

## AMHA Board Meeting

July 25, 2021, 6:00 pm

Igloo Room, Ames/ISU Ice Arena

- 1 Organization 1 Team

- Team Work Makes the Dream Work

Members Present: Chad Callan, Tim Lillwitz, Matt Paulsen, Tami Baker, Ryan Loes, Craig Alford

Members Absent: Mike Wilson, Ken Pink, Rachelle Bristow

Others Present: Brian Wiersen, Brian Nail, Fred VanBergen.

Meeting called to Order at 6:09 pm

-Call to Order and Approval of Agenda. President Callan led the discussion. It was noted that an item related to High School practice players was added to the Agenda that was previously sent out. Ryan Loes moved to approve the Agenda with added topic. Craig Alford seconded. Unanimously passed.

-Approval of June Minutes – Tim Lillwitz led the discussion. Tim Lillwitz sent out minutes from the June meeting to the Board via e-mail prior to the meeting. The Board members reviewed and there was no discussion of edits or revisions needed. Matt Paulsen moved to approve the minutes. Tami Baker seconded. Unanimously approved.

-Approval of June Financials – President Callan led the discussion. Mike Wilson sent out the balance sheet and profit and loss statements to the Board, along with a brief summary, prior to the meeting. There is really no revenue for the Association this time of year, only previously written checks being cashed. Tim Lillwitz moved to approve the monthly financials. Ryan Loes seconded. Unanimously approved.

- Budget Update – Ice cost is now projected to be \$198K. That increase seems large. Looking at the numbers used this year as compared to last year there appears to be an 80-hour difference. The Board discussed the basis for the numbers and why there might be such a large difference. There seems to be a difference in June ice and weekly practice schedule hours during the season. A lot of information is exchanged during the budgeting and scheduling process. PCDC will look into this and discuss with Mike Wilson if needed. We will first figure this discrepancy out and we will hold off on a revised fees schedule for skaters until later this week. There will be additional discussion and likely a vote to take place over email.

- Accounting Update – We are picking a new accountant. The new accountant will help us clear up the issue with the 501(c)(3) registration and with the confusion surrounding fundraising.

-High School Update – President Callan led the discussion. Rod Jones sent some pictures out of the new locker room as well as the new jerseys and logo. All agreed the new logo looks great. Rod Jones and

Dave Elliston will take pictures of the new locker room and send out to association and thank all the people who donated their time, energy and certain materials.

Trophy case: When was the last time it was cleaned out and what goes in there? A discussion was had concerning those topics. The suggested idea was to start with birth year of oldest skaters in the Association and work forward from there. Thus, this year we would start with 2004 and work forward. Matt Paulsen has trophies and banners at home from his recent coaching seasons. Where can those go? There should be some place to store other recent trophies if coaches cannot keep them. The Board wants the cases to look full but not cluttered.

High School schedule is out and the High School coordinators are working on that with the League and the rink. In summary there are numerous Friday night home games and five road trips. Currently there is a plan to have certain games to honor individual age levels at Friday night games. For instance, Squirts one Friday night, then PeeWees another Friday night, etc. Also, President Callan raises suggestion to have HS kids come out to LTP/House and Mite practices during the year. This happened under Coach Schmale for a bit, and it could help connect the various levels of the Association.

Brian Wierson suggests letting AMHA families in for free at the High School home games. All agree it is a good idea, but the problem is how much of our budget for gate revenue is our own fans? Seems significant as there are normally few away fans with the exception of Des Moines. We will follow up on this to see if something can be done to promote families of younger skaters to attend HS games.

Coach Elliston intends to have second year Bantams into Monday night practices throughout the year. There was discussion of the HS Practice Player policy. This is something that Coach Elliston has been emailing with the PCDC about. He would like the option to have certain players as practice players only if HS numbers exceed the roster size. Will follow up with Coach Elliston for formal wording and approval.

-Coordinator Update – President Callan led the discussion. He has talked to Dawn Scheuffele and she is keeping him updated.

-Level Lead / Assistant Coordinators – President Callan has nothing to report on this topic - Dawn will talk to McFarland about concussion screening. With no tests last year because of COVID, the question is whether we continue with odd year and even year testing or do we have to test all skaters. Odds and Evens or do we have to screen all the kids this year. We will rely on McFarland for their recommendation.

-Iowa School Activities Association discussion – Craig Alford led discussion. IHSAA is starting the tradition of having one week completely off for athletic activities in the summer. It will usually be the end of July and they are intending to do this in the future. The idea is to promote family time and give kids a break. This year it is July 25 – August 1. The Board discussed whether AMHA should adopt that concept. The Board believes AMHA can adopt that concept, but it won't line up with IHSAA because of summer ice. PCDC will update after further discussion of where a week like that would fit in our schedule (maybe June).

-PCDC Update – Matt Paulsen led the discussion along with input from Fred Vanbergen and Brian Wierson.

- Skill Shark - Evaluation tool – Presentation by Fred VanBergen, Brian Nail and Brian Wierson. Will streamline evaluations and this tool will be able to provide families tangible feedback. Will help parents and skaters understand what each player needs to work on. Fred Vanbergen emphasizes its value as an evaluation tool, even if it could not be used during season. Skill Shark is an app-based product. There is a tiered cost structure. The cost PCDC is recommending is \$6 per skater per year.

- Brian Wierson speaks to his support. Talks about cost. Talks about features of the \$6 per skater license.
- Highlights are consistency of evaluations. Concerns are the inputs are only as good as the data going in.
- Craig Alford has concerns about reliance on app for placing a skater on a certain team. Further discussion that evaluator and coach will still have final control, but data in App provides support for more consistent evaluation.

Motion by Chad Callan to purchase SkillShark for each AMHA athlete at \$6 (annual) to be reevaluated in April at the end of the year. Cost to be absorbed by the Association. Ryan Loes seconded. Unanimously passed.

AMHA Alumni game on Saturday December 18. 4:15 ice time that day. This is something we will want to promote and emphasize as there are a lot of alumni in the area and their involvement is good for the Association.

PEP discussion – Fred Vanbergen spoke to this issue. We are in the last year of a three year contract, so this year AMHA will need to take hard look at whether it is worth it to resign with PEP. Seems to have been as success so far, but will be further evaluated this year.

Iridium Gym use – There remains a possibility to use Iridium Gym for off-ice training throughout the season. This will not be included in the registration fees, so it comes down to what Coaches want to do with their individual teams. Coach Elliston knows the owners of the gym, so he remains in talk with them on how this might work.

-Story County Grants - Wants/Needs – President Callen led the discussion. President Callan noted the large dollar amount of grants that the Story County Foundation gives out each year. He emphasized the need to follow through on this so we can maximize grant money coming in to help with gear and equipment. This also ties into the set up of a possible endowment for the Association and a tie in with alumni support. This will be a priority all season long.

-Girls Team - Survey Monkey Questionnaire – Tami Baker led discussion. She has sent out the e-mail questionnaire and is awaiting results to see what the interest level is in a girls only team. Brief discussion on how this may affect rostering, but we will wait and see what the interest level is first.

-Communications Update - Tami Baker and Ryan Loes led discussion.

- Registration is coming together and we will have updates out soon once we figure out cost per skater. As a reminder, for any updates that need to go out to Association, get in touch with Tami and Ryan and they will assist. During the season there will likely not be the need for weekly updates, but we do want to keep Association members informed of what is going on at other age levels.
- Katie Hood is working on a fall AMHA poster as well as the AMHA yard signs. Tami and Ryan believe she will do a great job.
- Sales Cart – Rachelle Bristow is again in charge of Sales Cart, so any ideas or suggestions should run through her.
- Trivia Night – Ryan Loes is scheduled to get together with the Carls this week to discuss.
- Jersey Try On – Tami Woehl is in charge and needs to get jerseys ordered by August 1. Communications will be sent to see Tami for any last minute sizing. President Callan will send a note to JT Slapshot to thank them for their bid even though we did not order through them.
- Pre Season parking lot party/skating party – AMHA has had different forms of this in the past. This may be something we can pair with Trivia Night, but it may be difficult to pull that together on short notice. We will continue to look at options.
- Sponsorships – there was a brief discussion on the importance of sponsorships this year and ideas on how to increase the amount, i.e. raffles, restaurant nights, etc.

-Fred VanBergen Update – Fred has put a lot of time in over 5 years. He is currently working on updating job description for Director of Player and Coaching Development. He needs to get some things off his plate, and this is not the same position as it was 5 years ago. Fred will still be involved, but perhaps not with both coaching development and the LTP program. This will be an ongoing transition throughout the year.

Next Meeting - Sunday, August TBD. President Callan will try to take a survey on what generally works best.

There being no further business to discuss, Tim Lillwitz moved to adjourn the meeting. President Callan seconded. Unanimously passed.

Meeting adjourned at 8:19 pm.

The Following Actions/Discussion of the Board were conducted via E-mail or remotely after the July 25, 2021 Meeting, and led by President Callan, except where indicated. These issues will be included in the discussion and formal approval of these minutes at the next regular meeting of the Board:

- Skater Fees. On August 9, 2021 Mike Wilson sent out an e-mail summarizing the work he, Kristine and the PCDC put in regarding accurate skater fees based on the approved ice time for the coming season. Mites - \$1000, Squirts - \$1450, PeeWees - \$1550, Bantams - \$2000, and HS - \$3400. These figures include jerseys and travel expenses at the HS level. Mike Wilson moved to approve this fee structure, to supersede any prior motion made regarding skater fees at the time

the budget was being prepared. Ryan Loes seconded. Five board members responding approved. Craig Alford raised an alternate fee structure but did not vote. Motion passed.

- PeeWee Fundraiser. On August 18, 2021 Matt Paulsen sent out an e-mail to the Board about a PeeWee fundraising opportunity. PeeWee team mothers are hosting a private shopping event at the Purple Poppy in Ankeny on September 30, 2021. AMHA will receive 10% of sales that evening. Goal is to sell \$5000 worth of clothing for \$500 reward. Matt Paulsen moved to approve this event as a fundraiser. All board members responding approved. Motion passed.