

# RIVER FALLS YOUTH HOCKEY ASSOCIATION

## OCTOBER 2013 *MINUTES*



DATE: Sunday, October 13<sup>th</sup>,2013

LOCATION: Wildcat Centre

Board Members: Steve Magnuson, **President**; Jody Christiansen, **Vice President**; Neil Accola, **Treasurer**; Janell Rasmussen, **Secretary**; Shelly Thompson, Paul Wilson, Marc Harer, Kent Manglitz, Amy Edelman, Frank Linn, Tim LaVold, Mike Lien - *Present*

### **AGENDA/MINUTES**

1. Welcome, Intro, Agenda Review Magnuson

*The Meeting was called to order at 6:00pm by President Steve Magnuson*

2. Consent Items(All can be approved in one motion, unless an items is removed by a board member for further discussion) Magnuson

A. Agenda Approval

**Action Item:** Approve September Agenda and any supplementary materials

B. Approval of Minutes

**Action Item**

*A motion was made by Jody Christensen to approve the agenda and minutes, a second by Shelly Thompson and all in favor.*

3. Guest Comments Guests

*The Walstrom Family attended to discuss the release from River Falls to play in Hastings. The release request was forwarded to the full Board prior to the meeting. They had the following concerns:*

- 1. They felt that the River Falls Mites practices of more than one time a week (which is how often Hastings holds Mites Practice) was too much. Christensen explained that the Mites in River Falls were very fortunate to get the amount of ice time that they do, however, it is not mandatory to attend all practices. This set up works well with the new model and use of stations at practice.*
- 2. They were concerned with having parents Zam the ice. Harer explained the process for training and zaming and that this is done in most hockey associations.*
- 3. They were concerned with the fundraisers and did not want their child to participate in these.*

*After hearing the comments from the Walstroms President Magnuson explained the process in which a waiver releasing their child would be needed for two years and that in addition to the release, Hastings would need to accept their child. He also explained the work being done to have Wisconsin skaters skating in Wisconsin and the same for Minnesota. Magnuson informed them that the Board would discuss their release and would get back to them.*

*A discussion among the Board occurred and considering that the Hockey boundaries have been defined and a significant amount of work has gone into this, a decision was made to offer deferred fund-raisers until December 1 to try the program on a trial basis along with assurance of a prorated refund if they chose to leave the program at that time and to also make sure that they were aware of the other programs offered by RFYHA (learn to skate, try hockey for free, ...). Magnuson would contact the family.*

*Jody Christensen made a motion, Janell Rasmussen second, All in Favor.*

*Joe Cranston talked about the Girls and Boys teams and explained that after this year all girls would be on girls teams at their appropriate hockey level. All Coaches are on board with this. Joe explained the double rostering and process used. A motion was made by Jody Christensen to require that girls will play with girls on a Co-op team if one is available. (Neil has appropriate wording for policy.) A second by Shelly Thompson, all in favor.*

4. Financial Operations Accola

*A financial statement was provided by Accola. There was a \$3,300 cost to replace the valve. There is a \$300 cost each time Rinktec comes and they will not carry us any further. There is additional revenue coming in from the Advertising Sales.*
5. Fundraising Operations Thompson

*The Chicken Fry needs 8 more workers for the first shift and 12 for the second shift. Joe Cranston agreed to have the High School Hockey players help with covering these shifts.*

*A discussion occurred as to whether the multiple required fundraisers are too much for new families and considering the work being done to get new families in the door and introduced to hockey, maybe there should be a break the first year where it would be optional. Thompson and Edelman were asked to provide a proposal for the Board to look at making these changes.*

*Thompson advised that Angie would be stepping off the fundraising team because her child will not be playing. Thompson is looking for 3-5 new fundraising committee members.*

*Thompson looked for direction from the Board on the ticket price for the Wild Fundraiser and the Board advised to let the Fundraising committee determine the price.*
6. Building Events Operations Linn

*A discussion occurred on Open Skate and whose bucket it was. It was clarified that this fell under Building Events and that it should be coordinated by Frank Linn.*

*Linn advised that the concert brought in a little bit of money and the boxing event broke even. Linn is going to work with the Gyms to see if we can get more boxing. The Outdoor Show will be held at the Wildcat Center on April 4<sup>th</sup> and 5<sup>th</sup>. (Bearing Arms will be the company).*
7. Communications Operations Harer

*Harer is working on dates for Pictures and asked everyone to take a look at the website and provide feedback. Harer is working on updating the Locker Room and Travel Policies and asked everyone to look over the documents sent and to provide feedback. A sub-committee will work on these policies (consisting of Mike Lien, Mark Harer and possibly Eric Bergmannis)*
8. Building Operations Wilson

*Wilson provided an update on the dehumidification system. The McDonald's booths will be installed in the Mezz soon. Wilson is working on the alarm system. Rasmussen asked for the contact info to reach out to them on their ad – at this time there is no contact info outside of what is on the sign. There was some discussion on the Compressor 3 Insurance claim. At this time all three compressors are running.*
9. Hockey Operations – On Ice Christensen/Manglitz

*Tryouts are slotted for the 21<sup>st</sup>-24<sup>th</sup>. They will be operated the same as last year. Edelman will handle covering the windows and no spectators will be allowed in the mezz. There will be no concessions. Some skaters are still missing their paperwork. Christensen will be here and if it is not collected, they will not be allowed on ice.*
10. Hockey Operations – Off Ice Christensen

*There were 138 kids registered this year. There are 6 that have still not returned their paperwork and 2 are new. The pre-season clinic brought in \$5,400 total. There was a cost of \$2350 to pay utilities and \$350 in additional costs to painting and \$2,640 to Hunt for ice rental. A total of \$450 was cleared as a result.*

*There was a lot of good feedback on the clinic. If it had been advertised sooner there would have been more participation. There was great coaching and 6 goalie sessions. Christiansen recommended doing it again. The Ref clinic is here Saturday with 80 kids. October 26<sup>th</sup> is the Chamber Recycling event here. Harer will post on website and Rasmussen will get on city calendars.*

#### 11. Community Relations/Advertising Update

Rasmussen

*Rasmussen attended the City Economic Breakfast and provided updates from the Meeting.*

*Rasmussen asked if anyone was looking into apparel and offered to take the lead if that would work. There was discussion on advertising events at the rink and Rasmussen asked for information to be sent in time for her to get it to the Chamber and public tv channel for advertisement and publicity to community.*

*Rasmussen set up an interview with President Magnuson and the River Falls Mayor Toland which will air on River Falls public TV and be available online to watch. Rasmussen will send out when she receives a copy. This is a great opportunity to talk about all of the positive things that are going on at RFYHA.*

*Rasmussen provided two handouts, one listing all paid business sponsors/advertisers and a second summarizing the work that has been done this year to solicit business sponsorships in support of youth hockey.*

*2013 Update:*

*115 Business contacted*

*21 businesses paid*

*\$12,650 expected (2012 revenue was \$4,000)*

*Contract with River Falls Hotels giving 5% back to the RFYHA*

*12 in kind advertisements*

*30 businesses declined and 53 businesses are still prospects*

*Recently send a letter to all River Falls bars and restaurants soliciting their advertisements for the Tournament Guide*

*Rasmussen discussed the plans for recognizing the businesses throughout the year and asked for the Board members help in providing leads and assistance with the business sponsorship.*

#### 12. Other Items:

- a. Locker Room and Travel Policies

Magnuson

*Discussed above in Communications*

- b. Girls Only Teams

Magnuson

*Discussed above under Guest Comments*

#### 13. Adjourn

*Motion to adjourn by Christensen and second by Thompson, All in Favor.*