



Annual Meeting Minutes
4/5/23

ROLL CALL: Severin, Wells, Berthiaume, Hanson, Amys, Crimmins, McCoshen, Sislo, Steen, Papko

ABSENT: Nelson, Modeen

MEETING CALLED TO ORDER AT: 6:03 by President Severin

APPROVAL OF PREVIOUS MINUTES: motion to amend "Election of officers" notes: Treasurer should be Sarah Hanson, Secretary should be Jamie Crimmins, all in favor. Motion to approve corrected minutes by Amys second by Crimmins

OFFICER REPORTS:

President:

- In 2022 We elected our new Treasurer, Secretary and 4 directors. Each have been a great asset and fit to our program. I feel our new group has worked well together collaborating on the many items we encounter throughout the year.
- Tonight, we will elect our new Vice President and 4 new directors. 3 directors will serve a 2 year term and the final director will fulfill the final year remaining on an open seat given up by our new Vice president.
- 2022 we welcomed Dick Berthiaume to be our newest Executive Director.
- We were fortunate enough to receive grants from the city and WAHA to help with costs and programming. Also, we received a grant from Graymont to help us in the process to procure a new electric Zamboni.
- 2022 has brought us a new and exciting opportunity to do a public/private collaboration with the University of Wisconsin and possible other partners. Quick update on that from Papko:
 - *In September of 2021, the University of Wisconsin Superior formed a preliminary steering committee to determine future facility use and expansion on campus and in the community. In December 2021, a formal presentation and recommendation was made to the UWS system that there was sufficient need on campus and in the community to add two new indoor hockey rinks, a baseball complex, track and field facility, along with some ancillary supporting facilities. This recommendation kicked off the formal Request for Qualifications and subsequent Request for Proposals throughout much of 2022 and 2023. Throughout this process SAHA has been providing various inputs and feasibility concepts of which we felt has been taking into serious consideration throughout the process thus far.*
 - *Where are we today? The UWS Project Steering/Selection Committee is in the middle of reviewing final proposals from three (3) different firms, with the hope to narrow down to one for final contract negotiation. Once getting down to final consultant and team selection the Committee will be on the way to start the design process.*
 - *What does this mean for SAHA and our membership? The process up to this point has been largely conceptual. With final selection of a consulting firm to begin the design work, it is very quickly moving to something that could turn into reality years down the road. Therefore, as President of SAHA, I am forming an internal Ad Hoc Committee titled _____ **Future Facility Committee?** The goal of this committee is to not only have a voice at the*

table during the final consultant selection but also conduct a needs analysis for future committee members. We realize as a volunteer board our expertise is limited to certain areas. If a potential partnership between SAHA and UWS becomes a reality we will likely have to bring on legal, financial, realty services to supplement our committee/board. As we work through what this means for our membership, we will not only keep you informed but there will come a time we will ask for input/assistance on SAHA's future.

- At this point we have more questions than answers (as I'm sure you do too), but as we work through this process, we will do our best to convey new information and keep everyone pacing.
- We appreciate your support and patience as we work through this very complicated process over the next couple of years!

- 2022 also brought us some hiccups with the loss of our 14u Girls program. We will look to grow this program next year and retain a team if at all possible. We also experienced an above average amount of disciplinary problems from parents and players this year. We will look to correct this next year.
- We have spent the year trying to build culture and pride in our association and plan to continue in the years to come.
- We would like to recognize our past board members that will be parting with us this year. Tim Nelson as a director from 2021-2023 Eric Modeen as a director from 2021-2023 Kellen McCoshen as a director from 2017-2023 and Deana Wells as a director and our vice president from 2017-2023 We would also like to recognize Ari Jago who has coached and help run our Learn to skate, Termite and Mini mite program for the last many years.

Executive Director:

- Cameras are in place and working. Dick, Kyle, and Jamie have access to them. Have had to use them a couple of times, it's a good thing we aren't having many problems.
- They updated security system is in place and working. Could not get new parts for the old system anymore.
- Looking forward to having some painting done inside the lobby and around the building. We will be looking for some volunteers to help with this.
- Eric Severin is going to fix the exit door by the locker rooms, currently broken and not useable.
- Kyle, Mark, Sarah, and Dick have met with UWS group to discuss new rink project.

Treasurer:

- We had a net loss of \$12,000 for the end of December. We are on track to end our Fiscal year in July with a net loss of approximately \$20,000. Key drivers in the loss this year were losing the 14U girls team, as well as not hosting two big tournaments that generates income. SAHA has a pattern of operating at a loss. As an association we need all of our members to be active in the organization's fundraising efforts so that we can turn this around.

COMMITTEE REPORTS:

Development:

- For teams this year we had 2 Bantam, 3 Peewee, 3 Squirt, 4 Mite, 2 8U, 1 10U, 1 12U, along with Termites and Mini Mites
- 9 teams went to state this year
- Will continue these programs and the girls 14U next season
- Started goalie clinics late in the year, next year will start them earlier and continue them throughout the year.
- Surveys for parents and players was emailed out.

Bylaws and Policies:

- Reviewed proposed bylaw changes that were approved by the board, all in favor of amended bylaws

Equipment:

- Still working on collecting a few jerseys.
- Replacements will be ordered and approved goalie jerseys purchased by the end of the month.
- A recommendation to start thinking about how to replace jerseys is strongly advised as many have major wear and stains. This was the 5th season this past year with this set of jerseys.

Fundraising/Publicity:

- SAHA had multiple fundraisers for the 2022 season to help our association and its members.
- The snowblower raffle raised \$3,260.00
- Meet raffle hosted by Superior Tavern raised \$1,540.00
- Upper lakes foods fundraiser raised \$5,540.00
- Kettle River Pizza fundraiser raised \$5,230.00
- Missy Siers Photography kick back raised \$716.00
- We had multiple teams bag groceries for tips at Super One foods.
- We had many team sponsorships from multiple local businesses
- We will be working in the offseason on rewriting the policy on fundraising.
- We will also be looking to expand on the snowblower raffle for the upcoming season.

Finance and Insurance:

- The committee addressed the Harrington Fund this year and we now have a system in place to better track the Harrington scholarships amounts that are given out. We also updated the scholarship amounts.
- There were no changes to insurance.

Outdoor Rinks and Facilities:

- Thank you for the help, especially those that helped get the ice in at the beginning of the season, Kari Toyota for allowing us to use their skid steer a couple of times after heavy snowfall, and the group of Peewee parents that cleared the vegetation growing inside both rinks during the off season.
- Improvements made this season: cut in another opening in the boards of the rink rat rink for snow removal, added more rock to improve the base for pathways between rinks and warming shack, zamboni donated by Hill Ave Dental at the end of the season, it will be tuned up during the off season and ready to use next season.
- Looking ahead we will clarify responsibilities and expectations for the outdoor rinks and shack. Short answer is it is everyone's responsibility to keep shack clean and maintain ice. Will continue to look at ways to improve the rinks so the association can utilize them to the fullest extent possible. If games are going to be played outside, improvements need to be made.

Rules and Referees:

- USA hockey rule changes went into play Sept, 2021 and will run through 2025...no changes.
- Recruiting and retaining referees should continue to be a priority.
- A high number of formal and informal grievances and issues were reported to the committee this year which involved players, parents and coaches.
- Disciplinary actions were handed out per the committee recommendations which ranged from face-to-face meetings to multiple practice/game suspensions.
- One formal safesport submission...no action.
- Thank you to the committee members for their time and work put in.

Tournament:

- 12 tournaments were held, all were full and some were expanded.
- Received many compliments from teams and spectators on multiple weekends.

Concession/Volunteer/Manager:

- We added gift shop items to the concession sales, and most items sold well.
- TV for concession menu was put up prior to the start of the season.
- Concession had to be closed for multiple days at the beginning of the season due to 14U disbanding.
- We will try to have concession open for all summer tournaments, lack of workers may make it difficult.
- It wasn't easy getting managers for a couple of the younger levels this year, we did get 1 non-parent manager for a Mite team.
- SAHA was offered an opportunity to volunteer at Hairball and Trampled by Turtles concerts in July and the volunteers that worked it earned over \$600 for SAHA.

Registration/Website/Social Media:

- There was a total of 246 registered players this season. We did not have enough players for Jr Gold or 14U girls teams. 14 families were approved for the Harrington scholarship, which helped with 22 player registrations.
- We did weekly player profiles again this season and they were well received again.

Player Recruitment and Retention:

- lots of dialogue was started to make recommendations on utilizing our website/social media to be a larger part in reaching new/potential families and players and promote our organization and its highlights on a bigger stage. Continuing the player profiles was part of this as well.
- Brainstormed a number of fresh ideas to promote hockey and SAHA in the coming years during the season, but primarily focused on offseason activities. We discussed what we felt were some of the biggest road blocks that may be hindering players from joining or continuing to play and how to combat these road blocks. These ideas include potential community events as well as ways to refer friends as well as being costs down etc. Hopefully some of these ideas are seen and brought to fruition in the coming years.
- We did place signage throughout town during registration to help promote and spread the word
- On the retention side we focused on trying to build camaraderie between the ages through recruiting older players to give back and help out at the younger players practices throughout the season. We did get some involvement this way, but not highly successful in my opinion.

Pond Hockey:

- Pond Hockey not held, no report

Gilby:

- Gilby was held this last weekend.
- 12 teams in the open division (most we have had), and 4 in the 40+
- Final numbers not in yet, but looking like it may be our best year yet.

ELECTION OF OFFICERS:

- Matt Sislo voted VP

ELECTION OF DIRECTORS:

- Bill Kyrola, Danica Peterson, and Lee Anderson each with a 2-year position, Katie Penney with a 1-year position

MOTION TO ADJOURN: Motion by Amys second by Wells

MEETING ADJOURNED AT: 7:13

MINUTES SUBMITTED BY: Crimmins

NEXT MEETING: April 3, 2024