

WHA Meeting Minutes

Date: Monday, June 12th, 2023

Location: Persona (700 21st St SW, Watertown)

Time: 7:00pm Board Meeting



BOARD MEMBERS PRESENT: Todd Randall, Adam Sullivan, Amber Dahl, Nate Shuller, Travis Young, Jeremy Johnson, Kris Dorneman, Matt Engen

ABSENT: Debbie Melville & Eric Skott

ADDITIONAL ATTENDEES: Tonya Holien, Lucas Deutsch, Molly Randall, Casey Shuller, Jenni Wirkus, Kristina Suttan, Tori Simon, Jessi Eidson, Mark Iverson, Karen Gromis, Chris Gromis, Aaron Roberts

Call to Order at 7:04pm

AGENDA for June 2023: Nate Shuller moved to approve the agenda, seconded by Matt Engen. Motion carried.

MEETING MINUTES for May (Meeting B) 2023: Nate Shuller moved to approve the agenda, seconded by Adam Sullivan. Motion carried.

1. **TREASURER'S REPORT** – Tonya Holien had P&L detail for the last two years available and provided an overview of financials. Todd has been in contact with the Finance Committee and would like a complete audit on the financials. Debbie Melville has resigned from her position and will help out until we find her replacement. Ways to fill the position were discussed: 1) Make the Treasurer and appointed or hired position (for pay); 2) Outsource accounting functions to a firm; 3) Determine if any of the Business Manager duties could overlap. Todd mentioned this role has a lot of responsibility and asked board for discussion. To-do's coming out of discussion were defining the job description, determine who stays on the bank accounts for now and schedule a meeting to finalize budget process and registration fees.

2. OLD BUSINESS

- a. **Golf Tournament is July 22nd at Prairie Winds Golf Course:** 9/10 of the Large Sponsors have been secured. Players will be out this month with asks for Hole Sponsorships. Will need parent volunteers to assist with events. DIBS may be available.
- b. **Registration Fees & Registration Update:** Tonya Holien presented an Excel document on what it costs to run the WHA. Discussion was had on increasing registration fees by division as we enter our new rink. Registration previously included socks, skate sharpening, open skate passes, jerseys, family passes, etc. Costs to run the WHA are increasing so fees and fundraising were discussed further. Todd decided to table the discussion for further review at another meeting which will be scheduled prior to the next board meeting. Thanks to Tonya for her work in putting this information together.
- c. **New Board Member To-Do's DUE (USA Hockey, Background Screen & Safesport):** WHA has a new registrar, Jessi Eidson. All board members must have their credentials completed by June 20th. All documents can be emailed to lakerregistrar@gmail.com. Volunteers, board members, coaches and players 17+ **cannot** participate in any WHA hockey-related events without having this completed. There will be a statewide registrar training this summer.
- d. **Player/Coach/Parent Surveys & Coaching Exit Interviews Update:** Last day to complete the Parent Survey will be June 16th. <https://www.surveymonkey.com/r/LakerHockeySurvey2223> Coach Exit interviews are all complete.

3. NEW BUSINESS

- a. **IT Resources/Cloud Sharing:** Karen Gromis has volunteered to be our IT Liaison. Karen's background is IT at a CPA firm and manages their website, internal social media, software training. Jeremy Johnson is board liaison to the Technology Committee. Tonya setting up TeamSnap for IT group. As a 501c3 organization, we can have a Google Suite with individual accounts and shared drives for accessibility.
- b. **Job Descriptions & Expectations for Board & Paid Positions:** Lucas has reviewed his job description and noted what he currently is doing. Goal is to identify what is required out of both paid positions (Operations Manager & Business Manager).
- c. **Build It Now Update & Pledge Forms:** Board would like an update from the BIN Committee on progress, budget and final plans, specifically on marketing efforts. Todd mentioned there will be a Radio-a-thon. Board would like a meeting with all deciding parties with BIN to answer questions. Todd, Lucas and Tonya committed to working on a date with the BIN group.
- d. **Summer Off-Ice Program – dryland and space:** Floor ball and Roller hockey will begin June 13th and was sent out to entire association on TeamSnap. Tuesday nights from 6:30pm – 7:30pm at the Maas Arena. If you don't have rollerblades, you're welcome to play floor ball. Divisions will be U8-U12 (floor ball) and U14 (roller hockey). Players should bring stick, gloves, helmet, roller blades/shoes (dependent on game), and water. **This is a great opportunity to invite friends to join in the fun and gain interest in hockey!**

4. OFFICIAL COMMITTEES AND CHAIRS- reports if any information

Coaching Committee, Adam Sullivan, Vice President, Lucas Deutsch, Staff

Meeting with past and new coaching committee. Actions that came out:

1. Coach appreciation has been scheduled and invites out
2. Created a formal application for coaches (to have on file). Exit interview would be a renewal for upcoming season. Mark Iverson has drafted the application. Goal is to have coaches placed by July for each level.
3. Discussions on Player Development. Coach Devon McMullen will focus on Bantams and older. Coach Jarod Suttan will focus on PeeWees and younger and Girls U14.

Adam also brought up ideas brought forward from last meeting that fall into Marketing and/or Growth & Retention. Aaron Roberts had the following ideas:

1. For next Try Hockey for Free event, take it to another level and tie it to a food drive for a local food bank to promote community support, fight hunger, and build camaraderie amongst the WHA. Aaron asked for help with pickup/dropoff and discussed ideas of how to execute this plan. Positive response for feedback. Marketing Committee offered to assist with this event in promotion and gathering volunteers.
2. Player Development: Aaron mentioned that by the time WHA games begin, other teams have had 8-10 games due to their pre-season scheduling. Aaron's researched and has options for tournament play that would allow 4 games/weekend to give our divisions more experience prior to the start of the regular season. Other perk is the pre-season play would allow for more time on assessing team splits. Board had interest. Brookings ice time was also discussed.
3. Vinyl stickers for helmets were discussed. Aaron mentioned there was a donor who would like to design and produce the vinyls to add some flare to our association uniformity. Adam Lalim made a motion to move forward with the vinyl stickers for helmets, seconded by Kris Dorneman. Motion carried.

A motion was made by Amber Dahl, seconded by Jeremy Johnson to formalize a Player Development Committee solely focused on player development and overseen by the Coaching Committee. Motion carried.

A motion was made by Amber Dahl, seconded by Nate Shuller, to formalize a Growth the Game Committee, chaired by Aaron Roberts. Motion carried.

Dibs/Volunteer Committee, Tonya Holien and Amber Dahl- Sabrina Welder will be the upcoming DIBS coordinator for the new season.

5. GENERAL COMMITTEES

Marketing & Fundraising Committee, Molly Randall, Chair

- a. License Plate Vinyl marketing needed to sell more of the emblems. Jenni Wirkus offered to contact Kristi Evans to make a flier and promote on social media and throughout association.
- b. Molly mentioned we need to start selling marketing as soon as August. Need to better understand what needs are and how to answer questions with the BIN update.

Nominations Committee, Kristina Suttan, Chair – A BIG thank you to the Nominations Committee and Kristina for their hard work in filling the following volunteer roles for 2023-2024 season. There is still an open position needed for a Concessions Manager for the Maas Arena (prior to moving to the new ice rink).

Concessions – OPEN

Risk Manager – Wendi Solheim

Registrar – Jessi Eidson

DIBS Coordinator – Sabrina Welder

SafeSport Coordinator – Colette Kruger

Equipment Managers – Lindsey Stricherz & Andrew Hudson

Technology Committee – Jeremy Johnson (Board Liaison), Karen Gromis, Tori Simon, Mason Lloyd

Marketing Committee – Nate Shuller (Board Liaison), Molly Randall (Chair), Trish Johnson, Juliane Lloyd, Christy Kallenberger, Feather Webb, Jenni Wirkus, Kristie Evans

Nominating Committee – Kris Dorneman (Board Liaison), Kristina Suttan (Chair), Jenni Wirkus

Disciplinary Committee – Adam Sullivan (Board Liaison), Dan Thorson, Kathy Busch, Jack Rasmussen

Team Coordinators:

Intro to Hockey Kristina Suttan

Mites Taylor Johnson

Squirts Beth Schmeling

Peewees Kristy Boettcher

Bantams Melissa Meester

U14 Girls Jeremy Knopf

Girls Varsity Juliane Lloyd

Boys JV/Varsity Shane Wirkus

Calendar & Growth and Retention Committee – Committee will be renamed to Growth the Game Committee with Aaron Roberts chairing.

6. STAFF UPDATES

Operations Manager, Lucas Deutsch – Lucas discussed skate trades to the City for new rink. Lucas would like to share WHA players who made Team South Dakota once announced.

Business Manager, Tonya Holien (Interim) – Tonya mentioned registration is at the top of her priorities.

7. FACILITIES – no report

8. ASSOCIATION WIDE INFORMATION – no report

9. ADDITIONAL EXECUTIVE SESSION – not needed

Motion made to adjourn the meeting at 9:12pm by Nate Shuller, seconded by Amber Dahl. Motion carried.

NEXT MEETING DATE: Monday, July 10th, 2023, 7:00 pm at LATC (room TBD)