

Tornado Youth Hockey
 Board Meeting
 Onalaska Omni Center
 March 13, 2023 6pm



Board Members	Role	Present	Absent
Bryan Helgeson	President	x	
Greg Marso	Treasurer		x
Andrea Kelm	Girls Director		x
Jenny Keer	VP	x	
Gabby Hansen	Secretary	x	
Mary Ciano	External communications		x
Scott Zietlow	Fundraising Director	x	
Ron Dehli	Tournament Director		x

Guests:

Amy Dzieweczynski, Kelly Mohr, Anna Peterson, Adam Keer

Call Meeting to Order

1. Attendance - not enough for a quorum so meeting is informational only
2. Approve minutes
3. Review Agenda

Executive Committee Reports

1. President Report - no updates
2. Treasurer - no updates
3. VP - Manager update - see survey info
 - a. Received \$381 from t-shirt company as kick back from tournament
4. Girl's Director - no update
5. Secretary
 - a. Website update (off season development)
 - b. Documents update
 - i. Amy Danielson still starting to work on team manager handbook, will have f/u with VP
 - c. Try LaCrosse for free - share with update re: off season development

Board Reports

1. External Communications - no update
2. Tournament Director - no update
3. Fundraising Director
 - a. Raffle Update - done; overall made about \$23,000, ticket sales were reported as easy
 - b. Pure Hockey Meeting Tuesday - Online Store, Uniforms, equipment

- i. Meeting 3/14/23 to review future plans, uniforms, design process etc; will get more return incentives next year with jersey purchases, need to make a plan for items we purchase with it (supplies, etc); rewards must be used on teams
- ii. Golf Outing Meeting Wednesday March 15
 - 1. Will send Krystal email for DIBS roles, I can share when roles are open for grabs
- c. Sponsorship Coordinator- Suggestions for position. Britt Walz? Will reach out to her.
- d. Survey Results? Raffle
 - i. Many families and teams asked for a “purpose” for fundraiser (extra ice, etc)

Old Business

- 1. none

New Business

- 1. Survey results - Adam Keer presented this aggregate information from the google form, this is shared with secretary (owner of form but not creator) and VP
 - a. High level: 119 responses, good response across most teams
 - b. Raffle results: people like cash raffles more than kwik trip cards generally, more disliked cards than raffle
 - c. All comments will be sent to board
 - d. Generally mites are very satisfied
 - e. Generally other levels, parents are becoming less satisfied as they increase in level and also drops within age brackets A-C
 - i. Skill development highest priority
 - ii. Life skills 2nd priority
 - iii. Fun becomes less important the older our players get, makes sense as parents understand and want the drive to keep pushing through hard games etc
 - iv. Cost is more important initially
 - f. Compared TYH to ADM guidelines by USA Hockey
 - g. Camaraderie by ages is overall lacking. Teams are cohesive but all of TYH is not
 - h. Many comments regarding practice time
- 2. USA Hockey ADM to TYH Comparison:
 - a. Comparatively, we need less games to have a proper practice to game ratio and/or consider a longer season. Our season is 5 months with 2 practices weekly. Many are 7 months with 2-3 practices weekly.
- 3. Coaches results
 - a. Coaches felt good overall
 - b. Request that TYH purchase Ice Hockey systems and mandate that this be used
 - c. High coach to player ratio at younger level is great
 - d. Want to mandate that teams share practice plans on the ice together (ex PWA and PWB)
 - e. Give framework for parents and players on season (player/parent handbook)
 - f. Recommend TYH make dryland practice (where and how to be figured out)
 - i. Can be “squirt dryland” i.e. age level
 - g. Negatives: need more ice time, use other facilities of able, open practice times or review them - AM practice, later nights, Saturday AM - maybe reserve for practice only

- h. Team selection - more transparent this year, but as changes are made coaches want input on how the process looks. Coaches want input on team selection (not necessarily on KIDS but on PROCESS) - Get Kelly Mohr and Jake Siegert input on selection process - overall we do it too quickly, should have some sort of coach input, not rely entirely on outside evaluators
- i. Coaches feel there is no player at mites this year who should be considered to play up to squirts next year
- j. Coaches need a process for players to come up and play at other levels if needed-how to share kids and grow hockey culture (call up intermittently by asking for best players etc (say some kids are sick) need clarity on coaching authority
- k. Parents are looking for accountability - request that org require commitment (attendance policy, commitment policy) such as if not at practice cannot play first period etc
- l. Ask TYH to have and set expectations of coaching standards above USA Hockey
- m. Need to actively recruit non-parent coaches esp at Bantam level
- n. C teams - recommend that C team be restructured and focused on development; want to play games but not a full game load
 - i. As teams get bigger we lose kids, bantam teams are bigger - our A team is really a B team, B team is really a B/C team - now you have bantam B skaters who have no idea how to skate or play a game; need to focus on development more now unless we find a way to change how we structure this all; skill level coaches - saturday AM is power skating for pee-wees; maybe tie in a 2 part season, help with refs by having more scrimmages in house
- o. Competition - need to schedule games earlier, get tournaments scheduled more and have coaching input on them
- p. Adamant that kids need to be multi-season athletes, however need to start practices earlier - transitions to next level prior to season, videos online, etc, with organizational support and messaging not based on individual coaches
- q. Bantam checking clinic needs to happen
- r. Overall organization needs to be more intentional in pre-season
- s. Recommend that as many kids rotate through goalie, also attempt to play at different teams if opportunity is not within own team (for example play on C team for a few games if no room on B team to try)
- t. Fundraising money to half-ice boards idea would cost around \$5-\$10,000

Coaches will get anonymous feedback as well.

TYH requests that the coaches review and come up with a person interested in becoming the Director of Hockey to oversee all of the suggestions. Adam and Kelly will take this back to coaches.

TYH suggests future post season parent meeting or a recap video of survey results.

- 4. Elections and board structure - discuss structure at next board only meeting, ask for committee after today
- 5. Pictures are open until March ? - Anna to send Gabby email to send to org
- 6. Ice booking has begun for summer/fall. Omni usually lets TYH know, would be ideal to have weekly open hockey in summer (request from Amy D, suggested by Jen K).
 - a. Open hockey program - need to figure out how this would run and be coordinated.

- i. Email asking for interested parties to help run

Announcements/Future Action Steps

1. Meeting in 2 weeks with board only
 - a. Discuss board structure, documents, and elections
 - b. Discuss sponsorship with Scott
2. April meeting will need end of year reports from all, voting ideally
3. Open meeting about girls co-op once we have feedback

Adjourn

7:45pm