

# RIVER FALLS YOUTH HOCKEY ASSOCIATION



## March 2015 AGENDA

---

DATE: Wednesday, March 11th, 2015

LOCATION: Wildcat Centre

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

### AGENDA

1. Welcome, Intro, Agenda Review Magnuson  
*The meeting was called to order by Magnuson at 6pm.*
  
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 Items**  
*Marsollek made a motion to approve the agenda and minutes, Bennett second, all in favor.*
  
3. Other Items
  - a. Play Up Requests  
*The board received playup requests from four players prior to the board meeting with parent letters of requests and Coaches recommendations. Joe Cranston reviewed the playup requests and said he did not recommend the play ups. There was discussion on numbers (Joe's recommendation was 15-16 for an ideal team), moving between different levels and policy. Marsollek made a motion to approve the play up request. Bennett modified the motion to approve the play up requests provided they play 3 years of peewees. Linn made a motion to approve the play up requests provided there is a new policy put in place by May 1<sup>st</sup>, 2015 that clearly defines player movement at all levels. There was a second to Linn's motion by Marsollek. The motion passed.*
  
  - b. Jim Joseph/ACE Coordinator  
*Joe Cranston recommended to the Board that Jim Joseph be the new ACE Coordinator. Jim shared that he would like to do a stickhandling camp. Magnuson will work with him on dates. They will charge a fee and offer a tshirt.*
  
  - c. Constitutional Changes  
*There was discussion on constitution as it pertains to membership. Linn made a motion to change the constitution as it pertains to membership. Accola second the motion and all in favor. Rasmussen will do the mark up to the constitution for Magnuson to send out to the membership with in the time frame specified in the constitution to advise that there will be a vote at the annual meeting.*

d. Annual Meeting

*We have received Bios from two people.*

*Christensen asked if she would remain a member after this year as she will not have a player in the Association. There was a motion to approve Christensen as a member for the one year term by Cleveland, a second by Lavold. All in favor. Jody abstained.*

*Discussion on Christensen's transition will be left up to the future board to determine at the next meeting.*

4. Guest Comments

Guests

*Several Guests were present.*

5. Hockey Operations – Off Ice

Christensen

*Christensen advised that the refs needed to make some changes for the JV/Midget Tournament. They cannot run the high school system if the season is no longer running. Changes will be made. Christensen asked that for the equipment hours (with the added equipment responsibilities for Learn to Skate) that they increase from 10R/15T to 15R/25T. Linn made a motion to increase the hours as proposed, Christensen second, all in favor. Christensen also shared that Joe Cranston asked that Matt Chranston be the ACE Coordinator for the girls.*

6. Hockey Operations – On Ice

LaVold

- a. Proposal for incorporating Leah Flanagan's Skate School into the Mite 2, 3 and 4 season

Linn

*Linn provided a proposal. There was discussion on what could and could not be offered. It was agree that she would be offered full hours. Linn will communicate the offer to her.*

7. Building Events

Linn

*Linn shared that the Circus agreement is signed. Fatboys picnic license is approved. Gun show is April. Video game deal low level of interest. The Pool tournament is regular hours.*

8. Building Operations

Wilson

- a. Revised quote from Asphalt Associates on parking lot

*Christensen made a motion to approve the move from 6500 to 9000 for the lot resurface.*

*Marsollek, all in favor.*

*The City won't let Precott use the boards from Hoffman so we are considering getting them back for the outdoor rink.*

9. Financial Operations

Accola

*Accola provided financial statements to the board. He is working On 2016 cash flows.*

*He discussed the need to start paying on the line of credit.*

10. Community Relations/Advertising

Rasmussen

*Rasmussen provided updates on sponsorships and communication.*

*Dan B. negotiated a weekly Zamboni detailing/polishing agreement in exchange for advertising. Since this agreement is a trade requiring a contract, I am making a motion for the Board of Directors to authorize Janell Rasmussen to enter into a advertising agreement with River Falls Auto Detailing. A draft of the agreement we are working on was shared with the Board. Christensen second, all in favor*

*The first year experience survey was sent to 47 skaters and we had 25 participate in the survey. We are up to 340 Facebook Followers; Try Hockey for Free on 2/22 had 25 participants We submitted pictures for all three teams*

headed to state along with pictures of tournament team winners over the past month. The RF Chamber sent out an e-mail to all businesses that we are hosting the U10 state tournament.

## 11. Learn to Skate –Strategic Goal

All

*The Learn to Skate Committee met for a final recap meeting on 2/25 and recommendations for next fall. In summary, the recommendations that came from the meeting included: Keep LTS very similar to last season with very minor adjustments; Reduce number of sessions from 10 to 7; Keep 60 skater capacity, keep program free, continue with free use of equipment; Designate 50% of the spots for girls. Otherwise, first come, first serve for program and waitlist. If the girl's designated slots don't fill by mid Sept (after start of school marketing push), open it up to boys on the waitlist.; Continue to seek equipment and program donations/grants.*

*We weighed a second a more aggressive growth option since we had 28 kids on the waitlist The primary concerns with pursuing that option included:*

- Potential for too much growth all at once which could impact overall skater/family experience*
- Challenges with enough coaches on ice, enough ice time, and number of kids on ice at once.*
- Financial implications for additional equipment if we can't raise the funds for the additional program/skaters.*

*The final meeting minutes from the committee which includes the table of the two options that were considered were also shared with the full board.*

## 12. Fundraising Operations

Open

### a. Shelly Thompson called in.

*A printed recap was provided. For Gala we were down 50 people from last year. Thompson indicated that we needed more member engagement and teams there.*

*The jerseys Thompson would like to order are coming from hockey monkey and the quote is \$15,726.12. A picture is posted on facebook. Imaging World will do the logo for \$15. Rasmussen will put Thompson in contact with St. Croix Sports for another quote. We are short a couple of thousand dollars. There was discussion on sending an email out to the membership to raise additional funds to cover the shortfall and a discussion around the possibility of selling the old jerseys. Thompson will write the email and Magnuson will send it.*

*A motion was made by Linn to approve \$16,000 be used to purchase the jersey's, Marsollek second, all in favor.*

*Angie Bond will be done with the Fundraising committee after this year. Jana Walker will be coming on to the committee.*

*A motion to adjourn was made at 8:50pm by Rasmussen, a second by Accola, all in favor.*

*A special Board Meeting with called by President Steve Magnuson on March 23<sup>rd</sup> at 7pm to further discuss the Play Up Vote and Approval that occurred at the previous meeting. All Board Members were present (Christensen called in). Each Board member further expressed their thoughts and opinions and a discussion occurred. Christensen made a motion to overturn the vote, there was no second. All board members agreed to move forward as previously agreed upon with updating the policy. A sub committee was formed to write the policy that was voted on at the previous meeting.*