

West Fargo Hockey Association Board Meeting

Board Meeting Minutes: Monday, May 21, 2018
6:00 PM Rustad Recreation Center, West Fargo, ND

Board Members:

Present: Jessi Kuhn, Joel Honeyman, Josh Benson, Shana Wilson, Anthony Houkom, Eric Nelson, Brent Kuehne, Ryan Endres, David Chapman, Brad Saville

Absent: Drew Likness, Rob Otterson, Corey Moos

Quorum present? Yes

Others Present:

Hockey Director: Jason Gregoire

Business Manager: Mark Lester

Other: Judy Werner, Kristen Cigelske, Dana Coulter

Proceedings:

- ***Meeting called to order*** at 6:00 p.m. by President, Jessi Kuhn.

- ***Minutes Approved*** - April 2018 Special Board Meeting Minutes and April 2018 Board Meeting Minutes accepted as-is. Motion made by Endres to approve the minutes, Seconded by Saville and carried without dissent.

- ***New Board Transition & Responsibilities:***
 - Policies and Procedures: Kuhn has asked that each director start to define the Policies and Procedures for their role. Director of Communications, Rob Otterson, was tasked to start efforts with the assistance of Honeyman.
 - Committees: Each Business Operations and Hockey Operations director should also start to define and recruit their committees needed to support their responsibilities. Directors should be up-front with committee members on all time commitments as well as the amount of dibs earned on each committee.
 - It is expected by the June 2018 board meeting that each director will have their committees created and a healthy start on their Policies and Procedures document.
 - Kuhn recommends remaining board members work with new members to transition any roles and responsibilities.
 - Kuhn will work with Judy Werner to set up each director with an email address. These email addresses will be role specific (example: secretary@stampede hockey.club) to ensure a seamless transition upon change in director terms.

- ***Registration:***
 - Kuhn's goal is to have 2018-2019 hockey registration open by July 1, 2018. Board must decide on fees, fundraisers and ticket sales to request the registration website build from SportNGIN.

Fees:

- Saville relayed that the recent association survey results show issue with "facility fee" and research has shown WFHA are in the middle to bottom of fees for hockey associations in our area of similar size. He recommends that the facility fee become part of the overall fee charged within the association.
- Endres clarified that facility fee of \$225 was billed per family in the past. Kuhn also clarified that individuals

who register before August 15 receive a \$100 discount per player. Each player also still will need to pay the \$40 USA Hockey Registration Fee in addition to a \$15 NDAHA fee for Squirt/10U and above.

- Kuhn clarified that members who had paid the lifetime Facility Fee would have a credit processed.
- Wilson clarified that it is important to clearly communicate the breakdown of cost at every level, to which Kuhn agreed and tasked for the Communications committee to complete.
- After brief discussion, board agreed to remove “facility fee” as a line item and distribute into each level with the exception of Termites.
 - Motion made by Benson to keep Termites at \$250. Seconded by Honeyman and carried without dissent.
 - Motion made by Benson to change Mites/8U to \$375. Seconded by Endres and carried without dissent.
 - Motion made by Benson to change Squirt/10U to \$675. Seconded by Brad and carried without dissent.
 - Motion made by Benson to change Peewee/12U to \$725. Seconded by Houkom and carried without dissent.
 - Motion made by Benson to change Bantam/15U-19U to \$775. Seconded by Saville and carried without dissent.

Fundraising:

- Kuhn recommends we continue to do fundraising of Gun Raffle, Winter Raffle, Center Ice.
- Saville informed that survey results found that there was no consistency for what members would like to do for fundraisers. Honeyman agreed that many of the individuals he knows would like a buyout option, preferably as a part of their registration.
 - *Winter Raffle:* Members are only required to sell tickets for the Winter Raffle with 20 tickets/player or 30 tickets/family, both at \$20 each. This equates to \$400/player with a max of \$600/family.
 - *Gun Raffle:* Mark Lester clarified change in banquet this year due to strict requirements by North Dakota gaming. Tickets have been proofed and are ready to be printed. Collateral materials will be printed and out for marketing the raffle. In prior years, Mike and Bobbi Prochnow as well as Lester coordinated all but Lester would like to transition it to Jason, who works for Lester, going forward. Lester, Nelson, and Benson will work together to coordinate further vision and logistics.
 - *Center Ice:* Date will change to post 2018-2019 hockey season with more details to be determined.
- Saville reminded board of the Elk Tag he and Endres applied for with the State of North Dakota that will also be a fundraiser for 2018-2019 season.
- After a brief discussion, board agreed to not have any ticket sales as a part of the registration this year.
- A motion was made by Honeyman to keep fundraising the same at all levels but to offer a buyout option at \$450/individual or \$650/family. Seconded by Benson.

· ***Donations Update***, provided by Mark Lester, Business Manager:

- Dick Anderson, attorney for Lester, approached Lester about forming an endowment for individuals wishing to make donations to the West Fargo Hockey Association. Lester and Benson will work to have a legal entity put in place to allow for this to proceed.
- Association will be able to receive more funds from donors upon completion. Gregoire was approached by Sanford POWER regarding options for donations with dryland training. Endres also would like to re-engage the committee for naming rights on the West Fargo Sports Arena, looking for the option to name each rink in addition to the building such as in the case of the ICON building in Grand Forks with the Rydell and Judd arenas. Kuhn, Endres, Gregoire and Kuehne will pursue further discussions on naming rights.
- Giving Hearts Day: Association wished to take part in this last year but the paperwork can take upwards of 8 months to complete. Kuhn, Nelson and Lester will work together to get this completed in time for 2019.

· ***Financial Update***, provided by Mark Lester, Business Manager:

Account Balances:	Gaming	\$81,108.77
	Club	\$49,585.51
	Trust	\$4,380.22
	<u>Savings</u>	<u>\$157,126.27</u>
	TOTAL	\$292,200.11

- Dasher Board Sales: Originally when dasher boards were sold, an effective means of tracking were not created. Lester and his staff have gone through the past three years (fiscal 2016, 2017, 2018). Letters and invoices will go out to all companies who purchased dasher boards with letter of explanation. Businesses can pay the balance owed, or can choose to stop payment and the dasher board will simply be removed. Benson, Otterson and Lester will work together to create letter. Kuhn confirmed that all of the dasher boards are currently full in both Vets1 and Vets2. Chapman asked if there could be an option for smaller businesses to make recurring payments vs. one lump sum, Lester agreed this could be looked into. Gregoire inquired if other marketing, banners, etc. could be installed and sold in Vets 1 and 2, as well as in-ice branding. Kuehne and Gregoire should include this in their discussion with management at Vets.

- **Hockey Director Report** provided by Hockey Director, Jason Gregoire:

- Summer Hockey Camps have been posted on the Stampede hockey website. Endres confirmed that the registration link should be back today or tomorrow.
- Coaches Meeting held May 20th with invitation sent to all coaches from last year. It was a great starting point for the summer and next season with the recent changes in the association.
- Changes in the coaching staff for the upcoming season will consist of a coordinator at every level (Termites, Mites, Squirts, Peewees, Bantams, and Girls). He would also allow an individual to both be a coordinator as well as a coach if they were able to successfully support both roles.
- Review of all equipment (jerseys, socks, etc.) within the dryland room, treadmill and WFHA office is occurring this week. If another set of jerseys are required, Keith Walsh at Play-It-Again Sports requires a minimum of 90 days for a full set of jerseys. It is Gregoire's goal to get through jerseys before that 90-day window. There is large volumes of older jerseys, warm-ups, and sock that could be sold or given away based on board decision. It also came to his attention that there is equipment that have not yet been turned in from both players and coaches. He will likely coordinate a recollection of this equipment soon. Gregoire will work with Kuehne and Endres on any further equipment needs.
- Discussion around "Intro To Hockey" as well as opportunities to serve those who cannot afford to start/play hockey. West Fargo Stampede received funds from **Tovaldt leasing ? \$10k? Kraft Fund?** Gregoire would also like to create an event out of this as well. Cary Eades has offered to have Force Players attend to cut and wrap sticks, etc. creating excitement around both hockey and the Force.
- Saville inquired with Gregoire if they would be continuing the 10,000 Pucks program for this summer. Endres clarified that they will do the online 10k pucks for all levels with one leaderboard. Previously, individuals who achieved more than 10k pucks were entered into a drawing for a \$100 gift card in their level. Dasher boards have also been done in the past to celebrate the players who achieved this goal. Gregoire will work with Endres to see what other things can be done to create more excitement and engagement around the program.

- **Ice Contracts**

- Kuehne and Gregoire will meet with West Fargo Parks on Wednesday, May 23 at 11 at Vets Arena to understand changes with the Vets 1 and Vets 2 arenas. Kuhn also indicated that the Fargo Angels are looking for additional ice as well and may wish to sub-lease any ice we are not using. Kuehne, Gregoire,

and Kuhn will work together to understand what our ice time needs are overall and negotiate with both the WF Parks and the WF Schools for ice time.

· ***Other business:***

- Moos was unable to be in attendance but had previously inquired with the board about a committee to get a jump on upcoming tournaments as weekends are getting filled with other associations tournaments. Endres felt that we would be able to support a B1 level tournament at the Bantam, Peewee, and Squirt level at a minimum. Gregoire has been speaking with other directors and associations with hopes to also get our teams into tournaments or swings in the Twin Cities. He also felt it would be good to get a girls weekend in as well. Kuhn also clarified that West Fargo will be hosting the Peewee B1 and A State tournaments for the 2018-2019 season which is March 1-3, 2019. Gregoire will contact NDAHA for scheduling, then will connect with Moos and Endres to move forward.

- New keys have been cut for the dryland room and treadmill in Vets2 as well as the WFHA office in Vets1. Keys have only been given out to Board Members, the Hockey Director, and West Fargo Parks. Based upon Gregoire's needs for space and how to interact with his coordinators and coaches, space could be built out in the ref's room for items such as pucks, scorebooks, medical kits, etc. Kuehne and Gregoire will continue to work out the details with the Vets Facility Manager.

- Saville suggested we should proactively develop a better relationship with our metro teams (Moorhead Spuds, Angels, Fargo Freeze). Suggestions of avoiding inter-city conflicts and community hockey-wide fundraisers.

- Benson noted that the amended Bylaws state we would have an ex officio board members from each of the high school teams (Sheyenne Mustangs, West Fargo Packers and West Fargo United.) It is required that an official invitation be offered in writing. Benson will create the letter and send to both the head coaches and the athletic director of each program.

- Saville has started working on the Compliance Manual and Handbook for the association. USA Hockey and NDAHA also has much of the information required in their preexisting documentation that we can reference or cite in our own documentation. Saville also states that survey results indicate locker room policy to be high on the list of importance, so attention to this area will be a priority.

- Honeyman requested that a response to the survey results should be drafted on the priorities the board will be addressing. Otterson has been working to complete the Strategic Plan, so Honeyman will engage him to better understand next steps.

· ***Board Meeting Location Change Inquiry:***

- Kuhn has been approached by West Fargo Parks to sign another agreement for the use of the Rustad Recreation conference room. The association is billed \$15/hour, which equates to \$45/month and \$540/year. The West Fargo Sports Arena has offered for the association to use their conference room each month for free. Kuhn will notify the West Fargo Parks that the contract will not be signed and will give notice to the WFSA of our needs. Benson made a motion to pay for the current month at Rustad Recreation Center and cancel the rest. Seconded by Honeyman and carried without dissent.

· Motion to adjourn meeting made by Endres, seconded by Kuehne.

· **Meeting adjourned** at 8:57 p.m.

· Minutes submitted by Secretary, Shana Wilson.