



**ACYHA Board of Directors
Meeting Minutes
November 2011**

Meeting Type: Monthly Meeting
Date: November 14, 2011
Time: 6:30 pm
Location: New Hope Ice Arena - Meeting Room #1

Attendees:	P	Eric Berns	A	Dale Bjerke	A	Alicia Brown	P	Kevin Byrnes
	P	Brad Caron	P	Kevin Conway	A	Mike Goergen	A	Tawnia Johnson
	P	Josh Levoir	P	Len Lopez	A	Dave McDonough	A	Derek Olson
	P	Dave Parenteau	A	Beth Preissing	A	Derrick Raymond	P	Cristy Siede
	P	Greg Symicek	P	Anne Winter				

Add'l Reps:	P	Kirk Anderson	P	Jon Campion	P	Tracee de Neui		Eric Marsh
		John O'Dell		Jon Piazza				

Guests: Scott Johnson Robin Smothers Carol Snyder Bob Snyder
 Steve Hemsath Clark Robideaux Kendra Verbeten Tony Verbeten

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| Topics: | Presenter(s): |
| 1) Call to Order
Meeting called to order by Kevin Conway at 6:30 pm | Kevin Conway |
| 2) Roll call
Attendance taken; results indicated above. | Cristy Siede |
| 3) Approval of Meeting Minutes
a) October 10, 2011 meeting
Moved by Brad Caron and seconded to approve the minutes as presented. Motion carried unanimously. | Cristy Siede |
| 4) New Business
a) Motion by Kevin Conway and seconded to amend the agenda order allowing new business presented by guests from the Bantam B2 team be discussed at this time due to the guests' need to attend a team game this evening. Motion carried unanimously. | Kevin Conway |

Parents representing the Bantam B2 team were in attendance to discuss concerns regarding Head Coach Dennis Steen. Parents shared with board specific concerns regarding behavior of the skaters and matters concerning the head coach; the primary issues being effective use of ice time, skater discipline, and various interactions between the head coach and parents and skaters.

Assistant parent coach Kendra Verbeten stated that Dennis' coaching methodology is not new to the 2011-12 season and the 2010-11 evaluations would have alerted the Coaches Selection Committee to the issues had the online evaluation process worked properly. Kendra also indicated there were issues with tryouts this year.

Responding to the 2010-11 feedback comment, Greg Symicek shared that Steen's 2010-11 players indicated their experiences were above average. In the interest of full disclosure, Greg noted that he has coached Dennis' son and coached with Dennis in the past. Greg also explained that his role is to be the coaches' advocate; as Greg is made aware of coaching issues, he brings them to the attention of the coaches. Greg shared his experience with two mid-

season coaching changes, noting that they resulted in chaos and unrest among the affected teams for a week. Many pieces need to come together for a transition to happen smoothly.

Kevin Conway informed those in attendance that on November 10th he met with Greg Symicek, Dennis Steen, Kendra Verbeten, Evan Bern, and Alex Piche to make Coach Steen aware of the issues presented this evening and to provide him a forum where he could share his plan to address the concerns. Assistant coaches Bern and Piche shared their concerns regarding individual players.

Kevin Conway made it clear that player behavior, discipline, and respect issues are fundamentally the responsibility of the players and the parents. Parents should encourage their skaters to behave appropriately at the rink, in the locker room and on the ice.

Brad Caron confirmed issues raised here are true. As the Boys' Travel Coordinator, Brad spoke directly to Dennis and encouraged him to use the ice more effectively.

Discussion took place regarding possible solutions at which time Kevin Conway noted that considerable conversations had taken place with coaching staffs at both the U12 and Bantam B2 levels regarding possible changes in staffing of both teams. Parents present were polled and all, with the exception of Brad Caron, were in favor of having Kendra Verbeten coaching the Bantam B2 team 75% of the time. Brad stated that he wants an opportunity to fix the situation rather than making a head coach change.

As requested at the Nov. 10 meeting, Coach Steen provided practice plans for upcoming ice times to Greg Symicek. Coach Steen was provided expectations to remain in his role and was given the opportunity to coach and be observed through the end of November. Observers will be Jon Campion, HDC Chair, Greg Symicek, ACE and Coaches Coordinator, or their delegates. Following this observation period, it will be determined if Coach Steen will remain the head coach or resign.

5) Reports/Updates

- a) Charitable Gambling Manager Tracee deNeui
Kevin Conway presented the following on behalf of Tracee de Neui. Tracee had to leave the meeting before her report was given.

- i) Charitable Gambling report
 - (1) Checkbook balance as of October 31, 2011 = \$42,757.77
 - (2) Profit for October 2011 = \$7,500.00
 - (3) Revenue for October 2011 = \$52,000
 - (4) Sites were busy last month; really good at Sunshine Factory, Champps Maple Grove and Broadway Pizza Crystal; slow at Steve O's.
 - (5) Turkey bingo taking place at all sites the week of 11/13
 - (6) Paying over \$11,000 in combined receipt taxes for the month of October
- ii) Monthly approvals
 - (1) Approval of expenses for December 2011 in the amount of \$46,075
 - (2) Approval to pay October 2011 taxes to the City of Maple Grove in the amount of \$278.01
 - (3) Approval to donate \$10,000 to City of New Hope for ice time payment
- iii) Moved by Brad Caron and seconded to approve the charitable gambling report as presented. Motion carried unanimously.

- b) Youth Director Kevin Conway
 - i) City of New Hope Meeting update

- (1) Dave Parenteau, Kevin Conway, Cristy Siede and their skaters attended the Mayor’s prayer breakfast in October. All enjoyed the event. Mayor does a great job acknowledging entire community.
- (2) Meeting at City re rink. Roof is on schedule. Completion in next two weeks. Sports commission grant results are expected by mid December.
- (3) Monthly meeting with city taking place later this month.
- (4) City of New Hope is meeting tonight; approval of advertising agreement between ACYHA and City of New Hope is anticipated..
- ii) Pre-work for December Meeting: ACYHA Policies and Guidelines
 - (1) Kevin shared that redline mark-ups to the ACYHA Policies and Guidelines have been made and distributed by Cristy Siede; **board members are asked to review the document and provide feedback (mistakes or revision ideas) at the December meeting.**
- iii) Discussion re: role revision: Recruiting & Retention and Marketing & Fundraising
 - (1) The roles and functions of the Fund Raising Chair and Marketing and Membership Coordinator have been evaluated by Kevin Conway, Kevin Byrnes, and Len Lopez. Seeing marketing opportunities result from the business-to business nature of fund raising, it is suggested that the functions of marketing and fund raising be combined. This combination then dovetails into redefining the membership function into that of a Recruiting and Retention Coordinator, with responsibility to attract and retain membership. Len had not planned to run again for the Fund Raising Chair position but has agreed to stay on in the Recruiting and Retention Coordinator capacity until the end of his term in April, at which time he will assist with the transition to his successor. Kevin Conway asked board to share any referrals of potential Recruiting & Retention candidates.
 - (2) Brad Caron moved to amend the ACYHA by-laws to re-define the existing Marketing and Membership Coordinator and Fund Raising Chair positions as Recruiting and Retention Coordinator and Marketing and Fundraising Coordinator. Motion seconded. Len Lopez will remain in the Recruiting and Retention Coordinator for the remainder of his term through April 2012. Motion carried unanimously.
- iv) Armstrong High School home ice update

At the request of Patti Weldon, Athletics and Activities Administrator for Armstrong High School (AHS), Kevin Conway provided an update on the October 27, 2011 meeting between Ms. Weldon, District 281 personnel, and representatives from the City of Plymouth where the request by AHS boys and AC girls to make NHIA their permanent home ice was discussed.
- c) Assistant Youth Director Dave Parenteau

Dave provided an update on the arena improvements. The roofing project is on track. Drain tile work to be done before freeze. Activity will stop until grant is approved. Some work can be done. Working with Jim Corbett on possible aesthetic improvements to entry, community room, and meeting room enhancements. Anne Winter inquired about the participation of the other rink tenants (high schools, New Hope Figure Skating Club, dance school and religious groups who regularly use the community room) with regard to sharing in the cost of arena improvements. Discussion ensued indicating that ACYHA is the largest user and has feasible ability to contribute financially.
- d) Equipment Manager Dave McDonough

Absent; no report
- e) Mite Coordinator Derrick Raymond

Due to a family commitment, Derrick Raymond submitted his report prior to the meeting. Cristy Siede shared the following on his behalf.

- i) Mite teams are forming. Mite 2, 3, and U8 are done; anticipate finalizing Mite 1 and Mini-mites teams on November 16th; coaches are moving skaters to the appropriate levels at this time.

Projected number of skaters per level:

- Mini-mites: 56
- Mite 1s: 40
- Mite 2s: 44
- Mite 3s: 36
- U8: 32

- ii) Pictures are scheduled
- iii) Uniforms are being distributed to levels that have formed teams.
- iv) D3 pond hockey is scheduled and begins in December. Contact Jon Hill with questions or concerns.

f) D3 Representative

Josh Levoir

- i) Scrimmages
 - (1) All scrimmage refs need to be scheduled through Beltline referees.
 - (2) Scrimmages with teams outside of home district require score sheets to be completed; inter-district scrimmages do not require score sheets.
- ii) D3 Mandatory Coach and Manager Meetings
 - (1) C-league meeting has been changed from 11/15 to 11/21. Josh to notify C teams of this change.
 - (2) Squirts and U10 meeting is in Brooklyn Park on 11/30.
- iii) AC Bantam Cs will be playing in D6.
- iv) Try Hockey for Free Day
 - (1) AC can apply for a grant to recover ice fees for November 5th Try Hockey For Free ice. Josh to look at grant app. Sending link to Len.
 - (2) Discussion regarding another Try Hockey for Free day.
- v) Breck 60-minute clock issue has been resolved. Parade North does not have a 60-minute clock.
- vi) AC plans to host U10A District tournament; anticipate seven games.

g) Fund Raising Chair

Len Lopez

- i) Wreath fundraiser
 - (1) Anticipated income: \$15,500 sales + \$3,800 opt out = \$19,300; Obtaining prizes for sales.
- ii) Advertising
 - (1) National Guard wants to pay AC for their dasher board
 - (2) Way to Go Sports has been invoiced for their dasher board
 - (3) Dave Parenteau suggested Len approach McKinstry Group (arena construction contractor) to purchase a dasher board ad.
 - (4) Kevin Conway inquired about status of Broadway Pizza Zamboni and dasher board ads. Len shared that Tiffany at CSM is handing the Zamboni ad. Kevin Byrnes to follow-up on the dasher board.

h) Restaurant fundraisers

- i) Chipotle October 4th fundraiser brought in \$421.

i) Treasurer

Eric Berns

- i) LarsonAllen
 - (1) Eric presented the LarsonAllen audit proposal and recommended option two; online method indicates transparency. Discussion regarding transparency of numbers to the association. Board prefers to share line items only; willing to share details upon request. Kevin Conway moved to approve option two from LarsonAllen audit proposal;

motion seconded. Discussion. Monthly fee in addition to Quickbooks subscription fee. Eric will monitor expense to determine and ensure a reasonable rate and make for easy tax preparation. Motion carried unanimously.

- j) Girls Travel Coordinator Anne Winter
 - i) All traveling teams are formed.
 - ii) U8 Program
 - (1) Anne and Len Lopez are partnering to lead the U8 program. There is a need for discussion regarding the program and its design. Anne indicated that a conscious decision needs to be made relative to where Mite 1 and 2 girls skate; parents are seeing the vast differences in ability when all three levels are on the ice together. Program needs to guard against dilution for the Mite 3-aged skaters without losing focus on the importance of encouraging Mite 1 and 2-aged girls to remain in the program. Discussion regarding mite program for girls; structure and what that is.
 - (2) Discussion regarding ice schedule issues for U8s. There was a mistake made where the U8s had only one hour of ice in two weeks. Ice schedule needs to include U8s when other events are scheduled at the rink; some levels end up not being scheduled. This expectation/situation needs to be communicated to Derek as the ice scheduler. Kevin Conway asked that hours missed need to be found and rescheduled.
- k) Concessions Manager Tawnia Johnson

Absent; Scott Johnson reported on Tawnia's behalf.

 - i) Scott shared June – October 2011 Concessions Financial Report.
 - (1) Net profit of \$1,270 through October, not including tournament. Had a great success with tournament.
 - (2) Use of grill by high school boosters. Results consistent with past; profit for boosters \$1,194; ACYHA \$400. Discussion regarding using grill for ACYHA; determined weather restricts use to April, May, October, and November.
 - ii) There is a rumor of discussion that the Advanced 15 tournament may return to NHIA next year.
- l) Parent Volunteer Coordinator Alicia Brown

Absent; no report.
- m) Marketing & Membership Coordinator Kevin Byrnes
 - i) Marketing package
 - (1) On schedule to have 3-fold marketing package for board approval before distribution; web, hard copy, and PDF.
 - (2) Using a three-pronged approach; marketing to local, regional, and national sponsorships.
 - (3) Team sponsorship

Discussion regarding team sponsorship, jersey alteration, and jersey lifespan.
 - ii) Dasher boards
 - (1) Landmark signs working on samples to meet needs of safety and durability. Dave Parenteau has the name of a sign vendor in Delano. Kevin requested board members send him any suggestions for dasher board sponsors. He anticipates pursuing Shock Doctor, CCM, Bauer; possibility we may exchange dasher boards for goods and services.
 - iii) Monitors
 - (1) Anticipate obtaining monitors for both rinks; perfect venue for advertising.
 - iv) ATM update
 - (1) Making progress regarding the installation of ATM. Research indicates the machine will generate a \$40 monthly phone bill. Discussion included the service fee expense is the responsibility of the machine vendor, not ACYHA; will the machine generate enough concession profit to offset the expenses; can it be tested for six months. Kevin Conway

asked seasoned board members to share any issues they recalled from last time AC tried an ATM at the arena. Anne Winter recalls service and connectivity issues. Anticipated arena construction this summer will result in low arena traffic. Suggestion made to test at beginning of next season. Discussion regarding using debit cards in the concession stand; ACYHA must bear the merchant expense fees of +/- 3% per transaction.

- v) First Tuesday at Broadway Pizza
 - (1) Numbers for first evening were underwhelming. Cristy Siede to put the recurring events on the association calendar, email reminders to association on first Monday and Tuesday of each month, and notify team managers to use the venue whenever possible.
- vi) Arena Display Cases
 - (1) Kevin B. has appropriated two display cases with intention of affixing them to the wall outside the concession stand above the condiments. Purpose is to display ACYHA merchandise: ACYHA coffee mugs, water bottles, hockey sticks, decals, etc. Discussion regarding bottomless coffee cup.
- vii) Trophies/Existing Cases
 - (1) TC Re-trophy will repurpose the old trophies from the trophy cases and give ACYHA credit toward new trophies.
 - (2) Discussion regarding trophies won by teams coached by former Cooper Girls' Hockey coach Chris Johnson and reaching out to them in event they want trophies.
 - (3) Vendors want to merchandise items in the case; ACYHA will then keep the items for silent auction ideas.
- viii) Water softener program
 - (1) Kevin mentioned the possibility of participating in a fundraising opportunity where skaters deliver water softener salt.
- ix) ACYHA Yard Signs for recruiting
 - (1) Discussion regarding yard signs; board recommended doing this in late summer to heighten interest before registration.
- n) Registrar Beth Preissing
Absent; no report.
- o) Tournament Director Dale Bjerke
 - i) Dale had a work commitment arise and Cristy Siede shared the following report on Dale's behalf.
 - Squirt C Tournament in December: 12 teams
 - U10A Tournament in January: Cancelled
 - Bantam A Tournament in February: 8 teams
 - PeeWee A Tournament in February: 8 teams
 - U12A Tournament in February: 7 teams; there have been a couple of inquiries and he expects to fill this tournament.
 - Tournament Committee is meeting next week.
- p) Secretary Cristy Siede
Cristy shared that the final manager training session was held Saturday, Nov. 12 for Squirts and U10 managers. She thanked the board members who participated; Brad Caron, Anne Winter, Derek Olson, and Beth Preissing. She thanked Dave Parenteau for stopping to thank the managers for their willingness to volunteer.

- q) Ice Coordinator/Web Administrator Derek Olson
 Cristy Siede shared Derek’s report in his absence:
 - (1) Ice is booked until Dec. 4
 - (2) Games are set for U10s and Squirts, just not verified
 - (3) Send dates to Derek you want to blackout for your team practice, etc. He will do is best to accommodate.
- r) At Large Member Mike Goergen
 Absent; no report.
- s) Boys’ Traveling Coordinator Brad Caron
 - (1) Squirt tryouts went well.
 - (2) Locker room supervision; website updated in three locations to capture attention of different audiences
 - (3) Bantam B2 Team; Brad shared he has been dealing with the Bantam B2 situation. Discussion took place regarding potential impact this situation may have on the U12A team.
- t) Hockey Development Committee (HDC) Jon Campion
 - i) Approval of Goalie Credit for 2011-12
 - (1) On behalf of goalie coordinator, Eric Marsh, Jon Campion proposed a \$400 discount to registration for goalies, at each level beginning with Squirts/U10s. Discussion regarding logistics and criteria; best to provide credit at the end of the season to ensure criteria were met. Existing goalie credit is undocumented and known by very few. Len shared historical numbers for goalie credits from past board minutes. Board indicated desire to include goalie credit information in ACYHA Guidelines and Policies without reference to a specific dollar amount, allowing for board to adjust amount as needed. Josh Levoir moved to offer a goalie credit of \$400 (for 2011-12 season) per goalie provided they register as a goalie, tryout as a goalie, or regularly played as a goalie, and attended 50% of the goalie clinics; head coach has discretion to name a maximum of two goalie credit recipients per team. Motion seconded and passed unanimously.
 - (2) Eric Marsh to send this information to team managers and head coaches who in turn are to notify goalie families.
 - u) ACE and Coaches Coordinator Greg Symicek
 - i) Greg presented names of head coaches for the Squirt B, C, and U10B teams for approval:
 - (1) Squirt B1 Jon Campion
 - (2) Squirt B2 Eric Lucas
 - (3) Squirt C Damian Carrasco-Zanini
 - (4) U10B Jerry Mlekoday, Jim Siede, and Jim Wilharm
 - ii) Motion made by Anne Winter and seconded to approve the Squirt B, C, and U10B head coaches as listed above. Discussion regarding the U10B co-coaching situation.
- 6) Adjourn
 Meeting adjourned at 9:30 pm.

Action Items:	Responsible:	Deadline:
1. Notify team managers to use Broadway Pizza for events	Cristy Siede	11/30
2. Review and provide comments regarding Policies and Guidelines	All	12/12

Future Meetings: December 12
 January 9
 February 13
 March 12