

SPYHA Board Meeting 8/11/9

Called to order at 6:03pm.

Board Members Present

President - Chris LaRowe

Past President - Brian Sullivan

President Elect - Suzanne Doody

Secretary - Laura Smith

Treasurer - Anne Marie Malkovitch

Bantam Rep - Eric Seidl

PeeWee Rep - Julie Wetmore

Squirt Rep - Erika Kott

Mite Rep - Brandon Schmidt

Mini-Mite Rep - Scott VandeBerg

Coaches Rep - Steve Tubbs

Tara Freund - Concessions

Board Members Absent

Midget Rep, unfilled

SPYHA Members Present

Mark Lea

Jerry O'Gara (Non-travel ACE Director)

Beau Bingham (Travel-team ACE Director)

Corleen Uhlenleamp

Breanda Egli

Paisley Hoffman

Nate Jones

Matt Buros

Amber Buros

Public Comments

(skipped and came back to)

A. Need a registrar!

Executive Committee Reports

A. Secretary Report

a. Motion to approve the minutes from 7/8/19 (Brandon), 2nd by Steve, Motion carried.

B. Appoint Missi Watters to tournament director

a. Motion Brandon, Second Eric, Motion carries

C. Treasurer

a. Tracked back to 2015

- b. Of the last 5 years, we are spending new money and not taking in as much money.
      - i. \$15,000/yr to SPICE which wasn't there before
      - ii. School skates and new year's eve, golf outing (increased spending)
      - iii. Fundraising has been down
      - iv. Goalie's rostering and siblings getting discounts (will have future impacts on losses...not significant)
    - c. Motion to approve treasurer's report: Tubbs, 2nd: Eric, Motion carries
  - D. Pres Elect (Suzanne Doody) - none
    - a. Reported later on re: WAHA gathering
  - E. Past Pres (Brian Sullivan)
    - a. SPice Update: New arena manager is getting acclimated from Nebraska. Jeff is working with Tony until end of Oct. Tony will leave end of Oct. Transition is going well.
    - b. Lighting project: replacing above two sheets of ice first. Unboxing and handing up to people on a lift. Screen the volunteers will be necessary. Looking for at least 12 volunteers (7, 14, 21 of Sept.). Will need a master electrician.
    - c. Parking lot striping is done.
    - d. Stone walls are being worked on (especially main stair/walkway that is falling apart). Getting them replaced as soon as we can. Snow removal people are using a material that eats away at the bond that holds the bricks together. Have McKay nursery help you (Casey Rufner has a relationship with McKay) to possibly replace the bricks.
    - e. Looking for the right partner/offering in the Willy Ty's space. SPice will let us know when they are further in the process.
    - f. Work days: weeding on outside, painting on inside, removing mulch around trees and replaced with sod/grass by Tubbs rink parking lot.
    - g. **Action:** Joint board meeting quarterly (Mondays in Sept 9, 16, 23, 30) Respond to LaRowe ASAP.
    - h. Agreement with SPice Expired in June **Action:** Previous agreement needs to be re-sent to board. (t-chart from Betsy was previously sent).
  - F. Pres (Christ LaRowe)
    - a. McGarry's are moving. Need financial release. Good standing.
    - b. Hosting tier one playoffs March 6-8 (conflicted with bantam, now we are doing the peewee b tournament instead)
    - c. Tier one: all off ice duty sign ups including concession stand
    - d. Bantam age player in Stoughton (hurting for numbers in Bantam and Peewee). They would like a co-op arrangement for peewee with Janesville. Kids are free to go to another organization if they cannot co-op or form their own teams. This could impact us (Bantam).
      - i. Tubbs comment: we housed many from waunakee and middleton in the past. He suggests we open our doors. This would help round out our Bantam numbers.

- ii. Beau: Make sure we co-op with them so our numbers don't count against us. You are not eligible to compete in state if you take more than two from another town. That's why we would want to co-op so that we could compete at state. Revenue? Look into that.

#### G. New Business

- a. Bueros (Dalton) has been playing with Patriots for the last 2 years. Family comes from a distance to see cousins play together. (Move to closed session).

### Committee Reports

#### A. Volunteer

- a. Changes from Tier requirements.
- b. If volunteer hours are outside of DIBS, then the committee needs to know. If hours have been approved, send to Paisley Hoffmann. Try Hockey for Free, team reps, are some examples.
  - i. Mark Lea: The work days do not end up on DIBS because they are announced, but not everyone signed up that way.
  - ii. If 4 people from a family show up, do they all get credit.

#### B. Fundraising

- a. None

#### C. Communications

- a. Increased social media presence. FB, Twitter, Snapchat. Make sure you hit 'Like'
- b. July: 36 FB posts, 1,074 are engaged, comments, sharing, 926 followers as of end of July
- c. Insta: 49 followers as of end of July, average of 4 reactions per post (spyhacards)
- d. Twitter: 182 followers, 2 reactions per post (spyhacards)
- e. If anything needs to be posted: [communications@spyha.com](mailto:communications@spyha.com)
- f. Challenge in the past: Only SPYHA events. Could we post other relevant information? It was discussed and agreed that we can post other relevant info as long as it is not a conflict with SPYHA events.

#### D. Cardinal Cup Committee (Misi Watters)

- a. Squirt C tournament is sold out
- b. Bantams A/B 9 teams registered
- c. Lots of area teams (polar caps, waunakee, verona, appleton, SHAW, middleton)  
More information to follow
- d. Restrictions on area teams? Not this year. It was discussed that we want to make sure our tournaments are full and it is challenging to fill if we restrict area teams. It's filling fast as it has been only open for 3 weeks.
- e. We can only refund the cost of the registration fee, not the tournament fee.

#### E. Concession Stand

- a. Several people are interested in serving.
- b. 2 ppl resigned (Seth and Kelly Tomlinson). Son and daughter are no longer playing hockey.
- c. We will need to have at least one more person.

- d. Tara: Adding Anne Carpenter. She is recruiting at this time. We can do an email vote. Anyone who is on concessions committee gets concessions hours taken care of.
- F. ACE directors (Beau and Jerry)
  - a. Jerry - none
  - b. Beau - potential coaches, some need to do level 4 and need to be reimbursed (1st year PeeWee, possible SQUIRT, Mini-mites). Tim Krull, Nate Voss
- G. Level Reps
  - a. Mini Mites: emailed eager parents. Jerry will contact a parent re: Mini mite skipping second year of mini mites and going up to mite. If it doesn't work out, we can pull back to mini-mites. Jerry will follow up.
  - b. Mites: none
  - c. Squirt: keeping in touch with Mad Capitols, lists from previous players. Call/email list of eligible players a week or two before the end of registration so they don't miss out on the discount. Mark Lea will get you the list of previous eligible players. Aug. 31 is cutoff for discount. Sept 15 is the true cutoff. Social media blast/email to remind parents. Phone might be good for the last few families who may need an extra reminder. C3 team: can we get refunds if we don't have the numbers. Most tournaments have multi-team discounts. We can do credit card if check doesn't work for tournaments.
  - d. PeeWee: Capitol/Thanksgiving weekend. Having a questionable 4th PeeWee team means we have to ask for refund possibilities.
  - e. Bantam: JV tryouts to solidify everything. Practice: tentative dates in dec. How do we schedule games? Out of region so we don't get penalized for game counts. Will have a separate meeting to work this out. \*There are more specific notes on possibilities in the last month's minutes. 8pm meeting on Tues. at the rink. Are there tournaments we should attend?: Eagle River, Chippewa Falls, Onalaska, Green Bay, Marathon County/Wausau, Debuque. Bantams can do 5 tournaments. If you drop a tournament, you can get 3 other games in place of the tournament. All B level teams have gone to Green Bay tournament (doesn't work this year). Speculation on numbers of players/teams. Email to parents to reassure and inform parents. Projected numbers: low to mid 20s. **Action:** Deadline with WAHA for applying for a co-op.
  - f. Midget: Coach Frankeski (from Patriots, now coaching with us, he plays on C-League) Ethan and Thomas showed up to meet him. Would like to start scheduling games.
  - g. Coaches' Rep: Needs a list of coaches from Beau. Sullivan will coach Bantam B if you need someone. Erika: When would you like to schedule a meeting with Reps and Coaches? Steve: After tryouts, but before the season starts, he would like to meet with coaches and additionally throughout the season. Smaller meetings come after teams are set to determine: Team Rep, Cardinal Cup rep.

#### Old Business

- A. U8 all girls team (Brandon)

- a. 6 responses so far to question if interested. Collect questions and comments as well. How many girls will be on the team? Will they get enough equal playing time? Competing teams? All DCL games. Some responded that they would not like to play on an all girls team. Is there a benefit? How soon will there be a decision? Not between now and Sept. 15th. 25 emails were sent out. There are other teams that are fielding this information as well. Numbers will determine the decision. There should be a like skill level rather than a huge spread to make a cohesive team. There are many determining factors. Second week in Nov. is DCL start. We will table this until Sept. board meeting.
- B. Team Tab
  - a. The group that is playing this summer, Noah McGary has one. It stalls a lot. The hook was it only has to be on.
  - b. Erika: you can choose to do it, or not.
  - c. Sullivan: logistics are a mess
  - d. We decided to do nothing on this item at this time.
- C. Corn Fest Parade (Aug 15)
  - a. Meeting at CHUMS between 5-5:30 to get in the parade participation line.
- D. Try hockey for free (added after agenda was printed)
  - a. QR code, Link to registration page (give to ppl at parade).
  - b. We have missing links on the WAHA/US Hockey side (2 and 2). Looking at getting a portal link without losing previous year's info.
  - c. Brandon will put something together for the parade.
  - d. Copies?: Color (400) Suzanne Doody will help with making cards with Brandon. Coupon for a ½ price public skate, Besty can do the layout (table this for later).
- E. WAHA Annual Meeting (Aug. 2-3)
  - a. Suzanne and Sullivan went.
  - b. Abuse of officials at the Squirt level is especially an issue. Officials are new at the Squirt level and parents have been a big issue. We are losing officials and having to cancel games. Policing your own rink. We have opposing fans that are obnoxious. We need to start saying, "Zero Tolerance Organization," over the loud speaker. WIAA already has a 'speech' that is required at the high school level. We need to enforce that at every level.
  - c. Joe Pavelski talked about a company he played with in juniors. He talked about his personal experience with his son. Came up with a documentary on how he trains. Kids watch Company 39 YouTube videos (\$60/package) for everyone else. \$15/player can watch the videos if you are a player in WI.
  - d. Checking: educate officials and coaches on checking. Correct and incorrect forms of checking.
  - e. Women's Round Table: Hockey doesn't just take you to the NHL, it takes you to director of operations, officiating, Olympics. We need to show girls the women who exist in women's hockey.
  - f. Safe sports: have to be 17 years old. 2022 they have to go through background check. 90 min for all volunteers. You have to have approval from your parents to

take safe sport if you are under 18. **Action:** Board members MUST take safe sport training. \*See new business\*

- g. Bang boards if you score: ok. If your team hurts someone and you bang the boards: not ok
  - h. Beau's name to WAHA as director of hockey
  - i. It would be great to send multiple people each year to WAHA. We have it in our budget if you want to spend Fri and Sat. **Action:** Discuss in May who we will send.
  - j. Point of Information: Lisa Martinson was elected to a directorship position. WAHA region 4 director.
- F. Policy Manual (updated and posted)
- a. Posted to website and is up to date
- G. Spirit Wear
- a. Squad Locker was discussed last month, reaching out to Kollege Town, Elite
  - b. Kollege Town Summary: Jeff Handlen met with Steve Tubbs and Julie Wetmore
    - i. Proposing online store that is open 4 times throughout the season or quarterly. That's so they get processed and shipped quickly in batches. Put together a contract. \$2500 to start.
    - ii. We can order from FanActive (banner company) and wrap the zamboni as well. If we sign a multi-year contract, the \$2500 would grow based on amount of orders. If we want concessions sweatshirts, we can do that completely separate from the store.
    - iii. Suggestion: When we run out of stock, change the logo. Mark up as we want as a fundraiser.
    - iv. They don't have access to Bauer as of right now. All we need to do is give him the problem and he can work on it.
    - v. Past orders have been successful. The newer reps are not as good. Handlen's have donated a lot to the rink.
    - vi. LaRowe will send the board the contract he received from Kollege Town.
    - vii. They already created an online store for us. When do we reach the level where we can order anytime?
- H. Squad Locker
- a. Even though you can order year round, it can take 6-8 weeks to receive your order.
  - b. Looking for a contract from Elite as well. Review what Elite is already doing for us.
  - c. Suggestions: Are they able to produce the press on the tournament site as well as orders throughout the season?
  - d. Sub-committee will look at the information and work on a proposal to present to the board. Morgan Schmelzer (spirit wear coordinator)

## New Business

### A. Appointments

- a. Concessions
    - i. Motion to add Tara Freund to concessions committee: Son: second year mite, 3 yo. Privatized student housing. Wants to be a part of the concessions committee. Suzanne: motion. Brandon: second. Motion carries.
    - ii. Motion to add Anne Carpenter concessions committee: Tubbs: motion, Eric: second, Motion: carries
- B. Fundraising
  - a. Jennifer Billings: Organized, teacher, heart association golf tournament organizer. Erika: motion, Julie: second, Motion: carries
  - b. Courtney Sauter: Suzanne: motion Tubbs: second Motion: carries
- C. 2019-2020 Registration
  - a. No additional discussion
  - b. Onalaska is not sanctioned YET.
- D. Tournament Scheduling
  - a. No additional discussion
  - b. Away games: any dates you don't have a home game, team reps will schedule away games
- E. Back to Hockey (sept 8th) @ 1-3pm
  - a. SPice will donate 2 hours of ice
  - b. Capitols (USA junior team) will have swag perhaps, players, DC Eagles, shooting inflatable (if it fits), possible equipment drive (fundraiser).
  - c. Board members will have tables or stations. Learn about the board, learn about DIBS.
  - d. 50/50 raffle (we might not have the license). **Action:** Laura will research our license
  - e. Sucker hockey stick
  - f. Concessions: training (possibly live training)
  - g. Have a table for Try Hockey for Free (get out info to schools the first week of school)
- F. Madison Capitols Ticket Packages
  - a. The Capitols info could be on SPYHA social media.
  - b. Paper or email could go out when we have tournaments.
  - c. They can contact the teams coming from out of town if they want.
- G. Volunteer Hours for SCRIP Coordinator & Volunteer Committee
  - a. Changes: Coaches, Team Rep, Board, an others as approved by the board. SCRIP coordinator and member of volunteer committee want to know if they are exempt as well.
  - b. Argument for the volunteer hours to be a hard cut off is that where do you draw the line next?
  - c. Argument against hours waived is that we need the concessions filled for the association.
- H. SafeSport Training

- a. <https://www.usahockey.com/safesporttraining>
  - b. **Action:** Everyone on the board must do this 90min. Training.
  - c. Free
  - d. If you have to do it for another sport, you also have to do this for hockey. Next year, it is likely to only have to do it once per sport.
- I. SPYHA social media
- a. Patriots reached out to LaRowe and talked about pushing out the advertising out to membership re: a 3 on 3 tournament. We did it. There is an unwritten rule that we don't publicize other associations events. Our first responsibility is to SPYHA, but if there are not conflicts, do we have an obligation to grow hockey in general. There is not a formal bylaw or policy on this issue.
  - b. We don't need to bring every post to the board every time we want to send out info. Ask the organization to give us reciprocity on their social media pages as well.
- J. SPIA Work Day 2.0 (see notes above) \*Past Pres report section f.
- a. Trees growing in retention pond. Eric will do Round Up (painting it on the tree).

#### Other Business

- A. Level 4 training:
- a. Are we reimbursing the training? It is becoming more common. \$250/person and not in the area. Beau's recommendation. 2 day coaching experience. Budgeted? Under what line item? Julie made a motion to approve sending two current coaches to level 4 training as recommended by Beau, Eric: second, motion carries
- B. Beau Bingham
- a. Release from Patriots to play for Sun Prairie
  - b. Suzanne made a motion to admit Dominick, Grace Bingham pending release from the Patriots. Brandon: second, motion: carries.
  - c. Jerry will let Beau know the results of this vote.
- C. Phone numbers on website
- a. Prevent scammers
  - b. Teacher in district/personal information
  - c. WAHA website also has personal phone numbers
  - d. Laura Smith requests that her number is taken off the website.
  - e. Mark will remove Laura's number from the website.
  - f. Anyone who would like to have personal numbers taken off SPYHA website may request through Mark Lea.

#### Closed Session

- A. Release Request
- B. Coach Assignment

Julie makes a motion to ajourn, Tubbs: Second, Motion Carries

Meeting adjourns: 9:30pm @ 6pm