

RIVER FALLS YOUTH HOCKEY ASSOCIATION

AUGUST 2014 *MINUTES*



DATE: Wednesday, August 13th, 2014

LOCATION: Wildcat Centre

Board Members (Present in red): Steve Magnuson, **President**; Jody Christensen, **Vice President**; Neil Accola, **Treasurer**; Janell Rasmussen, **Secretary**; Paul Wilson, Frank Linn, Tim LaVold, Mike Lien, Mike Marsollek, Josh Cleveland, Kathy Bennett, Laura Gulick

AGENDA

1. Welcome, Intro, Agenda Review Magnuson
Magnuson called the meeting to order at 6:06 pm.
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 June Agenda and any supplementary materials
 - B. Approval of Minutes
Action Item
Christensen made a motion to approve, Lien second, all in favor.
3. Guest Comments Guests
No Guests.
4. Building Events Linn
Linn did not attend, updates were provided by Accola.
5. Building Operations Wilson
Accola and Wilson provided a handout of building related items. Items were discussed. All items will be emailed out for vote prior to being completed (money spent). Steve will draft email to association for board to review on cap campaign close out. The email will list that the Zam was purchased for \$35,000 plus advertising for 5 years.
6. Hockey Operations – On Ice LaVold
LaVold reported that D2 is going to table splitting the Squirt B's into B1 and B2 groups until next year. LaVold asked if Magnuson got the invite to the Scheduler Meeting next week(Sunday at 5:30pm). Magnuson was going to look for it. If Magnuson can not attend, LaVold will. LaVold is working on Coaches with Marsollek for the Camp and Learn to Skate. Marsollek will draft a letter for the Learn to Skate for Tim and Jody to approve and send.
7. Hockey Operations – Off Ice Christensen
A discussion occurred around teams and the possibility of moving squirts to peewees . Have been in communication with High School Coach and working on Registration and upcoming tournamanets.
8. Learn to Skate All
Rasmussen reported that there are 48 kids signed up. The Learn To Skate committee has met and is working on a number of items. All Equipment for the Learn to Skate has been ordered. Yard signs promoting LTS have been ordered. The date for equipment pick up will take place in October. Rasmussen also proposed doing an additional registration after LTS that is opening up to everyone to bring as many new kids into the Association as

possible. All schools have been notified that we will be advertising at orientation day. The committee will be meeting again.

9. Community Relations/Advertising

Rasmussen

The St Croix Sports Partnership event will take place Wednesday, August 20th. For Registration promotions, yard signs have also been ordered. The UMG electrical outlet is in. Brock will finish it off on the concession side. UMG is currently working with us on advertising sales. I have been given access to the Facebook page and will begin to work on a consistent communications plan. The plan would be to work with Team Managers, Coaches, Fundraising and Events. The new website address of rfhockey.com has worked very well for advertising. A couple of Board Members have stepped up to help with bringing on businesses they work with. Rasmussen also reported all of the new businesses that have signed up as sponsors and those that have renewed. Rasmussen and Milt Helmer are continuing to work on sales and sponsorships. In addition, business grants have been completed for Sports Authority, Dicks Sporting Goods, Walmart, Mayo Clinic, Daves Sports Shop, Shopko. Signs will be ordered when sales are close to complete.

Rasmussen also brought up the condition of the Arena grounds as potential sponsors and businesses are coming to tour the arena, a discussion occurred.

10. Financial Operations

Accola

Accola provided a financial breakdown spreadsheet and included updates. The Golf Tournament was higher than expected.

11. Fundraising Operations

Thompson

a. Car Show

Bennett

The Car Show is scheduled for September 7th. Bennett reported that she is short on volunteers. They are expecting a large turnout so they have secured another lot – have several lots. Helmer is doing printing, 1st national doing trophies – our out of pocket is prizes and game with cap of \$500. St. Croix lanes providing free \$5 lunch. Need lots of volunteers. High school team will do clean up for the event. Coach has agreed. The event starts in the morning and ends at 2pm.

There will be an article in the RF Journal about the car show for no charge. Shelly is the lead on that. s. Kara is handling children's activities. Need garbage cans and trashbags from rink. Need a committee if we do this next year. A discussion also occurred about whether this event should be moved to building events for next year.

b. Golf Tournament

The Golf Tournament had a total of \$4800 in profit. The overall event turnout was good and everyone had a great time.

12. Other Items

a. Pro Shop

Cleveland

Cleveland presented a proposal on bringing a ProShop into the arena and was asked to look into some things and bring the proposal back to the next meeting.

b. AED

Lien

Lien will check each month and order updated items as needed.

13. Adjourn

Cleveland made a motion to adjourn at 8:21, seconded by Magnuson, all in favor.

