



McFarland Youth Hockey Association

February Board of Directors Meeting

February 9, 2026: 6:30 pm

McFarland Ice Arena Conference Room

Agenda

1. Previous Meeting Minutes

a. Approve previous meeting minutes ([January](#))

i. Motion: Chad, Mike

2. Updates

a. President

- i. 8U Jamboree - 150 Players. Great media coverage, great way to promote girls hockey in our area. WAHA grant for \$900, MCIA donated some Starion Ice, Concessions had a record day and raffles / sucker pull did around ~\$2000
- ii. Held alignment call with ST, OR, and JV for girls hockey next year. McFarland will host U8, and 14U. Oregon will host 10U. Stoughton and or Janesville will host 12U. There are two schools of thought if we should have 1 STORM team and 1 JV team or if we should combine and have a gold and bronze (A and B) team. Since we only have 1 current 12U Leyla- OR and ST discussing with parents
- iii. The only issue and complaint we had surrounding girls Hockey this year from McFarland. Parents was the fact that Oregon and Stoughton only offer two ice touches for practice. We are going to address this by using Starion open ice slots next year so that the Icebergs teams can also have three skates seems like a win-win so that we can fill the time for the Rink and make sure our female skaters are getting as much ice time as Coed. 10U parents and skaters loved the season.
- iv. State qualifiers: SQA, BTA, BTB, Icebergs 10g/10b/12s
- v. 12U Jr. Icebergs Hosting State
 1. Need volunteers to help, posted on dibs. Cheer on the 12U Jr. Icebergs in Stoughton if you are able
- vi. Survey response was about $\frac{1}{3}$ the association - summary is below in the appendix. Overall, families very happy with MYHA - scores up from last season.

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- vii. Cory and I attended a meeting with Pure Hockey regarding gear and apparel for next year- really exciting and interesting meeting- can save for the summer.
- viii. All skaters are financially in good standing minus one mite family for tournament fees.
- ix. Talk about spring meeting- does our normal board meeting work in April or may. Also need to send out information to run for the BOD / nominations
 - 1. Meet prior to May 31st per bylaws. May 11th.
 - 2. Open positions communicated by Feb 1st
 - a. Cory to Follow up and send email out
 - b. Make proposal in Spring meeting to change the date from Feb 1st - Section 5.0.2 - Open Positions
- b. Treasurer
 - i. Pull tabs running low, Matt will order more
 - 1. No objections to order more, move to just \$1 tabs
 - ii. Invoice early on people who have said they will not fulfill their service hours
 - iii. Invoice State tournament fees, see January meeting notes on what association pays vs. player. Cory will invoice via SE

3. 2026 Concessions Manager

- a. Wendy has threatened to quit over the number of texts and cheese warmer incidents - many volunteers not reading the signs and procedures. She agreed to finish up the last month. She recommended upping the compensation as its a large job.
 - i. Current compensation is all service hours waived
 - ii. Motion: Chad, Cory Second. Waive all service hours and provide a free skater for the youngest skater in the family to this position
 - 1. What about safe serve certification? Go back to MCIA and change?
 - 2. Discussion on splitting the role in half
 - 3. Motion passes unanimously

4. Summer Intro to Hockey

- a. Plan is to have intro on Starion and Cross Ice on Spartan starting in June and running into August. \$100 again as usual
- b. Should we have any more programming? Girls? 3 on 3? Compete with VHL?
 - i. Summer hockey, once a week, games no practices. Parent volunteers, jerseys, pay for refs. VHL only does Squirt through Bantam, Chad's idea to run something for Mites.
 - ii. Rink would need to run this programming, not MYHA

5. Updates from Last Meeting

- a. Intro equipment was returned that Karlis deemed not needed. Should have enough equipment to outfit about 150-175 skaters including most of our U6

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and U8 skaters for next year. Skates were kept as well- recommendation was to do deposits online with SE

6. Miscellaneous Business

a. Brooke - thank you to everyone!

7. Adjourn

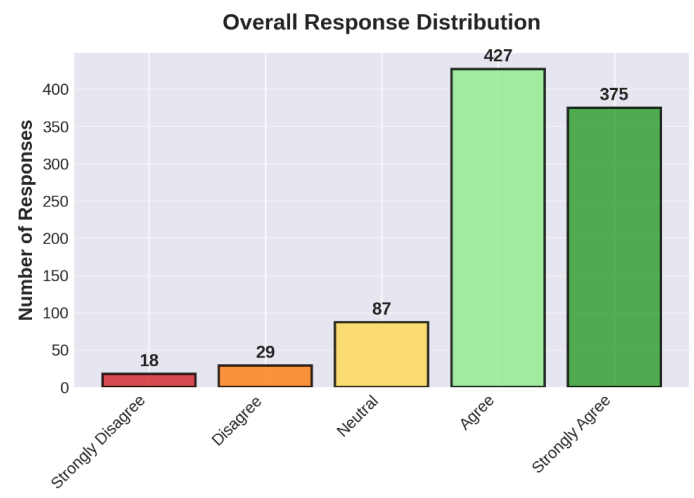
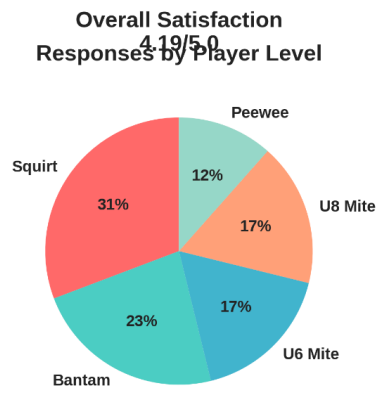
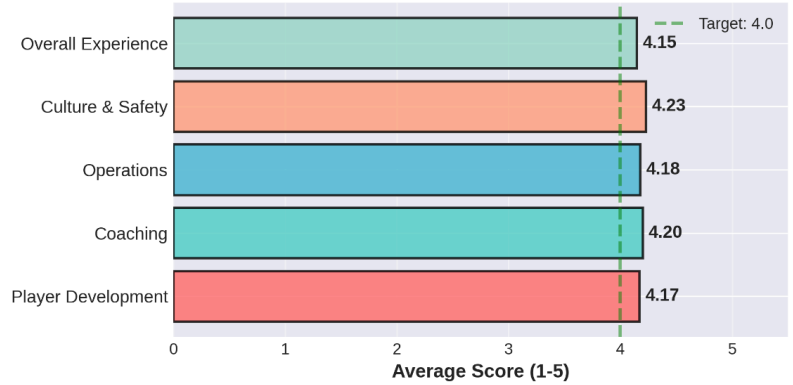
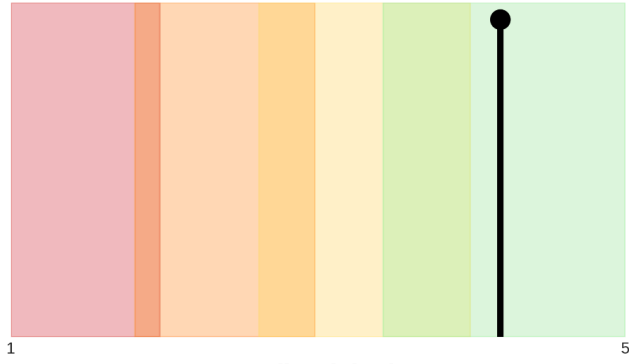
Attendance:

Brooke
Matt
Kevin
Chad
Mike
Adam
Cory
Amber

Survey Results:

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McFarland Youth Hockey Association 2025-2026 Mid-Season Survey Results



TOP STRENGTHS

- Ice time and player placement have been fair and appropriate
- Coaches demonstrate good sportsmanship and bench management
- Coaches have been prepared, organized, and effective teacher

94% positive
94% positive
92% positive

AREAS FOR IMPROVEMENT

- Player has shown noticeable skill improvement over the season
- Coaches communicate clearly and consistently
- Volunteers have felt supported and appreciated

77% positive
75% positive
73% positive

What's Working Well (34 responses)

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Top 5 Themes:

1. **Coaching Quality (53%)** - Most praised aspect. Coaches like Greg, Mike Reeve, Andrew, DJ, and the entire U6/U8 crew are described as "incredible," "patient," and "phenomenal"
2. **Ice Time & Scheduling (32%)** - Amount of ice time and practice opportunities appreciated
3. **Communication (29%)** - Nick, Cory, Michelle, Kim, and Brooke all specifically praised for excellent communication
4. **Player Development (24%)** - Families see tangible skill improvement and appreciate the developmental focus
5. **Welcoming Culture (21%)** - New families feel welcomed and part of a positive community

What Needs Improvement (29 responses)

Top Concerns:

1. **Scheduling Issues (34%)** - THE BIGGEST CONCERN. Last-minute changes, insufficient advance notice (especially Waubesa Cup), practice times changing 3x mid-season
2. **Practice Management at U6 (21%)** - Practices described as "chaotic," too many kids for available coaches, specific safety concerns about aggressive behavior
3. **Communication Gaps (21%)** - Unclear expectations for arrival times, missing photo delivery info, parents want individual player feedback
4. **Facility Issues (21%)** - Starion too crowded with multiple teams, seating inadequate, need lobby tables, inconsistent concessions
5. **Photo Package (14%)** - Universal dissatisfaction: "not worth \$50," want optional purchase back



Critical Issues Requiring Immediate Attention:

- **Safety Protocol Violations:** Two-coach locker room rule NOT being followed at Pee wee level
- **U6 Aggressive Behavior:** Specific incidents of kids tackling, tripping, wielding sticks dangerously - "coaches need to intervene before another kid gets seriously injured"
- **Scheduling Chaos:** Practice schedules changed 3 times, families with multiple kids struggling, last-minute game notifications

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Free Text Comment Summary - Mid-Season Survey 2025-2026

Response Rate: 34 of 52 respondents (65%) provided "What's Working Well" comments

Response Rate: 29 of 52 respondents (56%) provided "Needs Improvement" comments

WHAT HAS WORKED WELL THIS SEASON

THEME 1: EXCEPTIONAL COACHING (Mentioned in 18 of 34 comments - 53%)

Summary: Coaching quality is the most praised aspect of MYHA. Families consistently describe coaches as patient, knowledgeable, well-prepared, and skilled at differentiated instruction.

Specific Praise by Coach/Level:

- **U6/U8:** Coach Greg, Mike Reeve, Michelle - "incredible," "patient, kind," "amazing job with kids weekly"
- **Squirt B:** Coaches focus on sportsmanship, safety, accountability and tailoring practices
- **Bantam:** Andrew and DJ - "know how to work with players that need different approaches"
- **U8 Girls:** "Outstanding love for the game and dedication to player development"
- Non-parent coaching support at Bantam level highlighted positively

Representative Quotes:

- "Our coaches are amazing"
 - "Coaching has been phenomenal. Andrew and DJ know how to work with players that need different approaches in different situations"
 - "Mike Reeve is an incredible coach with these young kids and I feel very lucky to have my daughter on his team"
 - "Coaches have been great...Really like the separate goalie coaching practice"
 - "3 coaches on bench during games is ideal"
-

THEME 2: STRONG COMMUNICATION & ORGANIZATION (Mentioned in 10 of 34 comments - 29%)

Summary: When communication works well, families deeply appreciate it. MYHA leadership and team managers receive high marks.

Specific Recognition:

- **Nick:** "Rocked getting the schedule in place"
- **Cory:** "Done awesome with overall communication and help with random SportsEngine stuff"
- **Michelle:** Appreciated for communications
- **Kim (Bantam Team Manager):** "Super helpful weekly emails"
- **Brooke (Team Coordinator):** "Informative and timely - we appreciate her organization"

What's Working:

- Weekly emails from MYHA with appropriate amount of info (not overkill)
- Including game schedules for all levels in emails (increases cross-team support)
- Listing service hours in weekly emails
- SportsEngine app makes communication easy
- Google Documents for team coordination (request to template for future)

Representative Quotes:

- "Weekly communication emails from both MYHA and coordinators have been fantastic!"
- "Communication has been great! I LOVE how you added the information on the game dates/times for all levels"
- "Team manager is very helpful and communicative"

THEME 3: EXCELLENT ICE TIME & SCHEDULING (Mentioned in 11 of 34 comments - 32%)

Summary: Families appreciate the amount of ice time, practice frequency, and competitive game scheduling.

What's Working:

- Practice times, amount of ice time, and game schedules
- Starion Rink as asset for U8 (smaller rink beneficial for younger players)
- Ice time allocation is strong

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- Appropriate and challenging opponents
- Plentiful and competitive games
- Separate goalie coaching practice

Representative Quotes:

- "Practice times, amount of ice time, and game schedule has been great"
- "Ice time and allocation have been very strong. Starion rink has been a huge asset"
- "Appreciate players having lots of training time and ice time"
- "All the opportunities for practice and games, it's been fun!"

🎯 THEME 4: PLAYER DEVELOPMENT & SKILL FOCUS (Mentioned in 8 of 34 comments - 24%)

Summary: Families see tangible improvement in their children and appreciate the developmental approach.

What's Working:

- Individual skill development focus
- Fundamentals emphasis appropriate for age levels
- Fun practices that disguise learning
- Team improvement over season
- Flexible rostering that challenges players at different levels
- Dry land training

Representative Quotes:

- "Lot of focus on individual skill development"
- "The practices are so fun they don't even notice how much they are developing and learning"
- "U8ers are passing to each other and having fun and it's been the coolest to see"
- "Focus on fundamentals throughout the year has been good for this age"
- "I can see the benefit clearly for Cooper...He has to level up when playing with the stronger skaters but has an opportunity to lead and thrive when playing with less experienced skaters"

🤝 THEME 5: POSITIVE CULTURE & WELCOMING ENVIRONMENT (Mentioned in 7 of 34 comments - 21%)

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Summary: Families, especially new ones, feel welcomed and part of a positive community.

What's Working:

- Welcoming to first-season families
- Strong team camaraderie
- Positive team environment
- Good sportsmanship focus
- Parents and skaters get along well
- Connection to high school program (youth nights, Waubesa Cup, National Anthem opportunities)

Representative Quotes:

- "We have felt welcomed from the beginning. He is loving hockey and I know this is in part due to the coaches and everyone involved"
 - "Thank you for hosting a U6 program, we are super happy to have this opportunity for our child!"
 - "Team all gets along. Fun to be around everyone"
 - "Overall, just a great program with great coaches, board members and parents. Very appreciated to have our son play McFarland Hockey!!"
-

 **THEME 6: FACILITIES & AMENITIES (Mentioned in 5 of 34 comments - 15%)**

Summary: The rink expansion and new amenities are appreciated.

What's Working:

- New rink expansion completed
- Weight room addition
- Starion Rink for small-area games
- Multiple opportunities to order fan wear
- Open stick and puck sessions
- Pull-tab fundraiser (innovative new option)

Representative Quote:

- "It's great to have the expansion done and have the new rink! Having the weight room is a great addition!"
-

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OTHER POSITIVE MENTIONS:

- "Really great program, well run practices to keep them engaged"
 - "Great managing energetic kids"
 - "For us nothing, this is such a great program!"
 - "No complaints :)"
-

WHAT NEEDS THE MOST IMPROVEMENT

THEME 1: SCHEDULING ISSUES (Mentioned in 10 of 29 comments - 34%)

HIGHEST PRIORITY CONCERN

Summary: Scheduling is the most frequently mentioned concern, with frustration centered on last-minute changes, insufficient advance notice, and inconsistent practice times.

Specific Problems:

- **Last-minute game changes:** "Constant changes of schedule is really difficult for parents with kids in multiple levels"
- **Waubesa Cup notification:** Multiple families surprised by Saturday game with only 2 weeks notice
- **Practice schedule changes:** Changed 3 times in one season (Tues/Wed → Wed/Fri → Tues/Fri)
- **Late practice starts:** Coaches arriving at game time, not before
- **Limited advance notice:** "Game schedule further in advance for planning purposes"
- **Weekend game clustering:** "I'd like to avoid 3-4 games played over the weekend"

Impact:

- Families with multiple kids struggle to coordinate
- Pre-existing commitments get disrupted
- Player attendance suffers (Waubesa Cup RSVPs)
- Kids miss warm-up time

Representative Quotes:

- "Stop scheduling so many last minute games. The constant changes of schedule is really difficult"

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- "Being notified of the Waubesa Cup less than two weeks before a surprise Saturday game feels unfair to the kids"
- "I'm not used to the lack or always changing schedules"
- "Consistent scheduling night if possible"

Recommendations:

- Send event calendar 4+ weeks in advance
- Lock practice schedules early in season
- Team managers should have more scheduling input
- Provide Waubesa Cup dates at registration

! THEME 2: PRACTICE MANAGEMENT & STRUCTURE (Mentioned in 6 of 29 comments - 21%)

Level-Specific Concern: U6 Primarily

Summary: U6 practices need more structure, support, and behavior management.

Specific Problems:

- Too many kids, not enough coaches/support
- Kids doing "whatever they please" rather than focusing on drills
- Practices described as "cluster" and chaotic
- Entry into rink is contentious (kids jam into box)
- Drills too complex, need simplification
- Need smaller groups for U6 age
- "Once one kid doesn't follow, all other kids follow or lose direction"

Safety Concerns at U6:

- Specific players engaging in aggressive behavior (tackling, tripping with sticks)
- One player "wielding hockey stick like baseball bat"
- Coaches hitting pucks hard for fun (one hit a girl and "took her out")
- **"Coaches need to start intervening before another kid gets seriously injured"**

Representative Quotes:

- "Practices are usually such a cluster and it doesn't seem like the 6U practices have the support it needs"
- "Many of the 6U kids are left to do whatever they please on the ice versus being redirected"
- "U6 kids need smaller groups and more direction"

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- "I'd recommend roping off the box and only letting them in once a coach opens both doors"
-

THEME 3: COMMUNICATION GAPS (Mentioned in 6 of 29 comments - 21%)

Summary: While some communication is praised, there are significant gaps in expectations, player feedback, and administrative details.

Specific Problems:

- **Unclear expectations:** Arrival time confusion (30 min vs 45 min before practice)
- **Photo status:** Multiple mentions of no communication about photo delivery
- **Player development feedback:** Parents want individual feedback on child's areas for improvement
- **Squirt ALD communication:** Described as "poor, skills to have adequate conversation do not exist"
- **Internal communication:** Need to "avoid assumptions and frustration"
- **Bluetooth/tech instructions:** Need better directions for game day music setup

Missing Information:

- Bantam 8th grade advancement process unclear
- Fundraiser results not shared (would encourage participation)
- Invoice deduction breakdowns needed for split households

Representative Quotes:

- "It would be good to know some expectations from the coaches...confusion as to when parents need to have the kids at practice"
 - "If there is feedback on things my kiddo can do differently or better to grow and help the team, I'd love that!"
 - "Unless I missed an email, I don't think we've received our pictures yet"
 - "Communication within our organization to avoid assumptions and frustration"
-

THEME 4: FACILITY CONCERNS (Mentioned in 6 of 29 comments - 21%)

Summary: While new facilities are appreciated, there are practical concerns about space and amenities.

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Specific Problems:

Starion Rink:

- Multiple Mite teams practicing simultaneously = too tight on space
- Bleachers too low (first row) - "extremely hard to see the whole game"
- Not enough seating overall, especially for elderly/disabled
- Squirts shouldn't practice there (save for goalies, younger ages, smaller teams)

Main Rink:

- Need tables back in lobby for community gathering
- "Many parents spend a lot of time at the rink...Tables create a greater sense of community vs. isolation sitting at the window facing away from each other"
- Concessions only open "maybe half the games" at home games
- Time clock operation needs printed instructions and visible PIN

Requests:

- Weight room access outside of practice (acknowledged likely not feasible)
- Healthier food choices in concessions and vending machines

Representative Quotes:

- "For mites, the Starion rink practices with multiple teams looks to be too tight on space"
- "Can we get some of the tables back in the lobby?"
- "There are not enough seating options, especially to accommodate the elderly/disabled"
- "Concessions was open maybe half the games we played at home. Would like to see it open when games are happening"

THEME 5: SAFETY PROTOCOL ADHERENCE (Mentioned in 3 of 29 comments - 10%)

SIGNIFICANT LIABILITY CONCERN

Summary: Two-coach locker room rule not being followed at multiple levels.

Specific Problem:

- **Peewee level:** "Coaches following sport safety guidelines that require 2 coaches in the locker rooms at all times until all players have left before and after all practices and games. This is NOT happening at the PW level"

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- **U6 level:** Aggressive player behavior not being addressed (see Practice Management section)

Why This Matters:

- Violates USA Hockey SafeSport requirements
- Creates liability exposure
- Child safety concern

Action Required: Immediate refresher training for all coaches on mandatory protocols.

THEME 6: PHOTO PACKAGE CONCERNS (Mentioned in 4 of 29 comments - 14%)

Summary: Photos are a significant pain point with universal dissatisfaction.

Specific Problems:

- **Value:** "Not worth \$50," "terrible," "wouldn't have paid \$5"
- **Mandatory purchase:** Want option to opt-out as in previous years
- **Delivery:** Delayed or unclear status

Representative Quotes:

- "Pictures were not worth \$50. Would like to have the option to purchase or not"
- "Pictures. They were terrible. I wouldn't have paid \$5 for them, not to mention \$50"
- "I don't need pictures, those that volunteer in positions...make it worth the time they put in"

Recommendation: Return to optional purchase model with different package tiers.

THEME 7: COACHING & DEVELOPMENT CONCERNS (Level-Specific)

Summary: Most coaching feedback is overwhelmingly positive, but specific concerns exist at certain levels.

Peewee Level:

- "There needs to be some emphasis put on gameplay and moving the puck...hasn't been much so far and is noticeable in games"

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Bantam A vs B Disparity:

- "Having a AAA bantam A team with the 2 best coaches and providing the B team with an inexperienced coach is incredibly disappointing. This B team actually needs good coaching"
- Perception that only "hockey factory" kids get quality coaching

Mites:

- "Would like more intentional coaching at the mites level and carry-over into the games"
- "Would like more 1 on 1 coaching to call out and help my child with specific skills which needs to be improved"
- Team building activities needed for mites

Representative Quote:

- "This B team actually needs good coaching and again only certain kids (hockey factory) are recommended or recruited and getting quality coaching"
-

THEME 8: VOLUNTEER & TEAM DYNAMICS (Mentioned in 3 of 29 comments - 10%)

Summary: Uneven volunteer participation and team chemistry issues.

Specific Problems:

- Same families volunteer repeatedly for game day duties
- "Toxic family" with constant complaining ruining team vibe
- Player sportsmanship issues (talking down to others, seeking conflict)
- Request for more social/team bonding events

Representative Quotes:

- "The same parents volunteer for all game day duties and that's not fair"
 - "One toxic family has really ruined the team vibe with their constant complaining and negative energy"
 - "Sportsmanship amongst some of the players talking down to other players or actively seeking out conflict"
-

THEME 9: PLAYER MOVEMENT POLICY (Mentioned in 1 of 29 comments - 3%)

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Summary: Concern about players from other organizations coming and going.

Specific Concern:

- "You take players from other organizations that come and go as they want to play with certain players or coaches, instead of developing loyal players"
- Makes it difficult for loyal players to go to other organizations when teams are full

Note: This is a single comment but raises policy questions about roster flexibility vs. commitment.

 **THEME 10: ADMINISTRATIVE & POLICY IMPROVEMENTS**

Summary: Various administrative pain points, particularly for non-traditional family structures.

Specific Requests:

- **Split-household service hours:** Complex for divorced/separated families to track separately
- **Invoice transparency:** Need breakdown of credits (fundraising vs. extra hours)
- **Fundraiser transparency:** Share results to encourage participation
- **Fee reduction considerations:** "I don't need pictures...make it worth the time for those who volunteer"
- **More games, more ice time:** "Less interference with high school games"

Quote:

- "It would be helpful to provide additional information on the deductions listed in the second half invoice...sometimes this information factors into how much each parent pays"
-

 **FREQUENCY ANALYSIS**

Top "Working Well" Themes:

1. **Coaching Quality** - 53% of comments
2. **Ice Time & Scheduling** - 32% of comments
3. **Communication & Organization** - 29% of comments
4. **Player Development** - 24% of comments
5. **Positive Culture** - 21% of comments

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Top "Needs Improvement" Themes:

1. **Scheduling Issues** - 34% of comments (MOST FREQUENT)
 2. **Practice Management (U6)** - 21% of comments
 3. **Communication Gaps** - 21% of comments
 4. **Facility Concerns** - 21% of comments
 5. **Photo Package** - 14% of comments
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PRIORITY RECOMMENDATIONS

IMMEDIATE (Address This Season):

1. **Safety Protocol Enforcement** - Two-coach rule compliance at all levels
2. **U6 Behavioral Intervention** - Address aggressive behavior before injury
3. **Schedule Stabilization** - No further changes except emergencies
4. **Photo Communication** - Deliver or communicate status immediately

SHORT-TERM (Next 4-6 Weeks):

1. **U6 Practice Structure** - Add support staff, simplify drills, manage entry process
2. **Waubesa Cup & Remaining Season** - Finalize and communicate all dates
3. **Coach Communication Standards** - Clarify arrival time expectations
4. **Starion Seating** - Temporary solutions for visibility/accessibility

PLANNING FOR 2026-2027:

1. **Scheduling Policy** - Establish minimum notice requirements, lock schedules earlier
 2. **Photo Package Reform** - Return to optional purchase with tiered pricing
 3. **Volunteer Recognition Program** - Formalize appreciation efforts
 4. **Split-Household Systems** - Explore Dibs platform modifications
 5. **Fundraiser Transparency** - Share results to boost participation
 6. **Lobby Tables** - Restore community gathering spaces
 7. **PW Curriculum** - Add gameplay/strategy emphasis
 8. **Bantam Coaching Equity** - Review A/B team coaching assignments
 9. **Concessions Consistency** - Standardize operating hours for home games
 10. **Player Feedback System** - Create mechanism for individualized development communication
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NOTABLE INDIVIDUAL CONCERNS REQUIRING FOLLOW-UP

1. **U6 Safety Incidents** - Specific players named with aggressive behavior (Response #10)
 2. **PW Two-Coach Rule Violation** - Safety protocol not being followed (Response #14)
 3. **Squirt ALD Communication Issues** - Described as inadequate (Response #22)
 4. **Bantam A/B Coaching Disparity** - Perceived inequity in coach quality (Response #29)
 5. **Toxic Family Dynamics** - Team chemistry concern (Response #16)
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WHAT TO CELEBRATE

Despite the improvement areas identified, the survey reveals:

- Exceptional coaching across most levels (18 positive mentions)
- Strong administrative leadership (Nick, Cory, Michelle, Kim, Brooke all praised)
- Successful first-year families feeling welcomed and engaged
- Players having fun and showing tangible skill improvement
- Positive team chemistry in most programs
- Successful facility expansion
- Innovative approach to fundraising

The concerns raised are largely operational and addressable - they do not indicate fundamental problems with MYHA's mission, values, or program quality. This is a healthy organization receiving constructive feedback from engaged families who care deeply about the program's success.

Board Members (Term): Brooke Logan (2026) • Matt Hawley (2028) • Amber Lex (2027) • Cory Schuchardt (2027) • Adam Spelshaus (2027) • Kevin Lex (2028) • Chad Vezina (2026) • Mike Ebert (2028) • Nick Trentadue (2026) • David Rowe (2026)