



**MLYHA Annual Open Parent Meeting Agenda – March 25th, 2025**  
**Start time: 6pm – Best Western Conference Rm # Moses Lake, WA**

**1. Opening Remarks**

- a. Welcome and appreciation
  - i. Thank you everyone for attending the annual meeting
  - ii. Express sincere appreciation to all volunteers who made the season possible
- b. Volunteer Recognition
  - i. Scorekeepers, locker-room attendees, beginner hockey, on-ice volunteers, team managers, all board members, and everyone who works behind the scenes to make sure tournaments are set up and torn down, our banners are hung, dasher board advertisements are printed and installed and many more things.
- c. Importance of Volunteers
  - i. Without this group the season is NOT a success
  - ii. The association is fortunate to have an awesome, dedicated group of people
  - iii. Their time, commitment, and passion are what makes the program work
- d. Association Accomplishments
  - i. Achieved the most certified on-ice coaches the association has ever had
  - ii. Direct impact on player development and on-ice experience
- e. Sponsorship Success
  - i. Sponsorship committee did a tremendous job this season.
  - ii. Brought in approximately \$ **\$22,150.00** through dasher board and general sponsorships
  - iii. Sponsorship support allowed the association to provide:
    1. New medium nets
    2. Pucks
    3. Alternate Jerseys / Socks for the whole association
    4. Heavy Metal Pegs for all medium nets
    5. Helmet pinnies
    6. Additional Tournaments
  - iv. Thank sponsors and committee members for their efforts
- f. Tournaments
  - i. Hosted three highly successful home tournaments:
    1. 12U
    2. 14U
    3. 18U
  - ii. We received a lot of positive feedback from visiting teams and families.
  - iii. Year after year each tournament continues to improve, and we continue to raise the bar
  - iv. This coming season we are adding a fourth (4) tournament at the 10U level, all dates have been set with Parks and Rec.

**2. Key Financial Reality**

- a. Based on our current Profit & Loss:
  - i. Total Income: \$43,978
  - ii. Total Expenses: \$68,407



- iii. Net Loss: (\$24,429)
- iv. Player Registration Fees: \$40,829
- v. Major Costs:
  - 1. Ice Rental: \$28,504+ (early + regular)
  - 2. Tournaments: \$17,880
  - 3. Referees: \$10,105
- vi. While we continually apply for the LTAC grants that have offset our Tournaments, and other costs. The reality is that we may not always get grants from the LTAC program to offset costs.

### 3. Important takeaway:

- a. Player dues do not cover the true cost of operating the program.
- b. **Core Message**
  - i. Right now, we are effectively subsidizing hockey for every player. Without additional revenue, we have only two options:
    - 1. Increase player dues significantly, or
    - 2. Grow our sponsorship program

### 4. Talking Points

- a. Our current financials show a \$24,000+ shortfall, even with full player dues. Sponsorship revenue is not optional, it is essential.
- b. If we want to continue operating the following:
  - i. 3 tournaments per team
  - ii. Home games
  - iii. Affordable dues for families

### **Then we must maintain and aggressively grow our sponsorship program.**

- c. Why Sponsorship Matters
  - i. Sponsorships directly fund:
    - 1. Tournament participation (largest "extra" cost)
    - 2. Home game experience
    - 3. Keeping dues stable for families
  - ii. Without it:
    - 1. Dues would need to increase substantially per player
    - 2. Or programs/events would need to be reduced

"Every sponsorship dollar is a dollar we don't have to ask from families."

Assign each team a minimum sponsorship goal

iii.



## **5. Acknowledgement of Current Board Members**

- a. We want to highlight and thank our current board for the incredible commitment and dedication not only in this past season but throughout their tenure at our association. Without these people we would not have MLYHA Hockey.
  - i. Ryan Porter [President]
  - ii. Troy Wiley [Treasurer]
  - iii. Courtney Russell [Registrar]
  - iv. Kelli Hesse [Secretary]
  - v. Todd Gregory [Director 1]
  - vi. Dan Niehenke [Director 2]
  - vii. Alyssa Barlow (Scheduler)

## **6. Acknowledgement of Current Appointed Positions**

- a. We have a great and dedicated group of appointed positions that truly are the glue that keeps it all together and puts in a huge amount of work to keep our players on the ice, supporting and managing our coaches, ensuring we have referees for each game, coordinating our tournaments, and most importantly managing our disciplinary actions.
  - i. Mike Meetsma [Hockey Director | | Sponsorship/Disciplinary Rep | |
  - ii. Melanie Strevy [Referee Coordinator]
  - iii. Scott Freidig [Sponsorship/Disciplinary Rep | | Tournament Director]
  - iv. Michelle Rainey [Pictures & Social Media]
  - v. Becky Freidig [Game sheets Coordinator]

## **7. Announcement of New Board Members**

- a. Record Engagement
  - i. This year, during our nomination period, we had the most nominations ever
  - ii. This is a strong sign that our program is growing
  - iii. It shows we have members who care deeply and are willing to step up to help move the association forward.
- b. Acknowledge All Nominees
  - i. We want to sincerely thank everyone who put their names forward or were nominated
  - ii. While not every nominee was elected, the willingness to serve speaks volumes about the strength of our association
  - iii. That level of engagement is something we're very proud of
- c. Introducing the New Board
  - i. President – Troy Wiley
  - ii. Treasurer - Open
  - iii. Registrar - Courtney Russell
  - iv. Secretary - Kelli Hesse
  - v. Director 1 - Todd Gregory
  - vi. Director 2 - Dan Niehenke
  - vii. Scheduler Natalie Gonzales (working with Alyssa Barlow)
- d. Open Positions and Continued Involvement
  - i. While elections are complete, we still have positions to fill, including Treasurer



- ii. There are also many opportunities outside of board roles to get involved
  - iii. We encourage anyone who was nominated — or anyone interested — to continue contributing in other ways.
- e. Closing thoughts
- i. Strong programs are built by people willing to step up
  - ii. This year’s nomination process shows we have that strength within our association
  - iii. We’re excited to move forward with this group and the continued support of our members.

## 8. Bylaws Edits

- a. Purpose of updates
  - i. They align our bylaws with how we operate
  - ii. They improve consistency with USA Hockey requirements and our existing policies
  - iii. No changes were made lightly – the goal is clarity, fairness and transparency.
- b. Outline of changes
  - i. Membership & Participation
    - 1. Membership and participation is a privilege not a right
    - 2. Members are expected to follow
      - a. Association bylaws and policies, codes of conduct, and USA Hockey Affiliate requirements.
  - ii. Volunteer and Voting Clarification
    - 1. Clarifies difference between General members, Volunteers and elected Directors
    - 2. Voting authority is now clearly defined and consistent.
  - iii. Board Structure & Elections
    - 1. Clarifies elected versus appointed
    - 2. Clearer rules around Board vacancies, missed meetings, and appointed members term length.
    - 3. Added restrictions to prevent immediate family members from serving on the board in the same terms.
  - iv. Registrar & Scheduler Transition Planning
    - 1. Modified Registrar & Scheduler to opposite election cycles
    - 2. Created one-year Registrar-Elect and Scheduler-Elect training roles
    - 3. Designed to improve continuity and reduce burnout
    - 4. Ensure smoother transitions when key roles change hands
  - v. Complaints & Discipline
    - 1. Clarified how complaints must be submitted and how they must follow the established policy and process
    - 2. Disciplinary actions align with Board-adopted policies
    - 3. Updated language to ensure consistent voting standards for disciplinary decisions.
  - vi. Closing thoughts
    - 1. These updates strengthen the Association
    - 2. They protect players, families, volunteers and the board
    - 3. They help to ensure long-term stability and transparency.



## 9. Disciplinary Committee

- a. Overall, a very successful season in regard to low number of items having to be addressed by this committee
- b. Safe Sport Incidents
  - i. We are required to file a monthly report to PNAHA on any Safe Sport Incidents occurring:
    - 1. There was one Safe Sport report filed to USA Hockey, and it was deemed of the nature to be handled internally by this committee. That issue was resolved
- c. Match Penalties
  - i. We only had three (3) other incidents that required disciplinary actions. All these incidents were resolved according to USA Hockey governance, PNAHA and our policies and guidelines.
- d. Other
  - i. We also emphasized the 'No Cell Phone' policy in our locker rooms at the 10U level and up

10. **Highlight of Teams** – see Team Accomplishments sheets at the end

## 11. Member Questions

## 12. Closing Remarks

- a. **Thank you & Appreciation**
  - i. Thank everyone for taking the time to attend tonight
  - ii. I appreciate parents, players, coaches, volunteers, board members, and sponsors
  - iii. Recognizing that time and involvement are what keep the association strong
- b. **Reflection on the Season**
  - i. This season was a success both on and off the ice
  - ii. Player development, teamwork, and sportsmanship were on display at every level
  - iii. Growth was seen not just in wins, but in effort, confidence, and commitment
- c. **Strength of the Association**
  - i. Strong volunteer support
  - ii. Record engagement in board nominations
  - iii. Continued improvement in tournaments, coaching, and operations
  - iv. All signs of a healthy and growing program
- d. **Looking Ahead**
  - i. We have a solid board and leadership group moving forward
  - ii. Still opportunities to get involved and help shape the future
    - 1. Working on a plan to streamline our volunteer positions - More to come...
  - iii. Participation in our Monthly board meetings is allowed and preferred
    - 1. If you cannot attend, you can send items via the Directors (Dan or Todd)
  - iv. Excited about building upon this season's momentum
  - v. As you know we had to rent a chiller for this past season. Members of the board are working with the city to have a long-term solution in place
    - 1. Talks continue and we are on track for a normal season but as always weather may play a factor.
- e. **Final Message**



- i. This association exists for the kids
  - ii. Everything we do is to provide a safe, positive, and fun hockey experience
  - iii. Thank everyone for trusting us with that responsibility
- f. **Closing**
- i. Thank everyone again for their support throughout the season
  - ii. I wish families a great off-season
  - iii. Looking forward to seeing everyone back at the rink next season



## TEAM ACCOMPLISHMENTS

### 6U – Carlos Castillo

- Improved On
  - Even though we did not win any games, the entire team did a great job and did their best on the ice. There were 3 games that we got close. 2 in Coeur d Alene and one in Lewiston Idaho.
  - All the players made incredible progress in skating, stopping, and moving the puck around the ice.
- Coaching Staff Comments
  - The kids and parents were very helpful in all the activities. I want to especially call out and thank Nate Strom, Scott Anderson, Tom Los, Angelica Ward, and Pamela McKinsey for their help and support.
  - Coach had a great time and made great memories with the kids and can't wait to get back into it next season.

### 8U – Chris Johnson

This group had an even mixture of returning players and players coming up from 6U. Over the course of the season, we were able to generate a ton of continuity with our boys and girls on the ice

- Improved On
  - Players made large strides in skating ability, speed, and positional awareness while on the ice.
  - They learned about net front presence and its importance in the game; they learned how to work together as a team.
- Coaching Staff comments
  - Considering the players started the year with pre-season ice practice, went to dryland practice, then back on the ice for the shortened season, these players never complained. They showed up with smiles on their faces and enjoyed the awesome game of hockey. They always kept a good attitude and were always eager to be at the games.
  - Every player scored at least one goal throughout the season. Some came from great positional play in front of the net with some rebound clean ups, some from power skating through other players and scoring, and some from some awesome passes from teammates to set up an open net shot. Every goal was exciting from the first one to the last one!
- Memorable Moments
  - Coeur D Alene tournament
    - They won all their games in our novice division. Playing some good confidence building hockey with lots of scoring opportunities.
  - Wenatchee Apple Cup tournament.
    - players were able to show what it looks like to play team hockey! They took 5th overall in that tournament but that place did not define the heart of the players.
    - They played the Tacoma rockets in the 2nd game, which is the team that would go on to be the Champions of the tournament.



- We put up more goals against, than any other team that weekend. Something we coaches were very proud of. The kids played good defense and were effective at spreading out on the ice to get good scoring opportunities.
- Shamrock Showdown (Spokane)
  - Well-deserved 4th place finish We took first in our 4-team pool to advance to the semifinal of the tournament. In that game we got to have another hard-fought match against a very familiar Yakima 8u team. One we played multiple times before. Some wins and some losses with them but always fun to play against.
- Coaches Comments
  - Coaches are very appreciative of the amount of support from the players parents stepping up to be assistant coaches, off-ice volunteers, and supportive hockey parents.
  - I would say that we had more on and off ice support than the previous few seasons i've been apart of and it helped tremendously.
  - All parents were very supportive of getting kids to games at requested times and also getting them to some of those tough early morning games in faraway towns!
  - Team mom/ manager and crew did a fantastic job on getting our kids goodie bags and keeping the behind the scenes needs straightened out!

## 10U

Season Stats (so far) 20 Wins 12 losses. This group has 1 more tournament to attend this weekend in Tacoma.

- Improved On
  - Full ice development,
  - cycling the puck through positions,
  - ice positioning in the offensive and defensive zones,
  - when to hold the center zone and when to advance
  - Forechecking and backchecking concepts
- Coaching Staff comments
  - Progressed well together
  - Sticking together and working as a team was a high priority for the team
  - There was also a lot of external support from assistant coaches, other coaches that helped the team develop as a team.

## 12U – Brandon Guernsey

- Improved On
  - Working as a team, beginning of the season very little passing, by the last game every line passed several times per shift.
  - The team came from behind a lot, there has never been a season where coach has pulled the goalie so much.
  - We had several practices without pucks, working on fundamentals like edge work, starting and stopping



- Coaching Staff Comments
  - Coach is all out teamwork and the team knows it, we celebrate assist rather than goal, awesome passes more than awesome shots.
  - Several drills we were able to start and stop together (emphasis on togetherness instead of personal speed)
  - 1 Highlight of the season was the trip to Goodwill for outfits and the fashion show (disappointed I didn't get any pictures.)
  - One notable moment for coach was "one game the kids were playing deep in the zone and implanting all things implemented at practice-there was a moment of "they're doing it! I can speak as a coach also and say "That is the most rewarding!"
- Coaching Guernsey wanted to point out several individuals' accomplishments
  - Mateo Olsen had his first goal
  - McKenzie's first season, you would not know it by how fast she picked things up.
  - Colton learned how to slap from the blue line and made a goal that way
  - Liam Marchant sacrificed himself on several occasions diving for the puck in front of the net and getting it in.
  - Charlie Rainey beat coaches speed around the ice in time trials
  - The entire team finally learned the breakout and they were able to do it during a game.

## 14U – Dan Niehenke

- Season Record
  - 31-6-1
  - This team brought home 3 tournament banners to hang proudly in our rafters. 2 championship banners and 1 second place.
- Improved On
  - The players where basically managing the flow of the game with input from the coaches by the end of the season operating as a cohesive unit.
- Coaches Staff Comments
  - There were a lot of team and individual successes. The team was able to find little details to challenge each player with as growth opportunities.
  - This team was the most cohesive team I have ever seen. They operated well on and off the ice.
- Memorable Moments
- 3 banners within the season
- Blowing the doors off of Tri-cities
- Each player earning "Player of the Game" award from the other teams which showed how crucial each player was to the success of the team.



## **6:00pm, Best Western**

**Attendance:** Todd Gregory, Courtney Russell, Scott Freidig, Mike Meetsma, Kelli Hesse, Troy Wiley, Dan Niehinke, Nate Weger, Brandon Guernsey, Chris Zuver, Devyn Goldy, Brandon Goldy, Chris Johnson, Kris Bailey, Christy Bailey, Ben Hesse, Pam McKinsey, Michelle Rainey, Rossi Rainey, Natalie Gonzales, Blake Ward, Nate Strom.

### **Conversation Notes:**

One parent mentioned the possibility of adding more fundraisers and letting the younger kids get out there more.

One 8u parent expressed concern about not being trained properly before the beginning of the season. They suggested creating a volunteer coordinator.

It was suggested that if people aren't receiving info from the association that you should check your settings within Sports Engine. This can't always be done from the app. Please log-in and ensure that your notifications are turned on.

One parent mentioned that they think the association prioritizes the wrong things sometimes. Things like garment bags and matching socks during games vs behavior on the ice from both players and coaches.

There was frustration voiced over the coaching and culture of the 18u team. Several parents were frustrated with the lack of planning and how the practices were run. One parent asked how many complaints have to happen before there is a change in coaching at 18u.

One coach mentioned that they could have used some new supplies on the ice. We can work on letting coaches know to request the items that they need.

The board encouraged parents to attend our meetings or notify a board member if you have a concern so that we can deal with it.

One parent mentioned offering a coach evaluation for the parents. It gives parents a chance to give feedback of the coaches. The board mentioned putting out a survey to all parents to get feedback on the general health of the associations.

We talked about adjusting 6u/8u to more of an Beginning/Intermediate level and not defining them by ages. 8u parents also expressed that they would like more home games. The scheduler tries every year but it is difficult to get other 8u to travel when they can play their house teams.