

Minneapolis Hockey Association (MHA) Board Meeting

October 14, 2024 - Shooting Shed + Video Conference

Meeting called to order at 6:40 pm.

MHA 2024-2025 Board Members present

On-Site / Shooting Shed

Murray, Johnson, Lamberty, Mullen, Koidahl, Follrath, Smith, Scott, Opsahl, Hunter, Wood, Warner, Bloss, Nolin, Wyatt, Washick, Krall, Malo

Video Conference

Larson, Maclver, Lenz, Snee

Other Association Members Present

None present.

Members Forum

None.

Secretary's Report

(Nicole Anderson)

Anderson was not in attendance but provided the following report in advance of the meeting. Andy Krall recorded meeting minutes in her absence.

- Published the August Board Meeting Minutes to the Website.
- Distributed the September Board Meeting Minutes (updated version ATTACHED).
- Created In-House pages for this season.
- Enabled 15U pages.
- Responded to questions from board members.

During the meeting, Malo submitted a motion to approve the September meeting minutes as distributed by Anderson prior to the meeting. Lamberty seconded the motion, a vote was taken and the motion passed.

Gambling Report

(Ann Malo)

Allowable Expenses (next month)

\$62,600 - \$67,600

A motion was made by Malo, Johnson seconded the motion, and the vote passed.

Lawful expenditures

\$39,800 - \$42,000, which includes a \$5,000 donation to the Association

A motion was made by Malo, Johnson seconded the motion, and the vote passed.

During the meeting Malo gave an update on each MHA gambling site.

We have received and reviewed the audit results.

Treasurer's Report

(Mara Proell)

Proell provided the following report in advance of the meeting.

- Worked on Financial Statement Audit
- Funded team accounts with \$550 each to start the season.
- Approved expenses for payment and approved reimbursements for funding.

President's Report

(Todd Murray)

Murray provided the following report in advance of the meeting.

- Supported Bantam, PeeWee, Squirt, and Girls level directors during evaluations and team formation;
- Met with Joe Dziejczak to finalize pay structure for 2024-25
- Addressed multiple waiver requests
- Reviewed and responded to financial aid requests
- Reviewed gambling audit findings
- Reviewed monthly gambling reports

VP Operations

(Brad Johnson)

Johnson provided the following report in advance of the meeting.

- Evals - supporting all levels with TeamGenius/iPads/score analysis & decision making
- Uniforms - working with super volunteer to sort replacement jerseys into returned ones and distribute to traveling teams ASAP so they can decide on third jerseys

- Uniforms - finalized third jerseys, set price to \$20/each after finalizing sponsor agreement/payment
- Uniforms - ordered jerseys for house teams
- Uniforms - ordered coach jackets, will be sending to rostered coaches starting this week
- Equipment - ordered pucks & neck guards, assembling buckets for teams (thanks Bill N)
- Equipment - recruited "rental coordinator" super volunteer, attempted to piggyback on final THFF session, ~8 sets rented so far
- Equipment - with Laing's input, identified goalie equipment at Parade and Shed to donate or dispose of, working on inventory of mite goalie gear
- Registration - updated house team prices on 10/1 (+\$50)
- Clinics - tracking attendance, trying to fill all available hours of ice over MEA break
- Junior Gold - updated website with some information, supporting Nolin trying to make this happen...will need to order some jerseys if it does
- Audit - provided data to support financial statement audit requests, also supported annual gambling audit
- [Player Code of Conduct Google Form](#) updated for 2024-25 season
- Updating [MHA Coaches 2024-25 Google Sheet](#), which primarily exists to make sure our skills coaches have access to coach contact info when they [sign up to attend team practices](#)

VP Hockey - Girls Program

(Marni Lamberty)

Lamberty provided the following report in advance of the meeting.

- 12U evals, on-ice lead
- 10U evals, on-ice lead
- 15U discussion through emails
- THFF 2 sessions lead coach
- Attended D3 Meeting for Mullen
- Attended a 10U clinic
- D3 Girls Director meeting
- Correspondence with some future coaches
- Correspondence with Fortis about Skills and Coaches

VP Hockey - Youth Program

(Bill Nolin)

Nolin provided the following report in advance of the meeting.

- Assisted with preseason clinics
- Participated in evaluations on and off ice.
- Numerous meetings with Level Directors, Coordinators, Johnson, and Murray regarding player placement at all travel levels.

- Ran four sessions of Little Wild Program hosted by Minneapolis.
- Interviewed and working with Level Directors to roster several non-parent coaches
- Granted IHS and TCS access for appropriate coaches/board members
- Organizing on/off ice Coaching Session later in October
- Attended D3 Hockey Director Meeting
- Met with D3 rep, addressed questions, and working to secure help for upcoming 2024-25 Junior Gold season

D3 Representative

(Mick Mullen)

Mullen provided the following report in advance of the meeting.

- Attended September and October D3 board meetings.
- Helped with tryouts as a volunteer and evaluator.
- Conversations for clarifications on blackout dates and coaches/managers meetings.

Registrar

(Cecilia Teeuwen & Jennifer Wyatt)

Teeuwen provided the following report in advance of the meeting.

Traveling Teams

- Rostering teams as they come in. Biggest challenges have been coaches; official rosters can't be approved without a HC, and every time we add an AC, the official roster needs to be re-approved by D3. This is why it's important to provide the list of as many coaches as soon as possible. Thanks to Washick for helping reach out to coaches who have outstanding requirements, some have not even registered yet.
- Working with Bois to help team managers on their requirements.
- Processing waiver requests/address verifications, player registrations, and volunteer and coaches registrations.
- Supported registrations for HIFM players

In-House teams (Jennifer)

- Keeping up with registrations - steadily coming in.
- Contacted families and am waiting on a few birth certificates and fixes to incorrect birth dates in USA hockey.
- Supporting changes in levels between 6U/MM and Mite/8U
- Supporting Colette with reports for Yard-Signs/New families

Level Directors

Girls

(Drew Wood & Anne Beschnett)

Wood provided the following report in advance of the meeting.

- 12U evals: complete
- 10U evals: complete
- 15U evals: working on those next
- 15U clinics are underway and numbers are still tracking towards two teams (A and B)
- Still looking for a paid 15A head coach, already have all of our paid 15U assistants sorted out.
- Met with 8U on-ice lead coach and scrimmage coordinator to discuss upcoming season
- Assisted on-ice at the All-Girls and All-Youth Try Hockey for Free, helped recruit female coaches and 10U/12U players to help on-ice
- Assisted on-ice with the Little Wild
- Answered emails for 8U/6U parents regarding level placement

Junior Gold

- Junior Gold monthly meeting is occurring right now
- Still planning to have a team, hopeful that we don't have to coop but may not need that
- Initial letter was sent out players with some initial interest and additional interest pending high school tryouts
- Still looking for coaching candidates

Bantams

(Mike Snee; Jeff Hunsaker)

Snee provided the following report in advance of the meeting.

- Hosted virtual Coaches Meeting on September 15
- Oversaw staffing and conducted Bantam evaluations from September 24 – October 8
- Recruited evaluators for evaluations.
- All seven bantam teams are formed.
- All teams have adequate coaching staff in place.
- Extensive and frequent planned and unplanned communication with all families about evaluations.
- Communicated and met with multiple families that are new to Mpls Hockey (coming from the Titans and also those new to Minnesota)
- Oversaw and helped staff Bantam clinics in September.
- Updated the website.

- Special thanks to Jeff Hunsaker, Kevin Stoll, and Reed Fidler for going above and beyond in September and October.

Peewees

(Laura Opsahl; Kevin Bloss & Darrin Hunter)

Opsahl provided the following report in advance of the meeting.

- Recruited evaluators
- Recruited super volunteers for evals
- Worked with paid coaches and alignment to teams
- Executed eval and rostered PW-A team
- Executed evals and rostered PW-B1, PW-B2 and PW-C teams
- Answered numerous calls/emails about level placement
- Identified coach to run MEA ice
- Communicated with coaches team calendars and game schedule expectations

Squirt

(Jeff Theisen; Shane Peterson & Duane Passa)

Theisen provided the following report in advance of the meeting.

- Added a 4th tournament for SQ-B1 after being notified by D3 that they'll play a partial district schedule
- Secured a second out-of-town tournament for the SQ-A team after being notified by Fargo that our application wasn't accepted for the first time in recent memory
- Rostered the SQ-A and SQ-B1 teams
- Will finalize the SQ-B2 and SQ-C teams in the next day or two
- Held coaches meeting in September
- Lots of answering questions and hand holding around evals for first year Squirt parents
- Assisted on-ice for goalie-only evals

Mites

(Andy Krall; Corey Koidahl)

Krall provided the following report in advance of the meeting.

- Held meeting with Mite and MM/6U level leads to discuss expectations for the upcoming season.
- Planning coaches and parent meeting
- Scheduled and started in-house clinics, including on-ice coaching
- Addressed several questions from new families, existing families, coaches and team manager candidates
- Connected with SQSA to continue the co-branded learn to skate program (pending ice allocation on final schedule)

- Assigned Mite 1, 2, 3 and 8U players to their respective clinic teams in SportsEngine in order to access the clinic calendar
- Quickly looked over in-house goalie gear with Laing - need to replace pieces this season
- Worked to get level leads access to IHS for practice plan creation/sharing
- Current MM/6U/Mite registration is sitting at 203 (last year we were at 197 through the same date)
- Working with Follrath to get regular season ice schedule locked in for in-house program

Goalie Coordinator

(Joel Laing)

Laing provided the following report in advance of the meeting.

- Evaluations
 - 9/21 & 9/22 goalie only evaluation sessions went really well due to incredible support on and off the ice...thank you to level directors for great preparedness and thanks to Jeff Theisen and Louie Snee for 6 hours of on ice support.
 - Happy with coverage of goalie evaluators that covered well over 100 sessions
- Goalie Clinics
 - Off to a great start with clinics starting after Labor Day and resuming this weekend and scheduled through mid-November
- Goalie coaches starting to attend practices
 - Thanks to Johnson and Follrath, we have the specialty coach tracker up and running. Goalie coaches are already starting to attend practices. Objective is to have 2 visits per team per month.
- Mite Goalie Gear
 - Worked with Johnson to thoroughly filter through the mite gear. Potentially the biggest gap is the size of helmets. We have all junior sizes which are turning out to be consistently too large for kids this age. Otherwise, we have a decent collection of gloves, sticks, and chest protectors.
 - Note to squirt and 10U teams - I have been collecting equipment to ensure we can supplement our EBUG situations. So please share that message with coaches and managers at those levels. I will plan to distribute and track this equipment for the season.
 - I also have the full-right gloves (three sets), so please share the word with mite and 8U coaches and managers to contact me if such equipment is needed.

Ice Scheduler

(Mike Follrath)

Follrath provided the following report in advance of the meeting.

- Submitted game slots to D3 for Bantam, 12U, Peewee, 10U, and Squirt – approximately 300 total.

- Change window on Bantam is now closed – any changes going forward will incur a \$300 fee per game reschedule.
- Will send 12U and Peewee preliminary schedules out to team managers and level leadership today for review.
- Will send Squirt and 10U out later this week.
- As of this 10/14 AM, I handled 14 ice scheduler game change requests. Expect this number to double by the time the windows close.
- Published Girls Monday night skills (all season), and goalie skills through 11/16.
- Published Tournaments.
- Published October ice.
- Published October jump ball ice.
- Sent partial house schedule to mite/8u leadership.
- Allocated MHA, district, and region tournament ice in Avario.
- Acquired ice from Tria.
- Acquired post 12/31 ice from the U.
- Worked through several rescheduling problems with U ice acquired this summer.
- Setup Avario access for the first round of team managers – this will allow them to change solos to home scrimmages, and schedule away scrimmages. Will attend managers meetings on 10/27 to demo and answer questions.
- Worked with SLP scheduler to identify processes for this year's 15U teams. MHA is hosting these schedules.
- Began work on November schedules. These will be published sometime later the week of 10/21. This is the same timeframe as the previous two seasons. December will be ready in early November.
- Requested guidance on Richfield weekday morning ice. The first session is 11/4. This ice cannot be returned.
- Signed usage contracts with Augsburg and the U.
- Worked with Murray on the Richfield contract.
- Provided October schedules to both the MPRB and Richfield.
- Sent next summer strawman to MPRB.
- Set up a new process with MPRB to send weekly schedules for their facilities. Will do the same with Richfield.
- Handled dozens of issues, questions, and pre-season schedule changes with level directors and staff.

Discussion:

- Scheduling skills coaches for players and how that impacts team schedules in SportsEngine. Johnson will format skills coach spreadsheets with schedules in such a way that it will allow Follrath to import directly into Avario.
- Scheduling 15U evals: 60 min on 11/1, 90 min on 11/2, 90 min on 11/3.

SafeSport Coordinator

(Brandon Warner)

Warner provided the following report in advance of the meeting.

- Renewed partnership with the Positive Coach Alliance
 - Three year renewal (through '26-'27 season)
 - Two annual workshops
- Met with our PCA Program Manager to discuss squirt/10U parent workshops; she can assist with any materials we may need for messaging to parents
- Applied for 2024-25 PCA Parent Workshop Grant through MN Hockey

Discussion:

- Picking time/date for squirt/10U parent workshops. We need to give PCA two-week notice so they can schedule the instructors, but they should be able to hold them on any date & time we give them. Warner will follow up with Wood and Theisen to schedule.

ACE Coordinator

(Chris Washick)

Washick provided the following report in advance of the meeting.

- It has been a busy month, numerous communications with board members, coaches, potential coaches, and USA Hockey. Received great support from the LD's, VP's, and registrar fielding questions and providing answers.

Team Manager Director

(Lori Bois)

Bois provided the following report in advance of the meeting.

- Contacted winners of MHA raffle items with instructions to redeem/pick up prizes- all items have been picked up!
- Launched the Storm Spirit Store - 2nd ordering window just closed
- Worked with Lettermen to set up Team Store - new items, new designs - will launch to managers this week
- Worked with Lettermen to design new House Team swag (hoodies, T-shirts, hats - all are included in MHA store)
- Set up MN Wild suite ticket fundraiser and sold all tickets
- Revised Player Code of Conduct
- Created checking account agreement for managers
- Developed Team Manager Checklist
- Updated Manager website

- Currently onboarding team managers for teams (recruited managers, welcome emails sent)
- Set up bank meeting time blocks at Wells Fargo (will be week of 10/28)
- Discussed Avario scrimmage scheduling process with Follrath
- Setting up teams in GameSheet as USA Hockey Rosters are approved (sending managers team codes after team is set up and roster is uploaded from USA Hockey)
- Worked with Mara to fund team accounts
- Answering LOTS of questions from managers

Recruitment & Retention Manager

(Colette MacIver)

MacIver provided the following report in advance of the meeting.

- A big THANK YOU to Beschnett and Lamberty for tirelessly supporting Association growth and leading both on-ice instruction & support as well as off-ice discussion with the youngest prospective members of the Association as well as their families. Their approach and fun attitude out on the ice with the youngest players 100% enables the Try Hockey For Free events to be so successful! THANK YOU for all that you and for the loads of time you give to this Association! You are both so appreciated!!!!
- Accomplishments:
 - ~8400 flyers delivered + e-communications to all MPS public & most private schools – thanks to DIBS volunteers (Zora Waldeck, Jay Dodig & Kristina Highman) for making this happen!
 - Storm yard sign delivery continuing based on Registration updates (thanks, Wyatt & Teeuwen). ~40 yard signs remaining after the current list is delivered (way to go Maggie Bebler, Bridget Skaare and new Storm parent Katrina Kessler!)
 - Social media communications created and advertised for ALL GIRLS THFF on 10/6 and ALL YOUTH THFF on 10/12
 - Hosted 3 separate Try Hockey for Free sessions with a reach of ~90 prospective kids across the 3 sessions. All families who participated received \$50 off their Storm registration
 - stay tuned for final THFF metric updates next month after Registrations have been processed
 - Hosted ALL GIRLS THFF on Saturday, 9/14.
 - 13 registered via USA Hockey,
 - 10 attended.
 - 77% attendance rate.
 - Hosted ALL GIRLS THFF on Sunday, 10/6.
 - 40 registered via USA Hockey,
 - 25 attended.
 - 63% attendance rate.

- Hosted ALL YOUTH THFF on Saturday, 10/12.
 - 34 registered via USA Hockey,
 - 22 attended.
 - 65% attendance rate.
- Dried all wet equipment from all 3 THFF sessions and stored away once dry in THFF equipment bins. Rental Coordinator will manage THFF equipment as rentals from new storage location (tbd) through collection in the spring.
- Wrote handwritten thank you notes on MHA postcards to all DIBS volunteers. Received many comments on how that inspired them to keep signing up to help out.
- Minneapolis Storm was featured on USA Hockey's Instagram 2 times over the past weekend (World Girls Hockey Weekend) – both times highlighting girls that have participated in our ALL GIRLS THFF (last year and last Sunday). See photos below.
- Received 250 mood color changing cups, 200 Minneapolis Hockey ice scrapers, & 500 girls ponytail ties – distributed many as part of THFF “goodie bags” – all remaining SWAG to be distributed at The Great Skate in January to girl players
- Recruited new Super Volunteer needs/positions: Yard Signs (2 existing, 1 new), Flyers (1 existing, 2 new) and THFF (2 new photographers)
- Submitted MN Hockey Grant Applications for 2024-25 season:
 - Pass the Puck Grant (apply jointly with Minneapolis Girl High School Hockey): with an emphasis on the 1/5/25 Great Skate Girls Hockey recruiting & retention event
 - Learn to Skate/Try Hockey For Free Grant (new grant this year – submitted approach and associated estimated expenses across our 3 Try Hockey for Free events)
 - 2024-25 Hat Trick Growth Challenge Grant (MN Hockey)
 - New Family Mentor Program Grant - first ten associations to register and list five committed mentor families will receive a \$500 Pass the Puck grant to offset costs for welcome gifts or a New Family Orientation event.
- Take-away quotes from 10-6 ALL GIRLS THFF:
 - “Our daughter was very excited about going when she got the flyer at school. But when we got there yesterday she was feeling scared and overwhelmed and wasn't so sure she wanted to try anymore. The adults helping with gear were so warm and welcoming, and the girl who she got paired with was so sweet and encouraging with her. It was so great to watch all those girls out on the ice!”
 - “Our daughter had a blast on Saturday. She is interested in signing-up along with her friends.”
- Upcoming:
 - Publish THFF #'s - % registered with Association vs. % registered for event, etc. & share stats with MN Hockey & USA Hockey along with photo & video compilations for ongoing marketing/publicity

- Continue to build out Great Skate event with Mpls High School Girls and MHA Girls Youth players – Sunday, 1.5.24
- Continue to recruit Super Volunteer needs/positions (THFF Lead, New Family Mentor program, Great Skate Lead)
- New Family Mentor Program
 - Create New Family Mentor program materials (info link below) and set up introductory meeting (tbd) and match new families with existing at Shed for new families and Storm families that volunteered to participate as mentor families in the 2023-24 In-House Family Survey
 - https://minnesotahockey.sportngin.com/register/form/523565023?_gl=1*_b_uyxoo*_ga*OTE4NzkzMjg1LjE3MjQyNDg1MDI.*_ga_PQ25JN9PJ8*MTcyNzk1NTc2MS4xMC4xLjE3Mjc5NTc5MjkuMC4wLjA.
- Schedule Girls end of season award discussions with Toni S. + girl's Storm and Mpls. High School leadership
 - tbd: - Tuesday, Oct 29, Wednesday, Oct 30 or Thursday, Nov. 14@A Bar of Their Own
- Build out formal recognition of “Storm Volunteer of the Month” program - build into end-of-season players award schedule and take suggestions from association families as part of end-of-season survey
- Work with Girls HS boosters re: 500 HS Girls Hockey Schedule magnets (split cost with Girls High School Hockey Boosters – order pending District approval)
- Work with Brad Johnson to create a process and implement changes to the conclusion of THFF events to include the Rental Coordinator to provide rental sets from THFF equipment immediately to families interested in registering for Storm

Volunteer Director

(Toni Scott)

Scott provided the following report in advance of the meeting.

- Posted dibs for THFF, Equipment swap events
- Ongoing collection of super volunteer information
- Supported lots of conversations/questions about dibs/eligibility, etc
- Connected with Millers baseball to share learnings on SE and Dibs

Communications Manager

(Kacie Larson)

Larson provided the following report in advance of the meeting.

- Girls THFF reminder, including DIBS
 - Added to website
- Removed Wild Mind's from website

- New rink video
- THFF reminder, including DIBS
- Female CEP Opportunity
- HS Car Wash post
- Mouthguard Day reminder
- Spirit Shop reminder
- Upcoming events/dates
- Equipment Swap reminder
- Girls THFF post
- Twin Cities Marathon reminder
- Spirit Shop reminder
- THFF post share
- Spirit Shop close reminder
- THFF post #girlshockeyweekend share

Tournaments

Minneapolis Cup

(Pat Smith)

Smith provided the following report in advance of the meeting.

- I tried to write up a little history report for the 50th annual Mpls Cup tournament, but couldn't find enough information to make it interesting or understandable.
- Registered the tournament with MN Hockey
- Would like to buy 6 black table covers for the high top tables at Parade for the tournament and other tournaments. Would cost \$45. They would be made of cloth, so washable and reusable. Does this need Board approval? Already checked with Emily at Parade who is okay with table covers.
- Going to have a silent auction at Parade for the tournament. Since this is the 50th Anniversary, we would try something different this year. Emily is okay with this as well.
- Lane Soderberg once again designed the Mpls Cup t-shirts. With the 50th Anniversary being the theme this year.
- Going with Letterman Sports this year to print the t-shirts.
- Sent schedule and rules to Refs
- Attended the D3 hockey tournament meeting.
- A few hockey teams had to drop out after their tryouts, but was able to fill them with teams on the waiting list with no discounts.
- Team managers are contacting me to replace their contact information for the directors who signed teams up for the tournament.
- Will issue refunds at the end of the tournament.
- Confirmed game times with Parade.

- Ordered trophies through Crown Trophy.

Golf Tournament

(Pat Smith)

Smith provided the following report in advance of the meeting.

- Reserved the first Thursday in June for the MHA/MYBA golf tournament at Columbia.

Winter Storm Tournament

(Jeff Lenz)

Lenz provided the following report in advance of the meeting.

- Attended D3 tournament meeting.
- Started communicating with team managers and collecting contact info.
- Working on swag budget
- Reached out to Lane Soderberg for artwork.

Fundraising Coordinator

(Derek Bitter)

- No report submitted

Old Business

New Business

- New Family Mentor Program (Maclver)
 - She would like board members to volunteer to help. If interested, reach out to Maclver.
- Storm Historian role (Koidahl)
 - Idea is both focused on historical board decisions (like team declarations, historical ice times per team/level, etc.) and also information on player/association history (how many college hockey players have we produced, etc.)
- Morning ice times at Richfield (Washick)
 - Washick suggests using the Richfield ice for all ages of kids for morning ice sessions. He has some coaching options that he's spoken with.
 - Action: Washick and Nolin to connect on plan
 - Action: Confirm with District 3 on mixing ages
- Locker room monitors (Wyatt)

- Communicating the emphasis on locker room monitors as teams are formed and the season begins.
- Onus on the Level Directors to ensure head coaches are paying attention to locker room monitors (whether it is the coaches or a parent)
- Minnesota Model Association Program Hockey Grant (Washick)
 - Nolin said that he and Lamberty will review and work on the grant requirements and application process.
 - Action: Nolin will own our participation and subsequent application

Adjournment

Motion was made to adjourn by Johnson. Mullen seconded. A vote was taken and the motion passed.

Meeting adjourned at 7:45 pm.

Next Meeting

Monday, November 11, 2024 at 6:30 at the Shooting Shed, with a conferencing option for anyone not comfortable or well enough to attend in person.