



## Menomonie Youth Hockey Association - Board of Directors Meeting Agenda

June 12, 2018 @ 6 pm

**Mission:** To provide youth in the greater Menomonie area with the opportunity to learn, play and compete in the game of hockey with an emphasis on growth in the areas of skill development, teamwork, and sportsmanship.

**Vision:** Pursuit of the model USA hockey organization following the American development model.

**Ground Rules:** Mutual respect, be timely – start on time and end no later than 9:30 p.m. Come prepared. Allow enough time to make decisions and stand by your decisions. Communicate, conduct yourself and make decisions based on what's best for the entire association versus just your child.

**Call to order: 6:03 Stacy Motions to begin the meeting**

### **Roll Call/Quorum:**

- Stacy Hintzman, President --Present
- Keila Drout, Past President --Present
- Chelse Cockeram, VP Fundraising –Absent
- Gary Messerschmidt, Treasurer---Present
- Bob Weir, VP Hockey Operations --Present
- Kari Berthiaume, VP Communications --Present
- Mike Jax, VP Tournaments & Scheduling --Present
- Brent Pember, VP General Operations –Present
- Sara Bahr, VP Concessions--Present
- Adam Wamboldt-Secretary--Present

### **Consent Agenda:**

#### **Stacy Hintzman**

- Reminder of Grass Roots Grant via WAHA due September 1st. Chelse is submitting.
- WAHA update on Annual Meeting: *“Annual Workshop is Friday and Saturday August 3 and 4 in Wausau. Save the date. Be there or be uninformed.”*
- New lights are in the process of being installed:
  - Bear Valley Electric is installing, and the outside wall pack lights have been installed on the Ag. Building and the inside Ag. Building lights should be done soon.
  - New lights for the arena will be in soon and are the next thing to be installed.

#### **Bob Weir**

- Meaghan Frank has resigned from the Player Development Committee.

- Greg Slupe as accepted her vacancy.
- Recommended to Eliminate the following policies:

3.3	Team Management	VP Hockey Ops	Eliminate Policy
3.5	Kick off Parties	VP Communications/VP Hockey Ops	Eliminate Policy
7.5	Adult Hockey	VP Hockey Ops	Eliminate Policy
10.6	Team Manager	VP Hockey Ops	Eliminate Policy

### **Brent Pember**

- WAP invoices will be sent by Gary.
- Brent just got full names and addresses to Gary on Monday afternoon. Gary will send out invoice through QuickBooks.
- Brent sent a Thank You and \$25 VISA gift cards to each member of the winning Stout marketing team, total reimbursement = \$150

### **Sara Bahr**

None

### **Chelse Cockeram**

None

### **Kari Berthiaume**

- Sent communication on starting a Marketing Sub Committee - One response of interest received (from Bob Weir) - will continue to solicit volunteers
- All Communications and Recognition Policies are up to date and submitted for review

### **Mike Jax**

None

**CONSENT AGENDA APPROVAL: Sara Bahr motions to approve consent agenda, Brent P seconds. Motion approved**

### **REGULAR AGENDA**

#### ***President's Report: Stacy Hintzman***

- Upcoming Deadlines and Dates:
  - Leaving July meeting the goals are—registrations, etc to complete below:
    - Scholarship Applications complete for the coming season
    - Registration complete for the coming season
    - Fundraising complete for the coming season
- Update on the Dunn County Rec Park Master Plan.
  - There are talks of the City of Menomonie repurposing the Dunn County Rec park property. To include the possible relocating of the rink/race track which are currently there. This is a valuable piece of property to the city that may be better suited in other ways.

- Looking to collect the Boards Thoughts on the below for the City meeting on 6/13/18
  - **What does the Board want/need if there was the option expand our facility?** And/or what is missing that could be improved in our current facility:
    - Paved parking, better lit, safer for all patrons coming & going
    - Explore options to use Ice more through the addition of another sheet of ice vs. 1 sheet with year round ice as an option
    - Add Dry land facility at the rink
    - Add a Picnic area outside for all to enjoy
    - Add Automatic doors at entry of the building
    - Updated mechanicals to improve the efficiency of the operational costs of the facility
    - Add a Board room, rental option like the current community room
    - Add a Pro shop
    - Handicap viewing from the warm room
    - Add playground equipment to draw people other in
  - **Boards thoughts on the good things about our current space at the Rec Park:**
    - Great location within the City Limits
    - The multi uses and space that the community room provides
    - The Board agrees the current rink in the right location
  - **If there was a proposed NEW location, what suggestions does the board offer, that would aid in the continued success of MYHA:**
    - Industrial park
    - Out By EXA/Bills Distributing
    - Impact of relocating the Recreation Park outside of City of Menomonie
    - Hockey is a winter sport and if the rink is to rural, winter road conditions will come more into play

→ The Next Meeting to review this on the City level is tomorrow, June 13<sup>th</sup> at 7PM  
More info to come at the July Board meeting.

***Treasurer's Report: Gary Messerschmidt***

**Reviewed 2018 cash flow**

**May disbursements review specifically**

Checking:	\$24,473.27
Savings:	\$14,919.48
Scholarships:	\$ 4,002.71

- Reviewed revenue assessment forecast for the coming season. Forecast looks positive with the current plans and projections in place. These projections do not include concession stand and tournaments revenue. Concession stand performance has not been tracked before this year, which provides challenged for projections. Tournaments fluctuate as the years go. Both of these will have a positive impact on our bottom line at year end. Overall the revenue assessment forecast will give us a better planning position for the coming year and this will allow Gary and the Board to build a more effective budget going forward.

**VP Fundraising: Chelse Cockeram—Not in attendance**

● **Per email sent:**

*"We will not be going through with the company out of the Twin Cities (regarding wreath fundraiser). I feel it would be too much of a cost hike from last year. Even though the delivery option would be less work for our members, I fear we would have a harder time getting orders because of cost.*

*On a positive note, I've been in contact with Dixon Apple Orchard and Greenery. They are out of Boyd WI (our current wreath company is out of Merrill WI). The price list looks very comparable and I stressed to her the importance of the quality of wreaths we are looking for. I have attached the price list for the boards viewing. This is our cost to them. We can mark the wreaths up to what we feel necessary and pick which wreaths we would like to sell.*

*More to come on that but I really feel this would be a great move for MYHA."*

- The main concern of the board is to ensure this is going to be more profitable to MYHA and that we can continue to provide the same quality product wreath to our customers.
- The board is currently exploring a volume discount through the new vendor option. The board will move to make a final decision at the next meeting

**VP Communications: Kari Berthiaume**

- Attended Online Demo on Room Roster with Mike Jax on 5/15 - Does the board want pursue this for a \$500 one-time fee?
  - Useful for tournaments
  - Useful for Hotel bookings
  - Room roster will provide needed tracking data for budgeting and Chamber grants
- Overall the board feels the benefits are minimal but so is the investment. This will add another app to manage. The Board see this more hotel data collection than tournament management, is our current benefit. If we continue to grow and host more tournaments more benefits will be realized.

**Sara Bahr motions to approve to move forward, Stacy H seconds, motion passed to move forward with room roster (Mike J is opposed)**

- The room roster management will be under Kari Berthiaume, VP of Communications. Kari will partner with Mike Jax to implement and get the program running for MYHA
- Met with Adam, Brent and Chelse on 5/16 on MYHA Sponsor Program proposal. Looking to streamline our sponsorship connections. Instead of reaching out to the same business multiple times in the season, this program will allow us to connect one time. The rough draft of the ideas are below:



**Bronze Level Sponsor = \$XXX/year which includes:**

- Advertisement on MYHA's Web Page (xxx traffic) Advertisement on Media TV Screens throughout rink during games
- Advertisement through MYHA Facebook and Tournament Apps

**Silver Level Sponsor = \$XXXX/year which includes:**



- Advertisement on MYHA's Web Page (xxx traffic)
- Advertisement on Media TV Screens throughout rink during games
- Advertisement through MYHA Facebook and Tournament Apps
- **Live Barn Banners – 24/7 streaming access**
- Rink wall sign

**Gold Level Sponsor = \$XXXX/year which includes:**



- Advertisement on MYHA's Web Page (xxx traffic)
- Advertisement on Media TV Screens throughout rink during games
- Advertisement through MYHA Facebook and Tournament Apps
- **Live Barn Banners – 24/7 streaming access**
- Dasher Board

**Platinum Level Sponsor = \$XXXX/year which includes:**



- Advertisement on MYHA's Web Page (xxx traffic)
- Advertisement on Media TV Screens throughout rink during games
- Advertisement through MYHA Facebook and Tournament Apps
- Sign or Dasher Board
- Team Jersey Sponsor (advertisement on LTS, Mini-Mite or Mite Jerseys)
- Team Sponsor (advertisement on footer of every team email)
- Tournament Sponsor (ads on brackets, programs and tournament flyers)

Discounts available for multiple year commitments!

One year = Full Rate (Fee x 1.0)

Two years = Fee x 1.75

Three years = Fee x 2.50

→ The next steps are to edit with MYHA board member feedback and then bring to ice board for approval. The MYHA Sponsor Program will be moved to VP Fundraising: Chelse Cockeram

● **Marketing Subcommittee progress**

Kari sent out an email looking to form a subcommittee and received very little response from the association. She will move forward by reaching out to people based on board recommendations in efforts to form a marketing committee. The purpose of the subcommittee is to market MYHA on various marketing channels:

- Facebook
- Local schools
- Child Care facility field trips
- Parades
- Continue to promote our FREE Hockey Program

The goal is grow and expand the interest in the sport of Hockey and MYHA

→ The Marketing Sub-committee responsibly will move to VP Communications: Kari Berthiaume

***VP General Operations: Brent Pember***

- Registration draft for the 2018/19 was reviewed in detail. Brent will be making formatting changes, etc. after meeting with Registrars and he will add the details proved by the board.
- During the July meeting final approval for the registration form will be voted on and the goal is to post for the association by 7/15/18

***Secretary—Adam Wamboldt***

- May 2018 minutes approved and posted
- Apparel source comparison with Fleet Feet and Chippewa Valley apparel in efforts to control costs was reviewed. Pricing looks in line to keep the source local. Working to nail down some other specifics of the agreement:
  - How merchandise pickup will be handled
  - Penalty for not meeting the deadline

→ Discussed the multiple logo options and settled on one logo to move forward with Board

***VP Hockey Operations: Bob Weir***

- Player Development Committee plans to present to board on direction of the group at the July meeting.
- What we pay non-parent coaches is on point with other associations and we will continue that in the coming season. The PDC goal is to have Non parent coaches at the pee-wee level and up.
- PDC would like to bring some skill specific clinics to MYHA this season, to include Specialized coaching needs:
  - Stick handling as shooting has evolved---need to know how to teach it
  - Body contact program
  - Skating/edge work camp 3, 2 hour sessions
- The overall goal of the above clinics is to teach these skills in the current preferred 2018 coaching methods to our MHYA kids. However we would have part of our coaching staff attend to learn these drills to continue to the teaching and mechanics in all practices throughout the season. This would create better coaches for MHYA going forward.
  - These clinics would be in early October vs. the Stout camp to maximize ice utilization.
  - PDC would look to Stout to implement a mentor program in place of the 4 week long skating camp. This would give more Player coach contact throughout the entire season.

- PDC would like to move to make these clinics mandatory not optional for ALL MYHA skaters Mites on up
- PDC is moving to a full association assessment of all level kids, 2 times per season.
  - One close to the beginning and close to end of season.
  - This will happen at all levels of the association
- **2018/19 Coaching proposed expenses:**
  - Continue with the ETS dry land program, last year the cost was \$5500. This year's proposal is squirts and up 2x per week-30 min, timeframe is for Oct 28 to March 1 -- -\$4800 per ETS; however it would be at their facility. ETS felt the program didn't work as well as it could have; do to too many distractions at the rink. The goal of the training is geared to more athleticism and less hockey specific at these younger ages.
  - Goalie clinic through WAHA - \$4000 for all of them
  - ON ice equipment \$1000 estimated budget to continue to improve/expand the equipment for the FREE hockey program
  - Bob will work find a shooting tarp to replace the one in the rink

***VP Concessions: Sara Bahr***

- Discussed moving the Locker room assignment TV from its current location to where the current dry erase boards are.
  - Board feels the TV is in a suitable location currently and to save some expense we will NOT move forward at this time with moving the TV.
- Bear Valley provided a bid to supply the power (for the already approved TV) near the concession stand area for Menu purposes. The Bid came in at \$400 to put the power in there.
  - Sara will explore options for the expense:
    - explore the use of another electrician to save some cost
    - Propose to get a sponsor on the TV to cover the cost of electric

***VP Tournaments & Scheduling: Mike Jax***

- Acquired Stacy's Signatures on tournaments for 2018/19 season schedule
- Tournament schedule for the season:
 

<b><i>10.5.18 - 10.7.18</i></b>	<b><i>3 on 3 half Ice Tourney</i></b>
<b><i>12.1.18 &amp; 12.2.18</i></b>	<b><i>Squirt A &amp; B</i></b>
<b><i>1.5.19 &amp; 1.6.19</i></b>	<b><i>Pee Wee A &amp; B</i></b>
<b><i>2.23.19 &amp; 2.24.19</i></b>	<b><i>Mite/LTS Jamboree</i></b>

***Past President: Keila Drout***

- Keila provided the board with WAHA meeting feedback that she attended on in May 2018
  - There will be no WAHA book this year
  - USA hockey move out checking at 14u
  - Reviewed Safe support and support guidelines that changed---especially locker room educate
  - Tomah moving from div 2 to 3

- We were awarded the Squirt B tourney in 2019/20 season
- The continued exploration Girls hockey growth
- Officials clinics are on the web site
- New affiliate agreement and by laws
- Association conference (see above in Stacy's consent agenda)
- ON ice Helmet violations by parents— looking to move to not taking pictures after games on ice without a helmet

***MYHA next regular meeting(s)***

***July meeting            7/9/18 6p---Fanetti Community Room***  
***August meeting        8/6/18 630p--- Fanetti Community Room***

**Action Items Register:**

**Adjourn: 8:44 Brent P motions to adjourn, Mike J seconds the motion.**

**APPENDIX**

**Amendment made post meeting to the above room roster section:**

*After thoroughly reading through the contract with Room Roster and discussing with Mike Jax and Stacy Hintzman, we (Kari B, Mike J, Stacy H) have decided not to pursue it for the following reasons:*

- 1. The income generation requires 100 rooms per tournament (not per season), which would be a very difficult goal to earn revenue since most of our competition is within driving distance.*
- 2. Mike would be the primary user from the tournament scheduling side and feels the current system we use is adequate and more flexible for what he needs. (Sports engine provides the online registration and payment option for our tournaments, brackets are created in excel, etc.) He prefers to continue with our current process for scheduling and didn't see value in going to a duplicate system.*
- 3. We felt the \$500 fee would be better put to use in other areas of our association (like marketing materials, ETS, equipment, etc.)*

*Based on these points, we informed Room-Roster that we were going to pass this year, but may reconsider in a year or two."*