

# West Fargo Hockey Association Board Meeting

Board Meeting Minutes: Monday, AUGUST 21, 2023 at 6:00 p.m.

West Fargo Hockey Association Office 1122 Prairie Parkway Suite #103 West Fargo, ND 58078

## Board Members:

*Present:* Brett Anderson, Josh Benson, Scott Haider, Dr. Jordan Lill, Eric Nelson, James Cailao, Alex Christiansen, Ryan Thayer

*Remote:* Adam Guy

*Absent:* none

## Others Present:

*Executive Director:* Jeremy Jorgenson

*Hockey Director:* Mike Parnell

*Gaming Operations:* Jason Campbell

**Members Present:** none

## PROCEEDINGS:

Meeting called to order at 6:00 p.m. by **President Brett Anderson**.

### Minutes Approval: July 17, 2023

**Anderson**

**Benson** made a motion to approve the July 17, 2023 Regular Board Meeting minutes as provided to the Board of Directors. Motion was seconded by **Anderson**. Approved by all; motion was passed without dissent.

### June 2023 and Six-Month Financials

**Guy**

**Guy** presented June 2023 and financials of last six months. **Guy** reported that revenue and budgets are lining up. Revenue still out-paces expenses despite additional benefits added to WFHA gaming positions. **Campbell** added that e-tabs continue to grow from year-to-year. **Guy** reported gaming expenses were up \$500,000 as additional locations were added over the last six months; however, revenue generated remains high and margins are adequate.

### Executive Director Updates

**Jorgenson**

**Jorgenson** presented a third jersey option to the Board for tournament games only. The jerseys would replace the home jerseys during tournaments. **Jorgenson** and **Parnell** informed the Board that Bantam and 15U teams would have third jersey with breezer covers and socks. Estimated cost would be approximately \$17,000 for 120 anticipated players. Life of the jersey and kit is about three to four years according to **Jorgenson** and **Parnell**. A discussion amongst the Board followed on if the families would either receive, have the option to buy, or return the jersey at the end of the season, or the player's WFHA hockey career.

A motion was made by **Anderson** to approve the purchase of the third jerseys and kits for Bantam and 15U teams for the 2023-2024 season. Age-out players will receive the jersey set at the end of the season. The rest of the jersey kits will be returned. No name bars will be on the jerseys. Rules and guidelines on the usage of the jerseys will be created by **Parnell** and the coaches. **Christiansen** seconded the motion. The motion passed unanimously.

**Jorgenson** reported that the Bauer store had 36 unique orders.

**Jorgenson** reported that the social media marketing plan was implemented on August 1, 2023. So far, 590 link clicks have been counted. Gaming site posts have had 255 engagements. The social media will be used to inform Membership of the upcoming September 26, 2023 referendum. A video promotion will also be created for the September 26, 2023 referendum as well as the October 12, 2023 Kick-off event.

**Jorgenson** informed the Board of the October 12, 2023 Kick-off event that will include Membership donation, food, and a cash bar at the Lights.

**Jorgenson** discussed Vets Arena upgrades including banners advertising the potential Vets 3 project as well as locker room updates that may include wall-to-wall photos of local hockey men's and women's collegiate and Olympic hockey

teams. The wall-to-wall pictures was not in the previous budget. **Anderson** requested mockup pictures and **Guy** requested a timeline. **Jorgenson** will present findings at the next Board meeting.

#### **Hockey Operations**

**Parnell**

**Parnell** reported that the Stampede Academy was a success and has received a lot of positive feedback from coaches, players, and families. Four non-parent coaches have been added to the travel roster, including many who have played collegiately. The girls' program has seen an increase in non-parent coaches with collegiate hockey experience.

**Parnell** reported that the current registration numbers are up slightly from last year. Fall camps are open and registration numbers look optimistic. **Parnell** stated that negotiations with Hoist Hockey are underway. **Parnell** informed the Board that he had met with all coaches from last season to discuss a strategic vision for WFHA as well as conducting an internal program review.

#### **Gaming Operations**

**Nelson**

**Nelson** reported that HeadQtrs is running full-staff, the golf tournament registration is full, and the gun raffle begins on September 12, 2023. **Benson** requested a 5-year gaming financials request from Gaming. This will be prepared by the August Board meeting for the Board to review. M&J promoting with KFGO on 9/11 for the Big Iron kickoff party.

#### **Old Business**

**Anderson**

**Jorgenson** reported on the West Fargo Parks Arena Path Forward. **Jorgenson** is expecting an update but has not received an update from the legal team. An agreement must be signed by WFHA, WFPS, and WFPA. **Jorgenson** reported the Cohort 2 volunteer list needs to be reviewed and members must be more active. **Jorgenson** informed the Board that all Board members must be USA Hockey certified by the start of the season. Board members are to complete SafeSport, background check, and register as a coach.

#### **New Business**

**Jorgenson**

**Jorgenson** reported to the Board about the Compliance Committee. The committee needs one more member.

#### **Meeting Adjournment**

**Anderson**

**Caliao** made a motion to close the meeting at 7:25 p.m. Motion was seconded by **Benson**. Approved by all; motion was passed without dissent.

**Meeting was adjourned at 7:25 p.m. by President Anderson.**

A closed session immediately followed the Board Meeting.

#### **Board of Directors**

*Brett Anderson, President*

*Scott Haider, Past President*

*Josh Benson, Executive Vice President*

*Adam Guy, Treasurer*

*Dr. Jordan Lill, Secretary*

*Alex Christiansen, Vice-President of Hockey Operations*

*James Cailao, Director of Tournaments*

*Ryan Thayer, Director of Business Operations*

*Eric Nelson, Director of Fund Raising & Gaming*