

West Fargo Hockey Association Board Meeting
Board Meeting Minutes: Monday, June 18, 2018
6:00 PM West Fargo Sports Arena, West Fargo, ND

Board Members:

Present: Jessi Kuhn, Joel Honeyman, Josh Benson, Shana Wilson, Anthony Houkom, Brent Kuehne, David Chapman, Brad Saville, Drew Likness, Rob Otterson, Corey Moos

Absent: Eric Nelson, Joel Honeyman, Ryan Endres

Quorum present? Yes

Others Present:

Hockey Director: Jason Gregoire

Business Manager: Mark Lester

Gaming Manager: Jason Campbell

Other: Kristen Cigelske, Trevor Odden, Eli Duncan, Mike Beauchamp, Kody Duncan

Proceedings:

· ***Meeting called to order*** at 6:02 p.m. by President, Jessi Kuhn.

· ***Minutes Approved*** – May 2018 Board Meeting Minutes accepted with two corrections:

- *Motion made by Benson to change Peewee/10U to \$725.* should read *Motion made by Benson to change Peewee/12U to \$725.*
- *Motion made by Benson to change Bantam/15U to \$775.* should read *Motion made by Benson to change Bantam/15U/19U to \$775.*

· Motion made by Benson to approve the minutes with the above changes. Seconded by Houkom and carried without dissent.

I. Presidents Report

Jessi Kuhn

Jessi Kuhn and hockey director, Jason Gregoire, met with North Dakota Amateur Hockey Association (NDAHA) President, Greg Evenson, and SE District Director, Bob Bye, to discuss the progress made by the West Fargo Hockey Association (WFHA) in regards to the January 25, 2018 letter, which gave notice of items in violation of the NDAHA affiliate agreement. Kuhn indicated that it was a very good discussion and the NDAHA was pleased with changes made so far, but there are further changes they would like to see which will be addressed further in the meeting. NDAHA had some good suggestions and will continue observing the changes as well as supporting WFHA with the changes.

II. Financial Report

Josh Benson

April 30, 2018 Balance Sheet Summary:

Cash on hand is \$258,717.51. June 30, 2017 we had \$618,120. Largest difference being in savings. Our Advertising Receivable is \$14,150.00. Josh Benson does not believe this is accurate and having Mark Lester, Business Manager, confirm if an error was made. There may be an aging report issue that needs to be cleaned up. Action items for next meeting: Review Fixed Assets and Get Accounts Receivable confirmed.

April 30, 2018 Income Statement Summary:

We have 6 gaming sites: M&J, Rookies, Pub West, Fort Noks, Kindred Spirits Lounge, and Brewtus Brickhouse.

Gaming Site Profit (April Reporting):

M&J	\$20,932.99
Rookies	\$495.84
Pub West	\$3,418.57
Fort Noks	\$1,158.43
Kindred	\$1,038.00
Brewtus	\$3,356.73
Net Income	\$28,083.70

Net Gaming Income for April is significantly up from April 2017, which was \$13,504.79.

Hockey Income/Expenses:

As reporting is for April, there was not much revenue. Hockey Revenue was \$3881.25, with \$3206.25 being Ice Time Income. Expenses were \$21,703.31. April 2017 shows Income of \$25,204.71 with \$74,863.75 in expenses.

III. Hockey Operations Committee Report

a. Hockey Operations

Jason Gregoire

Team Selection for 2018-2019

Jason Gregoire and Ryan Endres have been working on the planned levels for the 2018-2019 season with the following team selections to be determined:

Bantam: 1-A, 2-B1, 1-B

Peewee Options:

	5 Teams	6 Teams
A	2	2
B1	2	2
B	1	2

Squirt Options:

	7 Teams	8 Teams
A	2	2
B1	3	4
B	2	2

Bantam and Peewee AA

Gregoire mentioned that they had contacted NDAHA regarding creating AA teams for both Bantam and Peewee in West Fargo. Although not approved for the 2018-2019 season, Gregoire will continue to work with NDAHA and WFHA for AA hockey in 2019. North Dakota does currently offer AA for the Bantam level, but not for Peewee. Other larger cities within North Dakota are also interested in the AA at the Peewee level.

Gregoire indicated that having AA teams within our association will offer up the ability to play more Minnesota teams when they come up to play teams like Moorhead. They could make a swing through and get a weekend with both Minnesota and North Dakota AA teams.

Camp Updates

Gregoire shared that camps have been going well. There is a plan for Brian Lee to put on a Defense camp in West Fargo July 16-19 with focus being Bantam/15U/19U and Peewee/12U. Considering the Squirt/10U level as well, but with the time he has now, he would like to focus on the older groups. He is planning for another skills night for 3 days the last week in July, in addition to the 3-on-3 camps in August. All of the documents have been created but waiting for the registration links to come back from SportsEngine. Brad Saville recommended we get the word out now as many parents plan months ahead of time. Rob Otterson would like to connect with Gregoire on a communication plan for these upcoming camps.

Coordinators and Coaches

Brent Kuehne inquired with Gregoire about what is going on with coaches, coordinators, etc. as he has been asked from members of the association. Gregoire has communicating with prior coaches as well as interested parties and feels we would need approximately 90 coaches, as well as parent/volunteers at the Mite/Termite level. Gregoire has a pretty good idea of coordinators at each level but needs to meet with Endres for final decisions.

b. Membership & Recruitment

Dave Chapman

Dave Chapman and Kuhn met regarding the transition of the role, changes and the processes surrounding registration. July 1 is the goal for go-live with the SportsEngine registration. Chapman's plan for the Membership Committee is one person per level, and the team managers can work with that person, who would report up to the full committee level. As for Grow-the-Game, Chapman is trying to get a better idea of that area and best ways to support the association.

i. Registration Fees

Jessi Kuhn

The NDAHA meeting attended by Kuhn and Gregoire had also addressed the desire for lower expenses at the Termite level to make getting into hockey more affordable. Cited from the January 25, 2018 meeting addressing the WFHA: "Ensure WFHA is aligned to initiate plans and execute Grow the Game activities, as this is a foundational expectation and goal of USA Hockey. This includes the expectation that WFHA is "market competitive" in the fee structure and program offerings at the 8U level specifically, as well as all levels of play." Options that have been considered were eliminating fund raising for termites, events to raise funds at that level vs. requiring fund raising, as well as tiered decrease in fund raising over two years. Otterson recommended we understand the financial impact to the association for an estimated 200 players no longer doing fund raising. Further analysis of our market, fund raising options, and NDAHA expectations are needed before we are able to make a decision.

- ii. Kuhn also mentioned that Intro to Hockey is too early for some as the normal schedule is: Intro to Hockey, followed by fall sessions, and then regular season. The duration is too long for many who are targeted in the "Intro to Hockey" course. We should consider doing two sessions of "Intro to Hockey;" one prior to the fall session and one prior to the regular season.
- iii. Promoting hockey is also a key part of Grow the Game. Kuhn has spoke with schools in the past regarding having a table at registration, but have previously been declined. Options to lay out some gear, speak with someone about hockey, have players there the members may know to entice them to come and play. It would be of benefit to pursue again.

c. Compliance & Safe Sport

Brad Saville

Compliance Policies

Brad Saville has been working to become familiar with USA Hockey and NDAHA policies and procedures regarding Rule 10, as well as other requirements imperative for WFHA to ensure we are compliant. Utilizing past documents as well as new information to ensure policies are up-to-date. Will present to board once all documents and policies are ready for review.

Compliance Procedures

Saville met with Gregoire for discussions around the procedures that are needed to be in-place to support the Compliance Policies. These procedures include Locker Room Supervision, Training Coaches on Compliance, Clear Expectations for Code of Conduct, and overall developing a more positive team and locker room culture with WFHA.

Compliance Committee

Saville's plan for the Compliance Committee is to be made up of 5 individuals who will help support the board and the Director of Compliance & Safe Sport. Committee is currently 3 individuals made up of an attorney as well as two school personnel. Once the vetting of the final committee members are finalized, Saville will work with his committee to define roles and responsibilities within the group.

d. Tournaments

Corey Moos

Tournament Committee

Corey Moos has finalized his tournament committee, with a few members assigned to each tournament.

Potential Host Tournaments

November 16-17-18	Girls 8U/10U/12U/15U (All Girls) Squirts (Level TBD)
December	Mite In-House Tournament
December 7-8-9	Pewee (Level TBD)
January 11-12-13	Bantam (Level TBD)
February/March	Mite In-House Tournament – End of Year- Full Ice Pewee A State Tournament – Host at Packer Arena Pewee B1 State Tournament – Host at Packer Arena

Tournament Expectations

Goal for hosting tournaments this year is to get attendance, as well as create a go-forward excitement about future attendance. Moos will work with Benson and Gregoire to create budget and work out details for next steps. Options for raffles, etc. at tournaments need to be discussed with Jason Campbell, Gaming Manager, before any games are offered or advertised.

Kuhn clarified that the NDAHA requires that we do not allow our tournament directors to be hourly dibs positions but rather one assigned individual who may fulfill dibs as a part of that role. This creates consistency during the tournament and eliminates confusion for the teams and event workers.

IV. Business Operations

a. Fund Raising & Gaming

Brad Saville presenting for Eric Nelson

Gaming Update

Jason Campbell, Gaming Manager, was present to introduce himself to the new board and give an update on gaming. Gaming sites are at the end of their fiscal year. We are in the process of setting up new jars at all sites. Added a couple of jars, new sites, and doing well with ticket sales. On Thursday, Campbell attended the state meeting regarding electronic pull tabs, which is launching July 1. We are looking at our sites to see where they will go in. Each machine costs \$7,000 each, which we don't pay for directly, but each manufacturer will want certain income. Locations current of interest are M&J, Rookies, and Kindred.

Elk Raffle

Elk Tag Raffle is currently open. Raffle books have been distributed to Play It Again Sports, Scheels (Fargo), Brewtus Brickhouse, Kindred Spirits, Rookies, Pub West, M&J, and Fort Nok. Otterson has created marketing material and will bid out for printing, then get the posters to Campbell for distribution. Otterson will also be using social media to get the word out. The question was asked if we would allow members to sell Elk Raffle Tickets, to which Kuhn agreed as long as we track who takes what tickets.

Gun Raffle

Campbell confirmed that everything is ready to go within the gaming office. He is ready to print the tickets and we have email addresses from prior customers for communication. Due to the delay in the gun raffle this year, the board wanted a motion to move forward with the ticket printing. Otterson made a motion to give the go-ahead to print the gun raffle tickets. Benson seconded and carried without dissent.

Raffle Communication

Otterson will work with Nelson, Lester, Saville, and Campbell for details on the raffle to ensure appropriate and accurate information for the raffles. We want to make sure our members have clear and accurate information to help create hype regarding both raffles.

Center Ice

Center Ice has been moved to the post-season for an end-of-year celebration starting this year. A tentative date of March 15, 2019 has been booked at the Red River Valley Fairgrounds Hartl Building. Kuhn clarified that the West Fargo School District schedule has that Friday off due to teacher education, and shared her concern that numbers would be affected due to families taking advantage of the long weekend. Saville will continue to work with Nelson on dates, locations, and details of Center Ice until we find both a date and venue that meets a majority of the association needs.

b. Facilities & Equipment

Brent Kuehne

West Fargo Park District Meeting

On May 23, Brent Kuehne, Dana Coulter, Gregoire, and Endres met with the West Fargo Parks staff of Jamie Olson (Vets Facility Manager), Barb Erbstoesser (Executive Director), Justin Germundson (Business Manager) and Lance Belisle (Recreation Manager). They spoke on

schedule hours, hockey director hours, additional ad space or WFHA use space in Vets 1 and Vets 2. Kuehne, Otterson & Nelson will work together to find options for sellable space within each rink. They also discussed the options for naming rights of each rink, as well as in-ice marketing. Jamie clarified their intent to build out an entry way between Vets1 and Vets2 to the north. Brent had also brought up the concern of safety in the parking lot, need for additional lighting, resolution to traffic issue. West Fargo Park District asked Kuehne for a formal letter to bring to the board to engage in further discussions. Brent agreed to write the letter for discussion, vs action which would require board approval.

Kuehne presented a copy of the letter sent to the West Fargo Park District on July 12, 2018 which addressed the following topics for discussion:

1. Fund Raising – Veterans Memorial Arena Ice Rink Naming Rights
2. Review of Current Lease Agreement covering branding, safety, new entrance as well as a renewal of our current lease agreement.

Kuhn inquired with Kuehne regarding the option to receive funds from the West Fargo Park District more in-line with other hockey associations of similar size to fund the termite level hockey. Kuehne confirmed that is a part of the lease agreement discussion.

Equipment

While Kuehne has been focused on current facility needs, he addressed the need to have support with the equipment side of his role. Gregoire stated he has done most of the work with jerseys, socks, goalie gear, etc. Kuehne clarified he will work with Gregoire to get a plan as to how the equipment gets tracked and managed.

Gregoire had also recommended a means to support goalies within the WFHA and the increased expense to play that position vs any other. Options discussed were waived registration fees and stipen for gear. Further research on options utilized in other associations needed before any decisions will be made.

OneGoal Starter Equipment Packages

OneGoal gear is normally ordered in April for the next season and the Association still has some product remaining from prior season. Greg Evenson indicated to Kuhn in prior discussion that he may have 50 bags from NDAHA that WFHA may be able to purchase as our order was not taken care of in 2018. With Endres absent, it was mentioned he may have been a part of ordering for Grow the Game in 2017. Kuehne will connect with Endres, Evenson, and Gregoire to determine next steps.

c. Communications & Marketing

Rob Otterson

Board & Member Focus Groups

Otterson provided an update of the Board Focus Groups and Member Focus Groups. The key things that came out of the focus groups, regardless of Board or Member, was our desire to be competitive. In addition, members desire transparent communication, development of character and maturity in their players, as well as a hockey culture. As Otterson finalizes the focus groups, he will present his findings to the board.

Communicating Board Activity

Otterson is asking for information from Board Members on what their team and committees are working on to share with the association. All communication will be approved by the Board Director prior to distribution.

SportsEngine

Otterson has worked with SportsEngine in the past within West Fargo Baseball, so has been becoming familiar with the site again. His research has found tons of great information on the site, but challenging means to find it. He is looking forward to committing more time to making changes for the better. He also plans to hook Google search functionality and Google Analytics to our website.

Committees

Four committees have been created under the Marketing & Communication function.

- Heart of Hockey – Help to Change the Culture of the Organization
- Bird on the Wire – Go address the honest questions of the members.
- Rah Rah Club – Ambassadors for the Board
- West Fargo Hockey Experience – How can we make it so the kids have a good time?

Otterson is very excited to see what the dynamics of his committees will help bring to the improvement in communication within the Association.

V. Old Business

a. No Old Business Reported

VI. New Business

a. Accounting Firm – Stay or Change

Josh Benson

Our current accountant, Thomas Elliot, was paid \$49,000.00 in 2017 for accounting services, which included payroll. A copy of the 2017 engagement letter for Thomas Elliot was presented to the board to understand services provided by this firm, as well as the year to date bills received from Thomas Elliot.

Benson has researched other firms to understand best options available to WFHA and presented a recommendation of Fiebiger, Swanson, West & Co., PLLP based out of Fargo. Benson feels they have a much more detailed engagement and estimated hours with total costs averaging about \$12,000-15,000 per year. This firm does not do payroll, which is provided currently by Thomas Elliot. Payroll services have become specialized so many firms are no longer specializing in this type of service. It's estimated that local payroll services can be acquired for \$50-100 per month.

Anthony Houkom, Director of Business Operations, has been looking into payroll services and have found some viable options. Campbell indicated that they are already doing payroll on the gaming side and rolling out Shiftboard for their employees. Challenges are for employees who do not have smart phones, as well as getting all employees trained.

Kuhn asked Benson and Houkom to research further into options for payroll and account and present a proposal to the board.

b. Bank Account Signers

Josh Benson

As a part of his onboarding, it was brought to Benson's attention that there are several past board members who still have signing or inquiry access on WFHA bank accounts. Some of the accounts also have Mark Lester, Business Manager, as well as Thomas Elliot, accountant. As this is bad practice, all signers will be removed from the accounts and only the President, Past-President and Treasurer will have access to these accounts in the future. Benson made a motion for a letter to be signed and mailed to our financial institutions requesting the changes. Kuehne seconded and was and carried without dissent.

c. Financial Audit

Josh Benson

Benson has been hearing from members of the need for a financial audit. In the state of Minnesota, Hockey Associations with over \$750k must have an audit. North Dakota recommends if over \$1M. Benson confirmed that we are at the point where an audit should be performed.

Benson spoke with Clifton Larson Allen, based out of the Minneapolis/St. Cloud area, regarding audits performed on hockey associations. They have done several hockey association audits and said they would be happy to put a proposal together. Services provided are: Financial Statement Audit, Forensic Accounting Consulting, and Consulting Assessment. Lester confirmed the last time an audit was complete was about 15 years ago. Otterson confirmed it is best practice to perform an audit every time you change over Treasurers in the future. The board recommended Benson pursue bids for a financial audit and present proposal to the board.

d. Hockey Administrative Assistant

Jessi Kuhn

Benson and Kuhn both reported the need for the Hockey Director to have an Administrative Assistant, part-time as a minimum. The West Fargo Sports Arena also mentioned the need to have a part-time admin. Gregoire confirmed that Moorhead hockey has a full-time admin who mostly does registrar work. Kuhn asked the board and Gregoire to work out a job description, define the needs of the association, etc. and present to the board for approval.

I. Other Business

a. Gaming Office Member Phone Calls

Jason Campbell

Campbell indicated that the Gaming office has been receiving member calls inquiring about every day questions. As the intent of this phone number was not for this purpose, Otterson will work to research the phone number within our website and on the web. Otterson also recommended we research VoIP to allow the members a means of voice contact with Board Members and must be transferrable to new board members. He will look into services such as Vonage and make a recommendation to the board. Until we are able to get the new service working, Campbell will forward calls onto Gregoire.

b. West Fargo Gaming Office Lease

Brent Kuehne

The current lease agreement for the West Fargo Gaming office (623 Main Avenue E, West Fargo) expires at the end of June 2018. Current property manager presented a request for a 1 year, 2 year or 3 year lease, with the 1 year lease being \$650/month and go up with a longer term lease. Benson made a motion to approve a one year contract for \$650/month. Seconded by Otterson and passed without dissent.

c. Lease Agreement Policy and Procedure

Brent Kuehne

Any lease agreement should be presented to himself, and voted on by the board. Each lease agreement needs to be signed by dual signature.

d. Newsletter

Rob Otterson

Information from surveys indicated the members desire for more communication, and newsletters were one of those items requested. Otterson clarified there are many ways you can fulfill the needs of a newsletter. It is his plan to survey the membership to better understand how they want to get their information.

e. Board Committees

Jessi Kuhn

Kuhn has asked all board members to ensure they are providing timely and concise information regarding their activities as well as those of their committees. Shana Wilson clarified that she will work with Kuhn and Otterson to create a process and means for board members to update their information and share with the board.

f. Board Workgroup

Jessi Kuhn

The board has been holding workgroup meetings to focus on the functions of the board. Next date was scheduled for Monday, July 2nd. Kuhn has asked that Wilson move the next meeting to Monday, July 9th due to the Independence Day holiday. Wilson will make changes with the location and make notice to the board.

g. Family Max for Registration

Jessi Kuhn

With the changes made at the May 2018 meeting for registration fees, Kuhn has received feedback from families who have multiple players at or above the Squirt/10U level. She is wondering if we should install a family maximum to address these concerns. After much discussion, the board agreed to do research on what other associations of our size are doing with their registration fees and family maximums. It was recommended that Chapman call the associations of similar size and present findings in an email to the board by the end of this week.

h. Vaaler Insurance

Anthony Houkom

The association has received a bill from Vaaler Insurance for \$9980.00 for our insurance. Benson made a motion to pay the bill with no changes to our coverage. Seconded by Houkom and passed without dissent.

- Motion to adjourn meeting made by Moos, seconded by Houkom.
- **Meeting adjourned** at 9:19 p.m.
- Minutes submitted by Secretary, Shana Wilson.