

SYHA Board Meeting Minutes
Board Meeting March 19, 2018

In Attendance: Dawn, Dave, Randy, Dan M, Melissa, Kristy

Non Board: Terra Bastolitch

A. Welcome and President's Message: Congrats to the teams that went to State. Thank you to the U10 team for being a great host.

B. Approve February Minutes: Dan, motion to approve. Kristy, second.

C. Financial Report: Raised enough to cover heaters. Off about \$10K from last year, most of it is Stillwater ice. Anticipate increase in girls tournament. Post annual finances, would provide something monthly if possible. Talk about doing them every 6 months (compiled) from our Accountant. We've never posted previously. Agreed. Dave, motion to approve. Melissa, second.

D. Building and Maintenance Report: -

- Rink Tec will be out in June for their quarterly maintenance visit and will replace the controller for the Sub Floor Pump then so we don't have to pay for a separate trip. It is still running on manual for now.
- The Bleacher Heater is in. Had a great crew to install.
- The Navien on demand water heater in the Zam room is leaking water inside the unit. It still works but should not be doing that. Paul Morales from Authentic Heating and Air is calling the company for a replacement. Should be covered under warranty as it is less than 3 years old. He had the same thing happen with another heater and it was covered.
- The belts and filters have been replaced on the air exchanger
- The best time for the front entrance will be in May when Blaze is on break but before Memorial Day Weekend when Topeka is here. Otherwise we are looking at after June 15 but before July 17. We could possibly take the ice out for that period. I am reaching out to past ice customers to see what the level of interest is during that period. Last year we brought in \$5180 during that time period on ice rentals. Our electric bill was \$5052.88 last year for the month of June so we covered it. It is not ideal to take the ice out for our HS girls and boys teams, they would lose a month of training.

E. Committee Report: Coaching committee met a couple weeks ago. Rich Slechta met to discuss the by laws and what should be in and out, will continue to meet bi-weekly. Conducted coaching exit interviews. Will likely do a check-in mid-season next year. A lot of good feedback. Discussed the Jr. Spartans - good development, may need to split up. Discussed ice/practice time and how much it would take to get additional ice time and how much we would have to increase

fees. From the coaches: a lot of time talking about basic hockey rules - off-sides, face-off line up. Question came up on how we designate coaches - interviews where there are more than one. Would like to have the process communicated to everyone.

Returns have gone ok. Some still have it out. Send reminder for returns tomorrow. If they want to swap out, get a hold of Dave the last week of March. If equipment is good and they just want to bring a new check, that's ok. The exchanges are taking too much time and need to do that at a different time.

St. Croix Falls has agreed to pay for both the girls and boys hockey teams. Kristy attended the board meeting and there was a lot of unknowns. Kudos to our coaching staff from the St. Croix High School Principal. Sheila Weihl presented first, then the Principal and then Kristy gave some future predictions on financials. They did a cap, but it was reasonable based on the estimates. Blue line and Red Line pay for ice with dues/raffle. Schools pay Ref/Jersey (every 4 years)/Buses and Coaches. If the drive is over a certain length, they will decide if an "upgraded" bus is required.

Amazon Smile: \$191.95 - Dan gets a check every month.

Signed us up now for Flip-Give - companies will give a certain percent back.

Heggies done until fall.

Minnesota Wild program - April 2nd. - was going to go toward a new popcorn machine however, Scott Mathews donated a popcorn machine.

Schwans - Only 3 people did it. One family \$235, \$123 and \$41.

Dominos - Went well. \$176 off of 44 pizzas.

Hank's - Thursday, April 5th - 20% of meal. Sundays October - April. Discussion about how/who gets the supplies.

Pizza Planet - Possible once they get going.

Bob Dewall - Vending - they own them, services them and fills them. Baldwin - summer \$180, \$320 during hockey. Menomonie \$600/season. Stillwater is \$600/month. Pulled Pork and Dipping Dots are a hit at Stillwater - he just added that.

Mara Bowman - Would like to sponsor a youth golf tournament - Saturday in June. The Links in New Richmond - reserve 10 tee-times and charge \$x/player. He would do a hot dog/chip deal \$5 and the extra money would go to the hockey. Flyer for the signs - would like to get it updated. Ask Ian to update it. Do we have paperwork? Have we removed the ones that are not renewing? Melissa to provide to Dawn and copy Dan M. We get money for the sponsors we get, if the tv guy sells it we don't get the money (some confusion here). Need to negotiate terms with the tv guy. We need to review our Advertising options. Send a thank you to our sponsors. Possibly open advertising to the association members for volunteer hours or credits toward registration.

Youth Golf Tournament: Friday, September 21st - St. Croix National Golf. \$5 difference. Fees will be \$75. Save the Date. GPS Carts - the sponsor will come up when the cart approaches the hole. Updated clubhouse, decor. Bloody Mary - Hole 10. Goodie Bags - as long as it's snack stuff and not homemade. Bring our own games - 50/50 raffle, etc. Were going to charge \$175 for a bartender -

decided not to. Last year \$10/plate - here it could be \$10-\$20. Taco Bar \$12. Craig will bring in a sampler for the Board Meeting. He knows he'll get a lot of business from it - He'll do a really good deal. For every golfer - \$5 credit in the gift shop. Signage on the carts. 19th hole/by clubhouse. Will donate some items. Specialty drink - \$1 back to the Association. Partial payment a couple weeks before.

F. Old Business:

- **CLOSED SESSION:** discuss appeal hearing outcome.

G. New Business:

- **Men's Tournament** - Shifts are pretty full. Spaghetti is noon-4. Jello-shots - using leftover Vodka. Will start to bring stuff up at 4:30 on Thursday.
- **Entryway enclosure** - Wittstock will supply the labor. Hopefully get it done before it gets warm. Talking about taking the ice out for a period of time to do the build. Currently on an interest only but it is close to what we were already paying. Thought was to take the payment we would pay and put it in a savings account. Need to get a date from Al as to when he can come in. Also, talked to Earl (Legion) and he can work on specific projects. Discussed the bleachers as a possibility. Need to frame up what the project would look like. Possibly request donations from the big box stores - submit in the fall for the following year and they can be more generous.
- **Annual elections** - VP, Treasurer, Equipment Manager, Fundraising and need to appoint Tournament Director.
- **Terra Bastolich** - Background, VP of Telecommunications company. Co-founder of a non-profit placement items (clothing & essentials) to kids in foster care. Majority of funding comes from Social Media. Try to help communicate better with the new families. People like to pay for things ... be specific about what the money is going toward. Kristy suggested a new family orientation. Discussion around what Terra needs for the non-profit donation process.
- Motion to appoint Terra Bastolich as PR Director. All in favor. Motion approved.
- **St. Croix Campaign** - Give Big St. Croix Valley - put on in conjunction with United Way. Done in Osceola, expanded to Somerset and New Richmond. Create a page for online donations. Specify the \$ and then some will get a corporate match. There's not a lot of hockey organizations in this area, Amery was in there. There is a \$100 marketing fee, most will raise a couple thousand dollars. There are also contests within the program itself. Hired a video company for the event. April 24th is the day. Create some awareness ahead of time and distribute to the local businesses that we are associated with. Terra set it up and will provide the link. They want to create a sense of urgency so not a lot of promotion done real early. The local food shelf is still getting checks from people that agreed to donate a certain amount a month. Terra tailored it to equipment and getting kids started.

- Question came up about the new divisions in Wisconsin High School athletics. Where do we point people that have questions?
- Michael's has another discount for frames. Shadow boxes for jerseys - could be \$400-500/frame - extruded aluminum powder coated. There are currently 5 players. Would come from donations and the equipment fund. Possibly ask for sponsors, ask the players themselves sponsor it. Not the right time to use internal funds. If we can get the resources external we are ok moving forward. Supportive of recognizing former players.
- Follow-up if team fees are all covered.

Motion to adjourn - Dave, Second - Dan M.

Meeting Adjourned: 9:34pm