

RIVER FALLS YOUTH HOCKEY ASSOCIATION

NOVEMBER 2013 *MINUTES*



DATE: Wednesday, November 13th, 2013

LOCATION: Wildcat Centre

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

AGENDA

1. Welcome, Intro, Agenda Review Magnuson
2. Consent Items (All can be approved in one motion, unless an item 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
Christensen made a motion to approve, second by Thompson, all in favor.
3. Guest Comments Guests
4. Fundraising Operations Thompson

Wild ticket sales sold out in 24 hours and made \$900. Will do again and go for more tickets next time. Fundraising Team is now Jessie Nye, Shannon F, The Uetz family. Pizza was a huge success, sold 2300 pizzas and made \$15,000. Heggies said that it was the highest first time order ever received. The Chicken Fry fundraiser made \$1,800. The Legion was happy with the turnout. Schwan's fundraiser, found by Sheri Magnuson, went out today. We get 20% on orders, 40% on gift cards and 5% for the year. Jessie will be doing the Kwik Trip and Managers sent out apparel order forms. Today Chevy Tickets are being delivered. Focus on High School Games and Tournaments to try and sell them as fast as we can. Steve and Shelly met with George LaFaith, coordinator of the River Falls Car Show. They used to do it downtown and not doing it anymore because downtown has not been supportive. This year they will be holding the show at the bowling alley. They picked RFYHA as the non-profit to receive the funds. We have to hand out flyers to other car shows and help with a few activities the day of the event. We get all profits and the event will be mid - September. This is not the same as the Chambers' cruise in. They will hold the next event in the Wildcat Centre. They would like to get 80 cars in the rinks. They will host indoor car show here before the ice goes in and will give us a two year commitment. The planning will start after the 1st of the year. If we promote this event really well it could bring in between 3000-8000. We could also sell beer, food, etc. here. A discussion occurred that this may be an event to put in Franks bucket since it is a building event.
5. Building Events Operations Linn

Meeting with Phil Monday to discuss 2014 event contract. Looking at April 24-27 right now. There are already 90 vendors signed up for sportsman show possibly 750 people a day will attend. Frank is also pursuing another boxing event.

6. Communications Operations

Harer

Pictures are going good. Marc asked anyone who had website things to send them to Andy and cc him. Things should be posted now within 24-48 hours. Rasmussen suggested that the front page be updated and old posts be removed and that particularly during the hockey season when people are visiting the website frequently that we post current and up to date events. A discussion occurred about the need for the newsletter that has been done by Steve Magnuson in the past to continue. Harer and Magnuson do not have the time but Christensen thought this may be a good thing for Amy Edelman. Magnuson/Harer will speak to Edelman. Harer has not had time to work on policies but will now that he is back in town.

7. Building Operations

Wilson

Wilson reported that the Zamboni blew up on October 30th. He was fortunate to have a vendor help by locating one to borrow in two days from Black River Falls at no cost. Because this machine is being borrowed, only authorized drivers are allowed to zam. Wilson made the decision to put an engine in at \$4500 and get the zam here. The replacement engine will be in tomorrow and the zam should be back no later than Monday.

Magnuson shared that he wished there had been better communication, but that Wilson made the right decision. A discussion occurred on how to thank Black River Falls for helping us out. Magnuson suggested we offer them free entry in the JV, Squirt, Bantam, Tournaments. Accola made a motion, Linn second. All in favor. Paul will contact them to make offer and have them contact the tournament coordinator.

A discussion occurred regarding a Campaign for the money to purchase the Hunt Arena Zam and Boards. The cost of the Zam is approximately \$35,000 and \$40,000 for the boards. Steve Magnuson will speak with Mike Lien about possibly coordinating this Campaign. Rasmussen will serve on the committee as the business contact and Thompson as the fundraising contact.

Additionally there are many large ticket items that need to be addressed in the very near future. They include the parking lot resurfacing. Magnuson asked Wilson to bring to the Board a prioritized list for the board to look at. A separate committee should look at the list and prioritize. Linn and Wilson will work together on this list. However, the focus right now is on what Hunt has available.

Wilson stated that he is waiting for a go ahead on the warranty for the remaining compressor. The system is only calling for one compressor at this time. The Alarm has to be set by Paul – he is continuing to work on this issue.

8. Hockey Operations – On Ice

Christensen/Manglitz

A discussion occurred on double rostering. You are only allowed to go to another event if it is not conflicting with an event at the appropriate level. The Coach has to know why kids are going to be used. We have to vote on 5 double roster kids from squirts to peewee 3b and 2a and 2 u12 to u14. Motion to accept the two U14, 5 squirt to peewee and u12/14 moves. Magnuson abstained. Christensen made a motion, Linn second. Magnuson abstained. All in favor.

There was a discussion on tryouts. Next year the rosters will be posted on the website instead of calling players. Coaches can be worked out after.

9. Hockey Operations – Off Ice

Christensen

a. Closing the Rink

3 times the rink has been left open overnight. Policy is coaches close rink. This needs to be communicated to coaches and team managers. Manglitz/Christensen will communicate to Coaches and Managers.

b. Twin States

Linn covered this.

c. Request for Tournament Funds

A discussion occurred about giving \$400 to the coop team to make up for home tournament differences.

Accola made a motion to allow the \$400, Linn second, all in favor.

All official Rosters are complete, waiting for one to send in electronically by November 15th.

Tim has posted the high school game slots which fill up quickly.

A/B Squirt Tournament is full. The B/C squirt has one left, the Ponytail has been difficult to schedule.

Raised our price range and it has not slowed anything down.

10. Community Relations/Advertising Update

Rasmussen

Rasmussen reported that the new advertising total is \$16,550. Steve's Pizza has declined to advertise. All Hotels in River Falls have signed contracts with the Association giving back 5% of their profits from tournaments, games etc. associated with Hockey.

The Interview with the River Falls Mayor, River Falls in Focus with President Magnuson aired 8 times and is available on the website for viewing.

The advertising signs are arriving and will be put up over the next few weeks. We are working with the businesses on the Hockey Guide which is being designed by RiverTowns.

11. Financial Operations

Accola

Accola does not have Coop Money. Accola will talk to Lisa about the Captains Money. Keeping expenses down. Dan is doing Sunday nights. There is currently no one to coordinate Old Timers on Wednesday Night.

12. Other Items:

a. District 2 Meeting Rep.

LaVold

We had a goalie clinic Sunday – 10 goalies. Great turnout and a lot of fun.

LaVold is the MAHA rep, went to district 2 meeting. His role was discussed and he was asked to report back any new info or changes.

Magnuson brought up scheduling tournaments and possibly reciprocity like Onalaska, can we get a percent off if we work out advance deals. This will be tabled for discussion next year.

b. Equipment

A number of teams have been asking about uniform Hockey Socks. Marc Harer will look into getting them ordered and in the future they will be here at registration for purchase.

c. 1st year Player Registration Discussion

Edelman and Thompson were asked to look into decreasing the amount of obligations that new families would have with fundraising and hours. Both provided information and a discussion of options occurred. Magnuson asked for a proposal to make these changes, including a financial impact to the assn.

d. Registration Promotion

A discussion took place regarding promoting registration and we need to increase the number of new families coming into the Association. A decision was made to create a position under the Advertising/Promotions Bucket for Registration Promotions. Rasmussen will complete expectations for this position which will receive full hours.

e. Board Meeting Dates

During Hockey Season all Board meetings will be moved to the Wednesday of the same week and Magnuson will create an opportunity to call in.

13. Adjourn

