

# RIVER FALLS YOUTH HOCKEY ASSOCIATION

October 2014



DATE: Wednesday, October 8<sup>th</sup>, 2014

LOCATION: Wildcat Centre

Board Members Present: 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

## 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 Agenda and any supplementary materials
  - B. Approval of Minutes  
**Action Item**  
Meeting called to order at 6:03. A motion to approve by Linn, Bennett second all in favor.
3. Guest Comments Guests

Comments by Coach Joseph. He reiterated the commitment from players and asked what requirements there were for the players to volunteer with the players and as Coaches to ensure we are in compliance with USA Hockey and for insurance purposes. They will be starting a Mite player of the week at home games; will invite kids out to practice with them; want to participate and help with the parade and would like to volunteer his players to help. For all of this, Coach Joseph would like to have further discussions about the locker room fee and possibly not paying it, however, he understands that is probably not an option for this year.
4. Learn to Skate – Strategic Goal All

The numbers are at 60 and there are 23 kids on the wait list. There is a meeting tomorrow night at 6pm with the Learn to Skate Committee. Both college and high school teams will be here to help at the sessions.
5. Hockey Operations – On Ice LaVold

There are a couple of meetings coming up where we get our schedule for D2 season. There was a good coaches meeting. We stressed how hard the Board is working to grow the Association and let them know that now it's our part as coaches. The clinic has been awesome. The goalie sessions have been good. Tryouts are scheduled for next week for squirts and peewees. An email was sent to squirt and peewee families on the process for tryouts. LaVold talked to Andy Stacy and he will get it on website immediately after tryout results are in. The Ace committee will make the recommendation to the board on the coaches and the Board will vote to approve the Coaches.
6. Hockey Operations – Off Ice Christensen

A Tournament update was provided. The River Falls Bantams will be in both Bantam ones. A Registration update was provided. Mites up to 50 (17 new mite families), 32 squirts (1 new); peewees at 21 and 20 bantams. Joe Cranston has recommended there be two peewee teams. There was a discussion on how to deal with peewee numbers.

Christensen made a motion to contact all final year squirt families with the exception of the 1 new skater so 13 kids will double roster to the a or b teams based on tryout results. The squirts have to help the peewees get to 11 skaters. Games will be mandatory, with a choice on tournaments and playoffs. In addition, the squirt team must be able to maintain a minimum of 11 skaters. There was a second by Lavold and all in favor. Magnuson will make all calls Friday to double roster kids. The preseason clinic was good. Pictures are scheduled and on website. Christensen has a manager list that will be sent out for approval after tryouts. The Mite managers Rachel Link and Deb Thomas are ready to go and Deb Rotsart has request to manage the Bantams. A Motion was made to approve these managers by Christensen, a second by Lien, all in favor.

#### 7. Building Events

Linn

The Gun show was not what we expected. Christensen asked if we would do this next year because this event moved the clinic to the Hunt due to the possibility of raising money for the Association with the Gun Show. Linn said that we would do it the weekend right after school starts. This is what was recommended. Christensen said that from an income perspective, we brought in \$8,800 for the clinic and paid out \$4,400 to Hunt. Bennett said the car show for next year was up in the air.

Linn said he was looking to bring in 6 events next year and \$25,000.

#### 8. Building Operations

Wilson

#### 9. Financial Operations

Accola

Accola said we are in a good place. Registration money is still coming in. Bennett asked what the \$1,295 tournament expenses were in September. Accola said that was from last year.

#### 10. Fundraising Operations

Shelly Thompson will be resigning after this year as bucket head on fundraising. Need someone to take over. Kathy Bennett will consider it.

#### 11. Community Relations/Advertising

Rasmussen

Rasmussen met with Jim Joseph on the Blue Line Club partnership and possibility of assisting with sponsors. Advertising signs are being finalized for printing from sponsorship sales. We are in the process of apparel orders with St. Croix Sports. Winter Registration recruitment has begun. Rasmussen discussed the need to develop an agreed upon format and methodology on establishing our historical registration numbers each year including overall association members by level, number of new skaters and number of skater losses (e.g., skaters who did not return to the association, skaters who moved up to the high school level). A five year historical spreadsheet needs to be minimally established. This will help us determine effectiveness on recruitment and retention and would benefit future financial planning as well. An example was sent of a potential format, definitions, and methodology to Executive Group on Oct. 2nd. In the process of developing marketing materials for the Winter Mite Registration. Will staff a table at the magic show promoting winter registration. Try Hockey For Free is coming up and Girls Hockey Day scheduled for Saturday 10/11/14. Sent a request to River Falls Journal and Pierce County Herald to post events in the newspaper in effort to recruit girls ages 4 – 8. ext meeting scheduled for 10/9 at 6 pm.

#### 12. Other Items

##### a. Team Liaisons

Christensen

We had talked about this a while ago, seems to fit with engagement. Steve will do both mite groups. Mike Marsollek will be bantam; Christensen volunteers to do peewee a; Cleveland will do peewee b; LaVold and Bennett will do Squirts B and A. Christensen will define Team Liasion expectations so that everyone is clear on roles.

- b. Pro Shop – Skate Sharpening Proposal Cleveland  
Cleveland met with Mike Culver to clarify. We can purchase the machine for \$5500-6000 and it may be negotiable. He would provide the tablet, from boomerang he would provide the tablet and cc reader Join boomerang.com can go right onto our credit card site to pay for things on boomerangs. We could lease it for \$200 a month with a two year commitment. We could use the space in the office Josh will connect with St. Croix Sport for more details on the Sharpener.
- c. Capital Campaign Fund Expenditures Proposal See Spreadsheet  
#1 building trim and fascia, gutters on back of building. Linn recommend that we spend \$2,500/ general funds. Linn made a motion, Lien second all in favor They are also looking at a control panel on monitoring, this would be \$10,000 from capital campaign and will be discussed later. Magnuson said that he is concerned about spending any capital campaign funds until the boards are looking better. There was a discussion on perception of boards and if capital campaign was spent on boards. Everyone agreed to wait until next month before deciding to spend further capital campaign funds.
- d. ATM at Wildcat Arena Proposal Linn  
Linn created a contract with the ATM Vendor, the Board voted to approve the installation of the ATM.
- e. Member Incident Magnuson  
Jr made a motion to overturn any decision and not be involved and Linn second, all in favor.
- Christensen asked if we could get a cost analysis of the member hours for the car show. Bennett will provide that..

### 13. Adjourn

Marsollek made a motion to adjourn and Bennett second, all in favor.