

# City of Lakes Youth Hockey Association

## August 2022 Meeting Minutes

August 11, 2022

1. Call to Order: 7:04 p.m.

2. In attendance: Cory Larson (President), Peter Janelle (Treasurer), Paul Egtvedt (Secretary), Jennifer Van Buren, Jeff Pilacinski (Ice Director), Dan Gustafson, Nancy Nordeen (Vice President), Seth Spangler

3. Previous meeting minutes:

[https://docs.google.com/document/d/17sQP1DhZhkx4b\\_m53ZIVN0AOpCrcYk3Mv9rcu8HW3i8/edit](https://docs.google.com/document/d/17sQP1DhZhkx4b_m53ZIVN0AOpCrcYk3Mv9rcu8HW3i8/edit)

Minutes accepted: 7:05 p.m.

4. Old Business

- We have agreed as a Board, by acclamation, to one (1) 15U team, one (1) 12U team (possibly 2), one (1) peewee, one (1) squirt (will also have mites and mini mites)
- Volunteer hours
  - Is auto-charge in place for buyout of volunteer hours for 2022-23?
  - Increase buyout? from \$200 to ???
  - Increase volunteer hours to 12?
  - DIB role for pizza sales? Wreath sales?
  - Direct Appeal?
- Socks/jerseys order
  - Titans are good?
  - Starwahls need 15U jerseys
- Dates for THFF and Learn to Skate; get these dates to HBF
  - Eliminate the last three weeks? Not enough sign ups for six weeks
- Open Streets registration for West Broadway (Sept. 10)
- Open House date
- Way to acknowledge Sweeney and Shuran
- Board tax issues
  - Conflict of interest policy?
  - Duty to disclose?
- Any changes needed for registration
- Welcome back letter
- Google for non-profits
  - Organization Name - is it changing?
  - I would propose we set up Google for non-profits under City of Lakes and change it if/when we switch to Mpls Titans.
  - What is our official address?
- Preseason interest survey? Who do we send it out to? When?
- Spirit wear using a local printer

- Ice time for a mite jamboree using are mini jamboree as a template
- Ice for Try Hockey For Free
- Encourage all to do USA Hockey registration, Safe Sport, background checks - send number to Sarah
- Anne Cross from Minneapolis Hockey Cheerleading wants to over their help in our clinics or learn to skate

#### Review Action Items:

- Peter: Determine appropriate suggested registration fee for 15U
- Peter: Create costs, income and differential for 15U team to send to Clayton
- Cory: Welcome letter; add interest level, especially coaching, for registration
- Nancy: Get sponsor for registration; Paul will talk to Wally at Sentyrz about this
- Jeff: Get possible ice dates for Learn to Skate so we can coordinate with Herb Brooks
- Nancy: Will coordinate THFF and Learn to Skate events with Seth Spangler; invite Heidi; determine whether to partner with HBF
- Bradley: Will continue working on updating website and tech issues
- Paul: Register for Open Streets North by August 1, 2022 - DONE
- Cory: Will set up registration by August 15; will get PO Box key from Patrick
- Peter: Coordinate getting all financial access with Cory, Julie, and Patrick; will change all passwords
- Peter: Renew PO Box; Username: mplstitanstreasurer; password: G0titans!
- Nancy: Loop Paul in with sponsorship opportunities discussions; also Jennifer Van Buren
- Patrick: Send Cory information regarding equipment purchasing
- All: Complete USA Hockey registration, Safe Sport, and background checks (Board, Coaches, Managers; others?)
- Heidi: Propose Mite tournament and more ice time at parks
- Cory: start thread on jersey orders

#### 5. Monthly Calendar Review:

[https://docs.google.com/spreadsheets/d/1HOKnfJ3mwx4ykYM\\_eHQkrJsHqBbGa\\_MIDiG89GOMgjc/edit#gid=0](https://docs.google.com/spreadsheets/d/1HOKnfJ3mwx4ykYM_eHQkrJsHqBbGa_MIDiG89GOMgjc/edit#gid=0)

#### 6. President's Report:

- District Meeting: Blocks of two hours are preferable for district one games
- They are proposing a \$10 increase for refs per game to be more competitive - we will need to vote at next month's meeting. Also, MN hockey is proposing making it a standard rate amongst all districts
- District one has not sent out league invoices yet - however for the future, we can pay estimated fees if we wanted to keep the finances within the previous fiscal year
- Jim (Referee scheduler) would like one point of contact when it comes to rescheduling games. Who best to take on this responsibility?
- We need to reach out to District 2 regarding the Starwals playing?
- 9/16 THFF - we need a representative
- Dinomites have 10-12 15U girls (do we want to work with them to help our numbers)

Accepted: 8:24

#### 7. Treasurer's Report:

- I am coordinating a time for Peter, Cory, Patrick, and Julie to meet at Huntington Bank to transfer account to new President and Treasurer (8/12 @4:15?)
- Seth Spangler asked for the Titans cc number to pay for THFF and LTS flyers. We had discussed trying social media marketing instead of distributing flyers to schools, and I want to confirm where we want to spend our marketing dollars this season.
- I researched Bantam / 15U fee comparisons for 25 metro area hockey orgs. The average fee is \$1,600, minimum is \$1,000, and maximum is \$2,355. Only 21% of associations have fees less than \$1,200. A few associations heavily subsidize player fees through gambling revenue (pulltabs). I recommend a 15U fee of \$1,400, although this doesn't take into account the actual cost of ice for 15U.
- I would like to talk about the feasibility of fundraising through pulltabs. This could be a good source of revenue if it is available to us.
- To my knowledge, there are 5 families who have not completed DIBS for the 2021/2022 season. We need to invoice them if the hours are unfulfilled, but I can neither check DIBS nor send invoices because I am not an admin in SportsEngine.
- I have not paid the 15U Rochester tournament fee yet. I would like to see our checking account balance first. I need to be the owner of the Titans Treasurer email address so I can receive a confirmation code when logging in for the first time.
- The COLYHA PO Box at the Northeast Post Office has been renewed for another year. Renewal is automatic as long as the credit card info is up to date in the usps.com account.

Accepted: 8:25 pm

8. Vice President's Report: I have been working on sponsorships - revising the pitch and \$\$ levels before reaching out to potential sponsors. Planning for the greens/wreath sales begins now. Who would like to help me? I have updated DIBS with all known volunteer needs. Should I add the open appointed positions as well? I am working on the codes of conduct for parents and skaters to initial during registration. We can also have them sign codes of conduct at the initial team meetings. We need to have a grievance/discipline committee at the ready. I'd like the membership to see us take a firm stand against bullying and harassment. Who has time to help me revise the code of conduct over the weekend so it's ready for registration?

Accepted: 8:27 pm

#### 9. Secretary's Report:

Accepted:

10. Ice Director's Report: We've received our hours for the 2022-2023 season from all three arena groups: MPRB, Ramsey County, and now Augsburg. All MPRB hours for the season have been imported into our ice scheduling software, with the September/October hours from Augsburg and Ramsey County imported as well. Ice assignments for September are completed - I need to update the SportsEngine mapping codes and then will upload those team assignments to the Titans website/calendar. The season begins with the Titans Open House/THFF event on Sunday, September 18th (schedule for that event yet to be determined with Nancy). The 15U team will have ice starting on Friday, September 16th, with the squirts and 12U/peewees beginning the week of September 19th. At present, we are projecting to exceed our 2022-2023 ice budget - this was anticipated given the fact that the Titans are purchasing/scheduling ice for the 12U/15U coop girls teams.

Accepted: 8:36 pm

#### 11. Appointed Positions Reports

Equipment Manager: Dalton VanBuren:

Coaching Coordinator (Dan Gustafson):

Current List:

<https://docs.google.com/spreadsheets/d/1c83rKEmsRbuZ7KRxJh8UN4mojofWiGRRdFm8HrkYsME/edit>

I've heard back from all but three coaches, Malachy, Colin and Brent. Most will be back. A few are changing levels. I'll send an email this week about updated registration requirements.

Squirts and Peewees are pretty good for the number of coaches. Minis and Mites need some.

We have an ad at Minnesota Hockey (free). I was going to see if we could put something in the Northeast. Also, can we send an association wide email out soon? With the new requirements, we need to get coaches going sooner on certifications.

Pat Schwartz and I will be meeting soon to discuss season plan and then set a meeting for coaches.

District Representative (President or available board member):

Fundraising Chair: (Open): Nancy

Sponsorship Update - Larson Dental will be our registration sponsor with an offer for a free mouthguard. Diamonds Coffee Shoppe will be a Black Level sponsor and will be featured on our Mites Team page. Other sponsorships available: at least 1 per team / 2-5 per event e.g. mini and mite jamborees, open house, learn to skate / parade sponsor / yard sign sponsor / t-shirt sponsor. Other ideas welcome. The sponsorship levels slide needs revision. Michelle Spangler has agreed to work on it with me but she is really busy at the moment. **Who would like to help with this sooner than later?** [Sponsorship presentation is available](#). Once a sponsorship team is in place the website will be revised, but PLEASE reach out to sponsors and report back. We are reaching out to NE Lions and plan to reach out to NE Kiwanis, Eastside Old-timers, and Edison Community and Sports Foundation.

Wreath Sale - Nelson Nursery has made their first contact for the sale. **We need 2 volunteers to work on this asap.**

Recruitment/Promotions Coordinator (Seth Spangler):

Registrar/Safesport Coordinator (Sarah Carsello):

Volunteer Coordinator (Open): Nancy -

All known [DIBS](#) roles added. Link to [open roles/opportunities](#) linked in parent welcome letter. We have an event on Saturday August 20 - no volunteers have signed up. *Should I pull out of this event?*

Tournament Coordinator (Anne Monnens):

Webmaster (Brad VanWinkle): (I will be at a MoW fundraiser during this meeting)

The Google for Nonprofits Workspace is activate and useable, although some apps/features (e.g. YouTube) won't work for 30 days. I have created accounts for all the executive board positions, and updated the website page accordingly. Those people should have received emails inviting them to log into their new account and create a new password. Please do so and if you see a request to forward from the old MplsTitans\*\*\*\*\*@gmail.com account, please accept. If you would like to use your personal email (or another account) to get and respond to Titans emails, let me know and we can set that up to go through these new accounts seamlessly (if you use gmail, at least). Nancy and Jeff, I was unable to log into your positions' old email account, so couldn't import emails from those. I just need to be in contact with you briefly to get that done at some point.

My next priorities are

1. Figure out and execute migration of existing Google Drive files into the Workspace
2. Create accounts for the appointed positions and onboard those people.
3. Figure out and implement Groups or Organizational Units to manage permissions/access to Drive files.
4. Seek guidance from the board/Patrick/anyone else on continued use of our multiple domains (minneapolisitanshockey.com, cityoflakeshockey.com, colyh.com) and their associated email address that are floating out there (e.g. [contact@colyh.com](mailto:contact@colyh.com)). Recommend we cease use of these other email addresses and replace with an email that should feed to the executive board Group (e.g. [contact@minneapolisitanshockey.com](mailto:contact@minneapolisitanshockey.com) or [info@minneapolisitanshockey.com](mailto:info@minneapolisitanshockey.com), or ???).

Manager Coordinator (Cory Larson):

Communications Lead (Jennifer Van Buren):

#### WEBSITE

- Updated homepage with sponsor logos, repositioned social media icons at top of page, made Donation call-to-action more prominent
- Updated Try Hockey Free and Learn to Skate pages with new dates & times. Will add registration links when available.
- Updated Starwhals page with Girls Try Hockey Free new dates, times, and registration link.

#### SOCIAL MEDIA

- Updated Instagram profile to name to minneapolis\_titans\_hockey
- Engagement with community members, Minnesota Mullets, Minneapolis Hockey Cheerleading
- Will post & create Facebook event for Try Hockey Free & Learn to Skate when registration links are available
- Will post Sponsor Thank You messages during the season
- Will promote Girls Try Hockey Free on our social accounts this month
- OK to combine Facebook accounts? I need to be an Admin to work on this.

- Primary account is City of Lakes Youth Hockey Association @COLYH – KEEP & RENAME TO MINNEAPOLIS TITANS HOCKEY?
- Secondary account is Mpls Titans – COMBINE WITH MAIN FACEBOOK ACCOUNT & DEACTIVATE?

#### OTHER

- Messaged with Emily Wolfe at Mpls Parks. NE Ice Arena will be open to us for pre-season setup on:
  - August 12: 6-10pm – WE'RE USING THIS DATE @6PM TO EVALUATE EQUIPMENT

- August 25: 6-10pm
  - August 26: maybe 6-10pm
  - August 30: morning to early afternoon
- We will be invited to a ribbon cutting ceremony when dryland space opens at NE Ice Arena. I'll take photos and/or videos for our website and social accounts.
  - Messaged with Justin Nicols from Recs Hockey. He will offer a \$75 discount on adult hockey training sessions for new coaches if we are interested. Link to flier: <https://docs.google.com/document/d/1sRtST3y7UuJJkbQEJJR1ocrISCceD8cxVWHJdde4Zno/edit?usp=sharing>

#### 12. Action Items:

- The board needs to finalize our plan for advertising THFF & LTS.
- We need to understand from Jennifer what our social outreach strategy could be for THFF & LTS and how well we could target parents of District 1 students.
- Seth will research other ways to advertise THFF & LTS at MPS and other District 1 schools
- Cory and Nancy to finalize bullying policy before registration opens to include with registration
- Peter to begin researching pull tabs
- Cory email District 2 to notify them of our intentions
- Peter send names of people with unfulfilled hours to Nancy

#### 13. New Business:

- Working document for proposed Bylaws revisions has been distributed to Board for all to suggest revisions, changes, edits, etc.
- Add DIBS item for September 10 Open Streets North West Broadway, 10:00 - 4:00
- "Archive" events on front page of website, and add our new upcoming events (Audubon Farmers' Market, Camden Back to School, Open Street, Open House, etc.)
- New emails are set up?
- Provide access to the google drive to those emails?
- Discounts codes for scholarships (Goalies? scholarships. How much for each?)
- Equipment Manager position is void
- Do we need to register with District 2
- Jersey purchases (Provide jerseys for new mites/minis?) Create an option for custom ordering? Do we need to put this in registration? A waiver?
- Goalie specific training this year? Who was that through?
- Do we have a grievance process, hockey is for everyone to post in the welcome letter?
  
- Board votes 3-2 to raise volunteer buyout requirements for Squirts and Pee Wees to \$400, with buyout to remain at \$200 for Minnis and Mites - 7:36 p.m.

#### 14. Adjournment: 9:00 pm