

Sioux Falls Youth Hockey Association

Board of Directors Meeting

December 9, 2020 6:30pm

Zoom Meeting

President Adam Gorra called the Sioux Falls Youth Hockey Association Board of Directors meeting to order. Board members in attendance were Adam Gorra (President), Sam Everson (Vice-President), Lindsay Erickson (Treasurer), Ed Davis (Secretary), Chad Dykstra (Member at Large), Andy DeMore (Development Director), Aimee Chase (Director of Tournaments), Mark Bukovich (Travel League Director) and Dave Carlson (City League Director). Quorum was present. Cherry Hunter (Executive Assistant), Dan Houck (Director of Hockey), Kyle Knudson and Connor Halbert were also in attendance.

Secretary's Report – Lindsay Erickson made a motion to approve the November 11 Board of Directors Meeting minutes as submitted. Motion seconded and carried.

Treasurers Report – Lindsay Erickson – Lindsay noted SFYHA balance sheet is very close to last season at this time. Admissions are down a little, registration is about the same and special events showed slight increase. Equipment income will include high school jersey purchases and socks.

Development Report – Andy DeMore – Andy reported Spartan Nash sponsorship decreased by \$2000 this year. Scheels would like to become more involved at the IcePlex during games with marketing and possible give away items. Cherry working with family sponsors to assist players in need of financial assistance. Andy suggested line item on registration to allow parents to donate to player scholarship fund.

Rebranding Committee Report – Andy DeMore

- Committee selecting 6 final designs
- Will work with 99Design creators for “tweaking”
- Then to Varsity teams for input
- Another 5-6 days for 99Design to work thru requested changes
- Committee would like to send 3 finalist logos to be sent to association to pick a winner
- January meeting for final review. Announce new logo in February for implementation 2021-2022 season

Board members discussion

- ✓ Are we changing our logo? Response: Not necessarily
- ✓ What are the cost implications for a logo change? Response: Ultimately lands with our families
- ✓ Implementation plan?
- ✓ Current logo will always hang on in some fashion.
- ✓ Jerseys – questions about financial impact, manpower to make the change, implications. Average cost per set of jerseys is \$200
- ✓ Related considerations
 - Under ice logos
 - Banners
 - Cage front covers
 - Custom bags
 - Coaches jackets
 - Spiritwear
 - Player wind suits
 - Required high school apparel

Board members requested more work be done and no surveys/votes were to go out to the membership until further notice & board approval. At this time, the board has not approved a new

logo be incorporated for SFYHA, only an ad hoc committee to research options. Andy DeMore rescinded his request for reimbursement of \$429 for 99Design costs incurred.

Director of Travel League – Mark Bukovich – Mark reported many of the invitational tournaments have been cancelled. Iowa reopened. North Dakota may be able to travel out of state. SDAHA league games have not incurred major reschedules at this point. Mask wearing seems to be good statewide.

Director of Tournaments – Aimee Chase – Bantam A and Bantam B tournament scheduled in Sioux Falls January 8-10 should be good to go. Squirt A and Squirt B scheduled for Dec 4-6 was cancelled. SF teams were created for a weekend of home games during the planned Squirt Tourney ice time.

Director of Hockey – Dan Houck

- created initial split for Mite Travel Rosters - rosters to be set by Dec 12
- ran several skills sessions for Lady Flyers
- attended 4v4 SQ Jamboree
- created rosters for Squirt Tourney for Amanda Webb/Aimee Chase
- worked to get Brookings and Omaha here to play our Squirt Blue teams for Squirt Tourney
- created skill plans for Mondays for Squirt and PeeWee Skills
- attended SQ Tourney (Dec 4-6) and helped on bench of other teams
- attended several HS, Bantam, PW and Squirt games-essentially every team that has played at home I have seen play at least once
- been setting schedule for all Friday additional skills ice for supplemental development of teams-this has worked flawlessly this year, coaches really appreciate it
- been setting Brandon Wildung's weekly schedule w/ teams for additional goaltender development
- met w/ Mite Tier I group leader regarding practice content for Tier I practices
- ran shooting clinic for PW C team
- met w/ Bantam Orange coach regarding creating more offense and scoring opportunities
- secured additional coaches for Mite Tier 3A/B
- evaluated ACL skaters for Nate to help with placement on teams for games

Admin Report – Cherry Hunter

- ✓ SDAHA Varsity Committee – Working with core committee to plan for March 12-14, 2021 event
- ✓ SDAHA Raffle Tickets – The \$20 raffle tickets are being sold to fund the SDAHA Senior Scholarship. Big prizes with drawings on the 15th of each month during 2021.

Presidents Report – Adam Gorra

- Brief Update South Dakota Hockey Officials Association (SDHOA) and SDAHA: SDHOA wants to schedule game officials for a fee and requested SDAHA Referee funds be transferred to their organization. SDAHA is requiring referees to move nets at Zamboni times. Failure to do so will result in no pay for the game. Talks have ceased between SDAHA and SDHOA with focus now on relationship building.
- Discretionary purchases in last month – 5 sets of ice cleats for \$80, 2 sets of Quick Change Goalie gear for \$350 and Squirt Quest for the Cup trophy for \$32. Twelve pairs of ice cleats from last season have disappeared.
- SDHSAA game attendance recommendations discussion – SDHSAA general guideline is 2-4 attendees allowed per participant. Board members reviewed attendance numbers for SFYHA home games on a recent weekend. Highest attendance was Varsity vs Brookings at 268 attendees. All other games were within the SDHSAA guidelines. Mite City League on Sundays creates crowded transitions. We will request IcePlex spread out the benches in the lobby north end. Members also suggested attendees enter IcePlex south door and exit IcePlex north door.

