account executive with the MN Wild. A \$200 deposit is needed to reserve our block of 150 seats. The \$200 deposit would go towards our total ticket purchase and will allow us to get first chance to select a game and reserve seats if the deposit is made before August 2nd. Final payment is due 30 days prior to the game. Waiting to hear back on availability of a pre-game photo and playing during intermission.



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