

**MINUTES OF ANNUAL MEMBERSHIP MEETING  
OF  
WEST FARGO HOCKEY ASSOCIATION**

**Board Members Present:** Joel Honeyman, Josh Benson, Jessi Kuhn, Jareb Raan, Shana Wilson, Anthony Houkom, Brent Kuehne, Brad Saville, Eric Nelson, Rob Otterson

**Board Members Absent:** Corey Moos, Desirae Holum, Ryan Endres

**Others Present:** Jason Gregoire, Hockey Director; Angie Kraft, Hockey Operations Assistant; Jason Campbell, Gaming Director.

**Quorum Present?** Yes.

**CALL TO ORDER**

President, Joel Honeyman, called to order the Annual Membership Meeting of the West Fargo Hockey Association at 6:37 pm on Monday, June 8, 2020 at the Veterans Memorial Arena, 1201 7th Ave E, West Fargo, ND 58078.

**REVIEW OF HOCKEY YEAR 2019**

Hockey Director, Jason Gregoire, presented a review of the past season with highlights of many levels and teams. He also reviewed improvements planned for the upcoming season to assist in making another great year of Stampede hockey.

**FUNDRAISING & GAMING**

Director of Fundraising & Gaming, Eric Nelson, presented the upcoming optional and required fundraisers for the 2020-2021 season. WFHA has once again been drawn for a Whitetail Deer Tag in North Dakota which are currently available to buy-down your 2020-2021 Registration costs. Tickets are available if members are interested by contacting Jason Campbell at the WFHA office. Winter raffle will still take place at the same time of year with the membership requirements being the same as last year, \$400 for a single family and \$600 for a multi-player family. The Gun Raffle will be moving to the spring with discounts planning on being applied to your 2021-2022 season registration.

Gaming was shut down during the onset of COVID-19, but with the reopening of all of our sites we are seeing positive results. Etabs continue to be a big producer within our gaming sites.

**FINANCIAL**

Jareb Raan, Treasurer, reported the 2019 fiscal year to have estimated at a profit of \$150k in February of 2020 but with the COVID-19 shutdowns, will likely break even. WFHA board was approved for a PPP loan of around \$120k, which we will continue to manage through the changes coming down. It's anticipated that we should be able to use a majority of the funds which would make up for the gaming shortage.

Josh Benson, Executive Vice President, reported the annual budget for 2020 is ready to be approved at the next board meeting, but review took longer with all of the COVID-19 review items.

## MEMBERSHIP SURVEY

Rob Otterson, Director of Communication & Marketing, provided an overview of the 2019-2020 Annual Membership Survey. Summary of the slides were covered as shown below.



# Customer Satisfaction

- 286 Responses Representing 600 Players (basically 1 participant per family – same as last year)
- 91% Completion Rate
- 50% of Respondents have been in the WFHA 6+ Years
- 94% of Respondents have 1 to 2 Children in the League (68% w/ 1).
- Tryout Process Preference 23% Internal / 30% External / 45% Combo
- Net Promoter Score / Top Box Research Methodology
  - Track what % of members who score the WFHA in top two categories.
    - EXAMPLE: Scale of 1 to 5 (5 being the best) what % of members scored us a 4 or 5.
  - Costco Overall Sat. 79% – Industry Average 62
  - JetBlue Overall Sat. 74% – Industry Average 44
  - Netflix Overall Sat. 62% – Industry Average 47
  - Apple (Phones) Overall Sat. 60% – Industry Average 44
- We don't have an industry benchmark to compare to. We have to drive as high as we can until it stops moving. Then sustain. Each category in table will have a different target.
- The more important the area, the tougher it is to score high. Overall Satisfaction #1 priority.



# Customer Satisfaction

- 286 Responses Representing 600 Players (basically 1 participant per family – same as last year)
- 91% Completion Rate
- 50% of Respondents have been in the WFHA 6+ Years
- 94% of Respondents have 1 to 2 Children in the League (68% w/ 1).
- Tryout Process Preference 23% Internal / 30% External / 45% Combo
- Net Promoter Score / Top Box Research Methodology
  - Track what % of members who score the WFHA in top two categories.
    - EXAMPLE: Scale of 1 to 5 (5 being the best) what % of members scored us a 4 or 5.
  - Costco Overall Sat. 79% – Industry Average 62
  - JetBlue Overall Sat. 74% – Industry Average 44
  - Netflix Overall Sat. 62% – Industry Average 47
  - Apple (Phones) Overall Sat. 60% – Industry Average 44
- We don't have an industry benchmark to compare to. We have to drive as high as we can until it stops moving. Then sustain. Each category in table will have a different target.
- The more important the area, the tougher it is to score high. Overall Satisfaction #1 priority.

## REGISTRATION

Gregoire summarized the details of the upcoming season Registration to be opened on July 1. Biggest changes for the upcoming year are the shorter registration window for Travel Teams (Squirt/10U and Up), longer registration for Non-Travel Teams (termites, mites, 8u, squirt/10U non travel, and rec league), decrease in Bantam AA participation cost, increased installments, Angels affiliate waivers, and date of birth cut-off from July 1 to June 1 across all of North Dakota. Details will be communicated to the membership in the coming weeks.

Honeyman provided an update to the membership on the Angels affiliate request that was approved at the Spring NDAHA meeting of its members. Any parochial players who previously played for the Stampede will need to obtain approval from the Angels prior to requesting a transfer into WFHA, and then to be approved by NDAHA. This process is being managed by the Angels in conjunction with NDAHA but any members with questions can feel free to contact Josh Benson with WFHA at [jbenson@stampedehockey.club](mailto:jbenson@stampedehockey.club).

## ELECTION FOR OPEN BOARD POSITIONS

All present candidates presented themselves: Josh Benson, Jareb Raan, Brent Kuehne, Desirae Holum, Kristen Cigelske. Alex Aughinbaugh, Seth Rehm, Kelly Kisell, Laurie Murack, Kayla Goebel, and Trista Koziol.

Positions of Executive Vice President, Secretary and Director of Compliance & SafeSport were uncontested. Motion was made by Benson to cast unanimous ballot for Executive Vice President, Alex Aughinbaugh; Secretary, Sarah Elkins; and Director of Compliance & SafeSport, Seth Rehm. Seconded by Brent Kuehne and passed without dissent.

The vote took place for the contested positions and the membership elected the following directors of the board to serve for the ensuing term and until their successors are elected and qualify:

|  |              |
|--|--------------|
| Vice President of Hockey Operations:   | Kelly Kisell |
| Director of Communication & Marketing: | Kayla Goebel |

The President of the Board, Joel Honeyman, will now assume the Past-President of the Board director role, and the Executive Vice President of the Board, Josh Benson, will assume his duties as President of the Board.

## ADJOURNMENT

Meeting was adjourned at 7:17 p.m. by President, Joel Honeyman.