



Menomonie Youth Hockey Association

Board of Directors Meeting Minutes

May 2, 2022

6:00 pm at Dunn County Ice Arena

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: Stacy called the meeting to order at 6:03pm

Roll Call/Quorum:

- Stacy Hintzman, President -present
- Gary Messerschmidt, Treasurer - absent
- Mike Jax, Tournaments & Scheduling Director - present
- Troy Wilkens, Concessions Director - present
- Kelley Gowling Equipment Director - present
- Heidi Dowd – Fundraising Director - present
- Kate Kramschuster – Secretary - present
- Adam Wamboldt - present
- Russell Bahr, Hockey Operations - present
- Tucker Giertz, General Operations - present
- Rhonda Messerschmidt, Growth and Retention - present

Member comments:

CONSENT AGENDA:

Motion to approve, passed

Secretary: Kate Kramschuster

- Minutes from April 4th meeting

Fundraising: Heidi Dowd

- Sponsorship opportunities (document attached)
 - Conversation about sponsorship for outdoor rink vs. general operations

REGULAR AGENDA:

Old Business:

President: Stacy Hintzman

- Confidentiality form for new board members – Stacy presented the USA hockey forms to new board members. By receiving this documentation, they agree to follow the policies outlined within.

Equipment Director: Kelly Gowling

- Board member/PDC headshots – Siri is available for the June 6th board meeting. Kelly will confirm if she can come at 6pm.
- Skate Sharpening
 - Kelley spoke with someone with Chippewa Youth Hockey, and they estimated that they have made \$7,000 this year on their skate sharpener. They have a crew of 12 people trained to use the sharpener and offer a set amount of hours/week and put out the schedule.
 - Chippewa has a Blackstone, which is reported to have more longevity, but more expensive than others
 - Suggestion to start with a cheaper option such as Sparx, and estimate how many skates we need to sharpen to pay for it
 - Have one person from each team trained, so that if things come up at the rink, we would have someone available.
 - Training and running this program would be a DIBS-earning position. Kelley will contact some people who may have this skill.

Fundraising Director: Heidi Dowd

- Electronic funding options (Venmo, Square)
 - There is no way to set up Venmo as a business account. It has to be tied to a personal account. Venmo also takes a percentage of the funds.
 - Sponsors are looking for a way to pay online/with a credit card. Option to invoice them through SportsEngine.

- Suggestion that if we do pursue Venmo, the Fundraising Director owns the account, and the Treasurer would oversee it.
- Parking lot this until next meeting when Gary can weigh in. If others have ideas, send them to Heidi.
- Options for UTV fundraiser
 - Airtech is willing to sell MYHA a UTV for a price of \$17,000,
 - Raffle tickets would be capped at 1,000 and sold at \$50. We would profit about \$30,000 after paying for the machine.
 - More discussion at next meeting. Possible other vendor options.

Dave Schwedler

- Follow up with LTS coach regarding survey feedback – Dave sent the information to Rhonda and followed up with the coach.
- Remaining DIBS hours for board review – In the past, Brent sent an email, filled in the hours, copied in the president. Board will review at next meeting

New Business:

President's Report: Stacy Hintzman

- Board positions
 - Stacy met with Rhonda and Russ to define roles and responsibilities.
 - Rhonda will be Growth and Retention Director, leading 8U program
 - Russ will be the Hockey Operations Director
 - Motion to approve Russ and Rhonda in these positions, passed.
- \$491.16 donation received from shirt vendor for State Tournament. They also donated extra shirts for raffle baskets.
- All board members need to get a new USA hockey number as a volunteer. Club Excellence through USA hockey is a resource that we can use to plan and track our projects and ensure continuity as board members change. Send Stacy the numbers and she can add everyone.

Concessions Director: Troy Wilkens

- Future of concessions:
 - Troy is willing to continue and help until a decision is made if they will continue with the program.
 - Recommends 2 people split the job, even if it is one board position. One person has expressed interest in the positions is currently helping with concessions tasks.

Fundraising Director: Mike Jax

- Proposed 2022/23 game weekends schedule to review.
 - Ice in October 1, and days when games can be scheduled have been identified.
 - Mike will look at open dates that everyone can play for the 50th anniversary celebration.
 - Recommendation to update registration with accurate number of games and practices that will be played at each level. Previous registration information did not reflect the number of games.
 - Recommendation to have parameters for Team managers for adding games and communicating schedule changes. PDC should provide input for how many games should be scheduled in a weekend/season. TM should communicate at the beginning of the season how and why other games will be added.

Secretary: Kate Kramschuster

- MYHA Communication
 - Survey feedback regarding communication. Overall satisfaction slightly lower than team communication
 - Team - 33% Extremely Satisfied, 33% Very Satisfied, 23% Satisfied, 7% Somewhat Satisfied, only 3.5% not satisfied.
 - Overall - 25% Extremely satisfied, 29% Very satisfied, 32% Satisfied, 7% Somewhat satisfied, 7% not satisfied
 - Member comments identified issues with jamboree communication, the process of moving up to a different team, too many emails, website needing to be updated, sharing of board meeting minutes, LTS being disorganized, “organizational communication” (PDC, tryouts, etc.)
 - Discussion about who sends communications to all memberships through the email
 - Recommendation that just the secretary and president send out member communications
 - Communications need to be received by the beginning of the week and will be sent in a weekly email format.
 - Weekly email updates can also be put up on the website
 - Weekly updates vs. Just-in-time communication
 - Weekly updates will be sent out every week. More of a “newsletter” format with information that applies to the entire association. Will include board meeting notices, committee updates, etc.

- Team managers will provide just-in-time communication, or level-specific information through the chat
- Board website – include committee membership information, and more information about specific board duties.
- MYHA Contact page and myhacom@gmail.com address ownership – need to update these.
- Minutes and Agendas – Ask that committees take notes and send those to the board as part of the consent agenda. Minutes approval over email, some sections may be pending before posting. Board members will get Agenda items to Kate by Thursday afternoon, and agendas will be posted on Friday.
- Members needs to notify Kristi when we are having meetings at the rink.

Rhonda Messerschmidt

- Slide with joint updates with Russ about team profiling data:
 - Bantams - Number of teams will be determined by number of kids that play down and the number of kids that move up and/or play at MN Made. Current numbers indicate 16-22 players and a goalie.
 - Peewee – Discussion about how MN Made will impact our numbers. If players want to be here, they can choose to prioritize MYHA, as MN Made attendance is not mandatory.
 - Squirt – Smaller teams seemed to work at this level. 1 goalie is not returning, 1 is confirmed, so there will be a need for goalies.
 - There is a \$250 scholarship for goalies to attend camps. Kelley has goalie gear that a player could use, would need to place a deposit.
 - MYHA will need to create a Mite Move-Up policy if needed to make 3 teams. There is a difference between rostering and filling in. If rostering, they need to meet criteria as outlined by WAHA.
 - Exceptional Skater is within the WAHA 8U policy. These players will try out and need to be in the top 1/3 of the top-level team. If they are not in the top third, they would be eligible for the C team.
 - Discussion about the importance of player development when determining team numbers and the need to communicate the “why” behind the decisions made.
- Fall Catalog – we will do a half page. Siri is willing to help with the design.
- Lewis Bjork has offered to sponsor jerseys for the LTS skaters that they could keep. Opportunity will be extended to other parents who may want to contribute.
- Growth and retention email was sent out to former committee members, and there were only two volunteers. Kelley volunteered to help get people to do the tasks and Kate will send an email to the entire organization.

- Troy Ward Program - Terry, Bob, Paul had multiple meetings. Terry will present to Russ, Rhonda, and Stacy before this is brought to the board.
 - Planning meetings for coaches and parents to kick off the program

Tucker/Dave

- Squirt B. State Tournament banner is here. Dave working with Brent on details to get it up.
- Registration for next year –
 - Proposal to bump down concessions hours by one – needs further review, as open skate will be returning.
 - Roll all fees into the registration cost, rather than having program fee, ice fee, registration fee separated
 - Roll in tournament fee for mini mites/mites, rather than collecting at time of event
 - Squirts go up to \$550 total (from \$500)
 - Peewee goes up to \$600 (from \$545)
 - Bantam goes up to \$650 (from \$590), zero for Freshman-only Bantams
 - Overall revenue increase of \$5000
 - What we need to review at the next meeting:
 - How many fundraisers
 - Should concessions be reduced?
 - Recommendation to review reduction at 8U level, as those players have less ice time
 - Program costs
 - Mite move-up policy/communicate if Mites can tryout for Squirts
 - Number of games that will be played at each level
 - Will there be an early registration discount?

Russ Bahr:

- Tryout Position:
 - Mark Chambers has expressed interest in owning tryouts. He will meet with Russ and Rhonda on Thursday to discuss. He would not be an assessor. Assessors will have clear expectations/guidelines in place to reduce bias. Russ is requesting DIBS hours for this position (number will be brought to board at next meeting).
- Kate will communicate to the membership that we are looking for a tryout assistant and a coaches committee assistant from the 8U level to get involved.
- Review the draft coaches' contract

- Recommendation to re-create this as a policy and build it into the registration through Sports Engine. Coaches would agree to the policy, rather than each having a separate contract.
- Dave has suggestions and will assist with drafting a policy. We can have the WAHA lawyer look it over as well.
- Need to have communication with the paid coaches about expectations from beginning.
- Locker room attendants - Team managers will own this. Mike determines Team Manager Selection

Meeting adjourned at 9:28 pm

Next Meeting: June 6th, 6:00 pm at the rink