



EPHA BOARD MEETING

May 12, 2025

Call to order at 6:06 p.m.

ROLL CALL

Invited: Barry, Day, Engelstad, Hedlund, Heggstad, Hilden, Huestis, Kiecker, Langaard, Martin, Nguyen, Persian, Pike, Richards, Rochford, Sarazine, Steidl, Walters, Waltman

Absent: Persian

MINUTES

Last month's Board Meeting and Gambling Committee minutes were approved via email in mid-April and posted to the EPHA website.

HIGH SCHOOL COACHES REPORT

- Girls Coaches Report // Persian
- Boys Coaches Report // Nguyen

NOTES

- NA
- Welcome and introductions. Coach Nguyen shared his high level plans for the next 30 days and answered some questions from the group.

PRESIDENT'S REPORT

NOTES

Charitable Gambling:	<ul style="list-style-type: none"> ● \$421k in gross receipts / \$57k in net receipts / \$5k net gain ● This was good for a month where we often take losses.
President	<ul style="list-style-type: none"> ● Girls Hockey Town Hall will be held on May 13 at High School level with Steve Persian, Joe Perkl and Redline Club. ● D6 updates: Brad Hewitt plans to retire and candidates are now being accepted until May 15. All Associations will vote on candidates. ● MN Hockey Leadership conference follow up: Working with Louis Snee on new growth committee partnership opportunities. ● City collaboration: Are there opportunities to collaborate with community members to open up day time ice opportunities for new skaters. Hoping to meet with Parks & Rec and the Mayor to review that and review ice costs to Eden Prairie teams. Look into partnership with DinoMites.

NOTES

OLD BUSINESS

Platform Review (Richards)	<ul style="list-style-type: none"> ● After evaluating multiple platforms, we are staying with Sports Engine. Financially they offer the most reasonable processing fee and they are supporting significant improvements including a new look and feel. Work is in progress to port content to the new site.
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NEW BUSINESS

	NOTES
Preliminary Survey Results (Pike)	<ul style="list-style-type: none"> • Team based scores are maintaining and rising. • Association-wide opportunities identified. • Big opportunity/driver analysis - more consistent communications. • Are there committee opportunities - investigating. • Net promoter score was 36 which is good (the number can go negative), is now 17. Above zero is good.
Historical Registration (Rochford)	<ul style="list-style-type: none"> • Since 2017, Association registration has been relatively flat with little change to female skaters and a slight decline in male players. • Total registration was at its lowest during the 2020-21 season with 453 skaters as compared to 488 this season - the second highest registration since 2017.
Girls Skating Series (Waltman)	<ul style="list-style-type: none"> • The Second Annual Girls Skating Series is scheduled and starts in May. The format will be similar to last year, however we are pursuing a partnership with the Minnesota Frost for prizes and swag.
PNP Prep (Walters)	<ul style="list-style-type: none"> • We are prepping for our annual updates to Policies and Procedures. Reviews will be assigned to members by position. Edits need to be completed and approved by July 1.
Tournament Fees (Heggestad)	<ul style="list-style-type: none"> • Motion by Huestis, second by Pike to increase tournament fees by \$100 to cover anticipated cost increases.
HDC Discussion and Approval (Richards)	<ul style="list-style-type: none"> • HDC applications were collected, reviewed and presented to the Board for discussion and approval. The final list of approved members is included in the Meeting Appendix. The 25-26 HDC will begin meeting in May.

DIRECTORS REPORTS	NOTES
Home Tournaments: Heggestad	<ul style="list-style-type: none"> • Managing ongoing duties. • Dates and levels confirmed for home tournaments.
Ice Scheduler: Barry	<ul style="list-style-type: none"> • Confirming tournament ice, tryout ice and preliminary growth dates.
Vice President: Richards	<ul style="list-style-type: none"> • Updates included in HDC and Platform review discussions.
Treasurer: Hedlund	<ul style="list-style-type: none"> • Association is running well from a financial perspective. • Evaluating numbers to analyze registration and jersey estimated costs for the upcoming season.
Registrar: Rochford	<ul style="list-style-type: none"> • Finalized platform evaluations. • Analyzing DIBS history and projected needs, as well as analyzing historical registration and trend.
Coaches: Sarazine	<ul style="list-style-type: none"> • Completing end of season debriefs with coaches • Planning to discuss coaching strategy with HDC
Sponsorship: Huestis	<ul style="list-style-type: none"> • Dryland supplies are in and ready for updating - should be done in the next month. Some items will be sold. • Working with car manufacturer sponsor for all jerseys. • Working on grants for dryland facilities and other updates. • Considering additional sponsorship opportunities.



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Growth: Engelstad	<ul style="list-style-type: none"> ● Growth committee met in early May to kickoff. ● Looking for school liaisons, Termite commissioner ● Evaluating Termite and Rookie Camp registrations, timing, locations, etc.
Player Development: Day	<ul style="list-style-type: none"> ● Attended Hockey directors conference. Great networking opportunity. Many conversations about board structure, etc. ● Talking about human accelerated performance and related norms. ● Goalie registration in Minnesota is down to 5-6% which is barely one goalie per team. Discussed player outreach. ● Interesting discussions on intermediate nets and trial in D10. ● Looking for new power skating instructors. Have a good lead on a new lead.
Communications: Steidl	<ul style="list-style-type: none"> ● Working on ongoing communications including Schooner Days, coaching applicants, HDC, Year in Review, GSS. ● Looking into content builds for new website.

Commissioners & Volunteers: Pike	<ul style="list-style-type: none"> ● Evaluating EOY survey results. ● Reviewing commissioner at each level for the upcoming season. ● Looking at revamping volunteers for some growth events and tournaments.
Mites: Martin	<ul style="list-style-type: none"> ● Looking to fill positions on the Mite board and filling in jamborees for teams.
Girls Director: Waltman	<ul style="list-style-type: none"> ● Working on Version 2 of the Girls Summer Series. ● Getting communications and FAQs out to girls' families based on planning for the 25-26 season. ● Discussing how to collaborate on communications at HS level as they affect Association members.
Equipment & Apparel: Hilden	<ul style="list-style-type: none"> ● Organizing the mezzanine ● Working on jerseys, rummage sale
Travel Tournaments: Langaard	<ul style="list-style-type: none"> ● Have registered for two-thirds of all tournaments. ● New credit card process is working well for tournaments.
Secretary: Walters	<ul style="list-style-type: none"> ● Prepping for policies and procedures. ● Ongoing support.

Motion to adjourn by Huestis at 8:59 pm, second by Pike; all approved.

Next Meeting is 6:00 p.m. on June 9, 2025.



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Meeting Appendix

Hockey Development Committee 2025-26

Dani Benson

8U Development Coordinator

Joe Krmpotich

Mite Development Coordinator

Joe Bianchi

Squirt Development Coordinator

Lincoln Nguyen

EPHS Boys Coach

Jason Blake

Bantam Development Coordinator

Steve Persian

EPHS Girls Coach

Aric Day

EPHA Board

Player Development Director

Ryan Richards

EPHA Board Vice President

Justin DeGriselles

Peewee Development Coordinator

Mike Sarazine

EPHA Board Coaches Director

Jessica Kiecker

EPHA Board President

Maria Waltman

EPHA Board Girls Director

John Konrad

Girls Travel Development Coordinator