

Tornado Youth Hockey
Omni Center Board Room
12/12/22
6:00 pm



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: Anna Peterson, Amy Dzieweczynski

Open Forum:

Do we have an overall game scheduler? Can we register for games earlier?

-will look to have a person do this prior to season starting with estimated number of teams next year, also working on earlier registration and tryouts

Call Meeting to Order

1. Attendance
2. Approve minutes
3. Review Agenda

Executive Committee Reports

1. President Report
 - a. Mid-Season Training Opportunity-defer
 - b. Playdowns-Bantam B-defer
 - c. 6U Scramble interest-defer
 - d. Little Bluff Inn - offering room blocks
 - i. Location is not ideal and there is no pool, but we appreciate the reach out.
 - ii. Side note - the Omni Center may have partnerships with local hotels for blocks however unsure which ones; Mary can reach out to see if anyone has these and also look into adding a hospitality person role?
 - e. Coaching Resource-defer; email has been sent to coaches
 - f. Bantam Tournament feedback on vendors:
 - i. Game Day is a Sponsor, OK to be there
 - ii. Rep who also sells out of Game Day was to get approval from TYH and did not ask for approval.

- iii. Omni asks any vendor inquiring during tournament weekends for space at Omni to get approval from TYH first. The Tournament Coordinator would be the person to receive this information and approve any sponsors.
- 2. Treasurer
 - a. Scholarship Applicants
 - i. 2 applied; both are approved
 - b. \$162,000 in checking account, stable
 - c. Working with team managers and anyone with tournaments - TYH paid for the lowest priced tournament if there were extras added
 - d. First aid kit question about supply ordering
 - i. Will reach out to coordinator
 - e. Equipment rental follow-up
 - i. Will reach out to coordinator
 - f. FYI any initial registration includes the sports engine service fee, any other invoices TYH has been covering the service fee
- 3. VP
 - a. A couple of teams who are traveling a distance to us have asked for extra ice time to play other teams that are also traveling a distance at the Omni
 - i. General consensus is that any team asking for this should book their own ice time for extra games
 - ii. 2 games have already been scheduled already, these will stay as they are already set up.
 - 1. TYH needs to be in charge of game support for this - clock, penalty box; they will do their own score sheet. Need to have a representative of TYH present and responsible for locker room and facility; follow up on any behavior as with any TYH game. Referees will be scheduled through TYH.
 - iii. TYH will make a policy for next year/going forward.
 - 1. Ideally would just assist with connecting teams with Omni to book in future.
 - b. Mite update
 - i. CEP requirement going forward yearly, require level 1
 - 1. Current state all are background checked and have USA Hockey number
 - 2. Some were told to do level 1, but others were not
 - 3. ACE Coordinator would need to disclose this for all coming in and help people understand what this requirement entails in future
 - ii. Billing 2nd half of LTS will be invoiced by Greg
 - iii. Changing name of Learn to Skate to Mini-Mites, website updates sent to Melissa
 - c. Ice time - approval was just granted to schedule January and on practices
 - i. Pee-Wee and Bantam are starting in 8 and 9 o'clock hours. High school we cannot bump, men's league can't be bumped (and is late); high school teams have more teams this year now possibly? TYH may look at other rinks as possible options for teams if practices are not feasible, unfortunately limited.
- 4. Girl's Director
 - a. Girl's program - next year
 - i. Co-op is no longer mutually beneficial - teams are split between WS/Ona and La Crosse with high numbers (20 and 17)

1. Proposal to have TYH Girls 10U, 12U possible, based on numbers. 2 WS players - we can only have 2 total accepted releases per organization, however, may not apply if there is no girls co-op.
 2. Would co-op if needed WS and Ona could work together on practice times; ideally will start building an 8U program for next year to feed into the girls.
 - ii. Andrea has been in contact with Robin at WAHA Girls rep, giving advice on growing teams and girls numbers and be inclusive
 - b. Squirts
 - i. 2 squirt C girls would like to transition over to Stars now, they have been told they cannot transfer now, families were reached out to prior to registration; board agrees with this
 1. OK to practice with girls but too many players for Stars teams at this time; rosters were set 11/15/22 as well
5. Secretary
- a. Sponsorship Question - who do we promote, how do we promote? Any good organization for that process/plan for me to send emails?
 - i. Other opportunities for players - open ice, camps, fun events
 1. Website page to collect information on local camps and promote what is local
 - ii. To ensure we don't miss any, ask for sponsors to send a promo our way and we can send out
 1. Kristin Fay will start sending out more via FB (has a calendar/checklist per Scott)
 2. Holiday gift guide FB post - can she put out a nice post on these things?
 - iii. Sponsor appreciation day - big event social hour for Mary for picture night? Scott and Mary to collaborate and brainstorm ideas
 - b. Window clings need to get to businesses ASAP. They may be in storage unit, with scarves and gloves; Mary can make more if they are not usable anymore
 - c. JOB LIST
 - i. Sponsorship coordinator
 - ii. More opportunities, send to Krystal Matt
 - d. *Note for Melissa: Look at Chippewa falls and other youth organizations for a "how to hockey" sheet - expected costs, gear possibilities, games and travel to expect, etc.
 - e. Email Justin on mic, volume, in rink 2 and mic in rink 1
 - f. Ask Kristy for sheets that all managers have and save on share drive, add to website
 - i. Update forms to website, ask Melissa to add team manager page and send her forms to update
 - ii. Get conversion sheets and announcements in webpage

Board Reports

1. External Communications
 - a. Order pictures by 12/15 for delivery before the holidays
2. Fundraising Director
 - a. Apparel website is open again through 12/14
 - b. Travel voucher update - 150 families at 10 tickets, \$20 each, need to earn 20,000; \$3000 tickets, multiple prizes; this leaves us with 500 additional tickets, can sell at

tournaments, give volunteer hours for; awaiting raffle license - include returning mites, girls

- c. Jerseys:
 - i. Future plan for mites to have generic jerseys; through pure hockey
 - ii. Jersey options for next year to be discussed, Scott has samples, sublimated is likely route; next year families will pay 50% of jersey cost regardless of route
 - iii. Other options and will check with Pure Hockey on number assignments for next year and if they can help with that process
3. Tournament Director
 - a. Sucker pull hockey stick, key holder were left in the boardroom, now gone; wondering on location - will ask Omni
 - b. Update Bantam tournament went well, patches are needed - Ask Heidi Magnuson
 - i. Patches are given at the end of year for regular games, but for tournaments are centrally located with TYH (if we do not have one on hand, will send out to WAHA).
 - ii. Tournament feedback - 4 teams was "anticlimactic" and ask is for a 5th game
 1. No extra game at this time
 - iii. Order one trophy for each tournament—all or none idea on winning
 - c. Give dibs hours to fill roles - trophy coordinator, vendors
 - d. We do provide gatorades and granola bars for refs for the weekend - may change to Omni voucher
 - e. In tote there is a binder, laminated sheet of game rules for tournaments
 - i. These change slightly yearly, should we make new ones now - consensus is they are current, send to teams before tournaments too
 - ii. Tournament rules we can put on poster, but actual WAHA rules should be referenced by Ref and pulled up electronically if needed

Old Business

1. Extra Ice time Policy - to continue to develop
2. Coaching/Volunteer Noncompliance Policy - refer to WAHA but update wording
3. Guidance for roles - continue to update as able for all
4. Bylaw review update - update to current now - have handbook updated by 4/1/23
 - a. Bylaw review committee? Ok to form one

New Business

1. Bantam B State Recognition
 - a. Will be recognized on January 17, 2023 with Avalanche/Ona varsity game at 7pm; would like to pay for any TYH player (wearing TYH apparel) we cover fee or can they just get in free with an adult?
 - i. Mary will reach out to ticket booth organizers
 - ii. What kind of event can we support here - a tent with heaters and pizza?
 - iii. Most players will be on site for practice that night
2. Picture feedback-Anna Peterson
 - a. Survey to parents about pictures - mostly good news, some thought maybe too many choices. General feedback from the board, very flexible, amazing coordination.
 - b. One coach was inappropriate in sharing feedback re using ice time for pictures, was a simple schedule misunderstanding and this has been addressed

- c. Feedback suggestions: re: times, let's look at early season pictures aside from practices potentially schedule based on last names, esp mites/younger, then schedule a team picture, could do as soon as teams are made and we have jerseys
 - d. Picture event day - maybe also hold team meetings? Feel we are lacking in team support throughout the org; Mary will work with Anna on brainstorming a social event/TYH meetup day-like event
3. Bylaw Review
- a. Corrections for current wording
 - b. Updating board structure within Bylaws
 - c. Volunteer hours

Announcements/Future Action Steps

Adjourn

9:15pm