

Sioux Falls Youth Hockey Association

Board of Directors Meeting

February 10, 2021 6:30pm

Zoom & In-Person Meeting at the Sanford Conference Room

President Adam Gorra called the Sioux Falls Youth Hockey Association Board of Directors meeting to order. Board members in attendance were Adam Gorra (President), Sam Everson (Vice-President), Chad Dykstra (Member at Large), Andy DeMore (Development Director), Mark Bukovich (Travel League Director) and Dave Carlson (City League Director). Lindsay Erickson (Treasurer) and Ed Davis (Secretary) attended via Zoom. Quorum was present. Cherry Hunter (Executive Assistant), Dan Houck (Director of Hockey), Brooke Wegener, Joe Gaspar, Kristi Hembree, Penny Malwitz and Connor Halbert were also in attendance.

Open Forum – Brooke Wegener presented Rebranding Committee report. Falcon logo option, branding guide, cost for a new logo and various plans for “Game Day” experience were presented. Committee requested directive by end of February and noted if Sioux Falls Youth Hockey keeps the same logo, Branding Guide principles could be utilized.

Secretary’s Report – Lindsay Erickson made a motion to approve the January 13, 2021 Board of Directors Meeting minutes. Motion seconded and carried. Lindsay Erickson made a motion to approve the Closed Session January 27, 2021 minutes as submitted. Motion seconded and carried.

Treasurers Report – Lindsay Erickson – Lindsay presented the February 9, 2021 Balance Sheet in addition to Profit and Loss report thru February 9.

Rebranding Committee – Andy DeMore – Andy presented options of Hockey Booster Club, Game Day sponsors and social media sponsor as new funding opportunities. Scheels provided a \$10 Scheels card, free ice cream cone and free Ferris wheel ride for each participant at the SFYHA PeeWee A and PeeWee B tournament. No funds were received by SFYHA and the project was utilized as a relationship builder with Scheels.

Director of Travel League – Mark Bukovich – Travel team deadline for tournament requests was February 1. Teams can participate in tournaments thru March 7.

Director of City League -Dave Carlson – ACL games were hosted at the Denny on February 6. ICL teams are more competitive following a couple of roster adjustments.

Director of Hockey – Dan Houck

- ran several Mite City league practices
- ran several skills sessions and practices for U14/10 girls and HS/JV girls
- finished all team evaluations for travel teams and shared w/ coaches
- collected all player evaluations from travel coaches
- ran skills and practices for bantam A
- created skill plans for Mondays for Squirt and PeeWee Skills
- attended PW travel home tourney and saw all SFYHA teams play at least once
- film review for Lady Flyers Varsity per head coach
- handled a few discipline issues w/ Advanced City League w/ Nate
- continued distribution of additional practice ice for all travel teams w/ Friday ice
- handling Brandon’s distribution of time w/ travel teams and goalie evals in addition to Wed. Goalie Clinics
- Provided Jan Fri ice distribution

Admin Report – Cherry Hunter

- ✓ Penny Malwitz provided an update for SDAHA Varsity Tournament plans.
 - Ad sales are down. Program to printer by February 22
 - Utilizing the Sanford Barn for the Awards Ceremony. Cost is \$500 plus chair rental. Capacity is 1000 with 50% attendance allowed.
 - Photographer secured – Jurgens Photography.
 - Meeting weekly
 - Power Point presentation being done to include all teams across the state.
 - Raffle Baskets – great response from our association. Plan to have online sales prior to tournament.
 - Attendance – IcePlex is placing maximum attendance numbers for the SDAHA Varsity Tournament. Attendance rate based SD COVID positivity rate is being proposed. Conference call Feb 11 with SDAHA to discuss proposed plan from the IcePlex.
- ✓ Fundraiser Fee collection nearly completed. Travel players not submitting payment by Feb 12 will not be eligible to participate until fee is paid.
- ✓ End of Year Gift – Board members suggested sling bag, t-shirt, or something similar in cost.
- ✓ End of Year Events – Plan to host EOY at last ice time for City Leagues to hand out EOY gift, trophies, patches and certificates. EOY items will be available for travel teams if they are planning team parties. If not, distribution will be at the Game Jersey turn in. Varsity and JV plans - TBD
- ✓ 1099's and W2 forms completed and distributed.
- ✓ Friends of SD Scholarship applications – very good number of applicants.
- ✓ SFYHA has 9 Sanderson Academic Award recipients. The awards will be distributed during Varsity Tournament Awards Ceremonies.
- ✓ End of Season Ice schedule is being finalized by Cherry, Dan and Brian Prisbe

Presidents Report – Adam Gorra

- Mid-Size Goals – two custom mid-size goals have been ordered for Squirt half ice.
- Dr. Gillham Sessions – reviewed the value of the sessions and if SFYHA should continue next season.

New Business:

Elections – Secretary, Treasurer, Director of Development and Director of Tournaments nominations are due March 7. Information on candidates will be posted on the website. Electronic voting will take place March 22-29.

Committee Reports – None received

Motion adjourned 10:52pm

NEXT MEETING

March 10, 2021 6:30 pm

Sanford Conference Room at the IcePlex – Will be in person meeting.

Respectfully submitted,
Cherry Hunter
SFYHA Executive Assistant

Adopted March 10, 2021 _____ by oral resolution at meeting / written correspondence
(Date) (Circle one)