



## Menomonie Youth Hockey Association - Board of Directors Meeting Agenda

May 10, 2018 @ 6 pm

**Mission:** To provide youth in the greater Menomonie area with the opportunity to learn, play and compete in the game of hockey with an emphasis on growth in the areas of skill development, teamwork, and sportsmanship.

**Vision:** Pursuit of the model USA hockey organization following the American development model.

**Ground Rules:** Mutual respect, be timely – start on time and end no later than 9:30 p.m. Come prepared. Allow enough time to make decisions and stand by your decisions. Communicate, conduct yourself and make decisions based on what's best for the entire association versus just your child.

**Call to order: Stacy Hintzman 6:06\_pm\_5.10.18**

### **Roll Call/Quorum:**

- Stacy Hintzman, President --Present
- Keila Drout, Past President --Present
- Chelse Cockeram, VP Fundraising –Present
- Garey Messerschmit, Treasure---Present
- Bob Weir, VP Hockey Operations --Present
- Kari Berthiaume, VP Communications --Present
- Mike Jax, VP Tournaments & Scheduling --Present
- Brent Pember, VP General Operations –Present
- Sara Bahr, VP Concessions-Present
- Adam Wamboldt-Secretary--Present

### **Consent Agenda:**

**Stacy Hintzman**

**Bob Weir**

**Brent Pember**

**Sara Bahr**

Looking to move forward to get a bid from Bear Valley for installing an TV next to the concession stand

**Chelse Cockeram**

**Kari Berthiaume**

- Updated Board Member Directory and communicated new board members as of 4/1/18 (Adam Wamboldt - Secretary & Gary Messerschmidt - Treasurer)

- Submitted Chamber Grant on 4/15 requesting a donation of \$3K-\$5K based on tourism generated through invitational tournaments

- Applied for USA Hockey 2 on 2 Challenge

- Communicated to association about UW-Stout Marketing Surveys

**Mike Jax**

**CONSENT AGENDA APPROVAL: Brent Pember motions to approve, Mike Jax\_ seconds the motion, Motion approved**

**REGULAR AGENDA**

***President's Report: Stacy Hintzman***

- Ice Board Update:
  - MYHA and Ice Board relationship strong and growing, confident in direction we are going:
    - Budget
      - \$25,000 moved into Capital Fund Account
        - To cover needs not wants for MYHA (ex: broken coolers, etc.)
    - Community Room Etiquette
      - We need take better care of the community room-ex: puck holes in the walls
      - Signs will be going up in the near future as a reminder to all
    - New Lights
      - Current lights are 20 ft candles.
      - Goal is 40-50 for high school
      - College typically run at 50-100
      - Bear Valley Electric will complete upgrade before the fair in July
    - Training room is almost complete
    - County Rec Park Planning Meeting on 5/17/18
      - Fair grounds are changing/improving
      - More to come at the next meeting
- Check in on policy updates
  - All updated policies & templates will go to Adam and be prepared for review at the July meeting
  - Reviewed new On-boarding, board member docs
- WAHA Grants
  - Who is in charge of this—going forward this will be VP of fundraising task
  - Grass roots Hockey Grant \$1000—Chelse C will explore
  - Hard divider boards--\$2400 grant---WAHA purchase cost is \$5400—Bob W will explore
- Discuss hours/roles of each board member – Not discussed in detail.
- Vendor Fair Update – Ice Board suggested waiting until Spring. Will work with Chelse C. on this
- Summer Due Dates: Registration Forms, Stout Camp, Announcements
- Region 6 - Wednesday May 16 6:30 pm at Super 8, Osseo
  - Keila D. will attend to learn the Rule changes from WAHA for the coming season. She represent MHYA at the meeting and explore FREE equipment options from WAHA for the FREE skate program

August 4, 18 WAHA yearly meeting---all board members are encouraged look at their schedule to explore the options to attend—networking with other associations, to gain knowledge of how we can work to continually improve our association. Located in Wausau, WI

***Treasurer's Report: Gary Messerschmit***

Meeting with Mike Fekete to review tax/budget docs  
Will work to update tax forms to list the current President for 2018

**Current Balances**

**Savings: \$14,911.25**  
**Checking: \$24,967.87**  
**Scholarships: \$4000.50**

***VP Fundraising: Chelse Cockeram***

- Chelse has reached out to 3 different wreath vendors, waiting on prices but do have some examples of wreaths. Looking at different shipping options, such as possible direct door shipping. The overall goal is to widen margin, if this is not possible with other vendors looking to stay with the same process as last year.
- Exploring the option of working with Rize Nutrition in August to sell tickets. Attached is the flyer with more info
- The NEW “required” fundraiser for all members, our MYHA Skate a thon will be held at Christmas time again like the year previous.
- Applied for Menomonie Grant in April, received confirmation that they received our application, haven't heard of decision yet

Exploring the use of “Room Roster,” as a software program that will aid in Hotel room booking & tournament scheduling. This is partnership we are looing to explore for all games in the building: MYHA, High school and Stout alike. This will stream-line our process, offer marketing feed-back and generate revenue with little in-house time spent. The benefits include but are not limited to:

- Only a \$500 fee 1x set up fee (this is based on skaters in association)
- The hotel room rate is better than what can be offered at the local hotel branch or online
- They will capture room stays for chamber grant info population, another revenue stream
- The overall goal(s) are ease of use--efficiency—fund raising --organization

***VP Communications: Kari Berthiaume***

None

***VP General Operations: Brent Pember***

2018 Roster Projection

Goal is to hit 30+ FREE skaters to kick the 2018/19 season off

Expecting to return all first year LTS to Mini-mite except about 10 from last year  
Projected 59 Mites/Mini Mites

20 squirts—looking to move mites to squirts to get 2 full teams (per WAHA)

24 peewees (projected A& B)

16 bantams—one team

3 coop skaters

Challenge for numbers at Bantams vs High school skaters

Finalize registration requirements (see last year's sheet attached for reference)

Projecting 149 skaters in 2018/19 skaters which will be up from 136 in 2018

Registration/Ice Fees---No change in price for the 2018/19 season

Work Assessment Requirements—Will change in the 2018/19 season

--25hr per skater work assessment hours will remain the same

--Concessions hours will raise to 7 concessions per skater (vs 5 hrs last year

--Concessions stand hours for Coop players will remain at 5 but they will fully cover the Concessions stand hours for their home games in Menomonie- Per April 2018 meeting

Buyout amounts to be voted on at the next board meeting

Required hours will be 32 total per skater in 2018/19 vs 30 hr/skater in 2017/18

3<sup>rd</sup> kid and above will remain free for the 2018/19 season

Fundraising Requirements for the coming season:

\$400 wreaths -buy out is 75%

PLUS skate a-thon at \$100/skater min--REQUIRED

Total of \$500 in fundraising for 2018/19, per skater

NO fundraising requirements for ALL FREE skaters

With the exception of LTS moving to mites mid-year register by 12/15 they would catch the 2<sup>nd</sup> fund raiser

There will be a revised spread sheet to show the above changes more clearly. Brent P will pull this together for review at the June 2018 meeting.

Supporting stats to support the above changes:

-We were 1000 total hours short for what it takes to run MYHA in 2017/18 season

-We were 500 total concessions hours short in 2017/18

-Fair parking will be 83 hours less in 2018/19 season as we will not participate

-State tournament will be 120 hours less, as we are not hosting in the 2018/19 season

-Total of just over 200 that we will not need to fill in the concession stand in 2018/19

-Free skater parents not required to work LY will be required to work this year with returning skaters.

Jersey Fee discussion continued—some of the possible ideas are:

- All skaters, 3 year mite on up, pay for jersey and keep
- Odd/even numbers rotating by birth year to get #
- Buy your numbers, as an association fund raiser
- LTS and 1<sup>st</sup> & 2<sup>nd</sup> year mites use associations jerseys

**Secretary—Adam Wamboldt**

Looking to have MYHA Apparel options for 2018/19 season to encompass but not limited to causal wear, jerseys, bags, hats, etc

- Looking at 2 times to order:
  - Late summer for beginning of season pick up
  - During the start of the season for just before Christmas pickup
- Looking at multiple sources to keep cost reasonable, and aid in MYHA fund raising

April Minutes approved and posted

**VP Hockey Operations: Bob Weir**

Coaching committee will now be called Player Development Committee

History of the coaching committee was reviewed how it originally started as board members to look at and take on ADM Hockey Model. The group has been restructured to and refined to create more efficiency in the group

Now the New name will be the Player Development Committee (PDC) to better align with the goals and vision of the committee.

PDC met with the USA Hockey Player Development Coach and key takeaways were:

Top 2 Keys to Success: Market the program to grow numbers & have great coaches  
USA Hockey does not care about parent coaches or non parent coaches, just have good coaches.

More coaching the coaches—this will carry the program

LTS and Mites should have the best ice times.

FREE LTS is a positive growth for the association

USA Hockey recommends a 25% GROWTH GOAL—working with Stout  
Marking was a positive

Keep hockey free as long as you can---control expenses

Work to have the full support of the board for the coaches

Build a 10 year development plan with a 12 month program

Asses every kid every year at least 1 time

Positive assessment program how we run it not the current coaches

Goal is to have 2 teams at every level, Squirts on up.

USA Hockey supported moving Mites to Squirts for numbers.

Coaches should have a say in how teams are divided, they know the kids best.

Feedback on coaching playbooks was positive.

PDC also spoke with Prior Lake Association and Minnesota Made (Private), key takeaways include:

MN Made Private:

Different level of parent and player accountability in the private, higher expectations

Private you are expected to success and improve or get uninvited.  
Parents don't watch practice, they are a distraction.  
Agreed parents should not watch team evaluations.  
Feedback is direct and to the point, you don't argue with them.

Prior Lake:

LTS at Association is all fun based games and events every night.  
Parents tend to get in the way of making the programs successful.  
Coaches don't always get the support they need.  
Run ADM, like all associations. Station based practices.

Need to understand a final decision on LTS/Mini Mites/Mites/Travel Mites

3 Mite teams based on coming numbers

6U will consist of LTS & Mini Mites

38 returning kids in the combined birth years of 2010/2011

Have the U8 (mites) break into 3 groups and divide equally  
(USA HOCKEY web page reference)

- Advanced
- Mid
- Beginner

How will the Mite tournaments be handled this season?

Work to coordinate tournaments based on skill and even play for all kids participating

2 types of tournaments this 2018/19 season---mix Jamboree style and Skill based  
Skill based tournaments are aimed at competing with our peer set

There will be an assessment process to balance & place kids in tournaments

Work towards having all kids play an equal amount of tournaments over the season  
Player Assessments will happen 2 times per year

Possible NEW expenditures with the continued revenue growth:

--Working to more have paid coaches over all

- Currently bantam coaching pay is comparable to other associations
- 3 of the 4 bantam coaches coming back at this point for 2018/19 season
- Total coaching fees paid out Last year was \$4500--- to non-parent coaches
- Goal for 2018/19 grow to \$7000 to pay coaches

-By paying for coaching it is MYHA's goal to have these coaches bring to MYHA:

- New ideas & leadership so then "ours" can grow with the sport of hockey
- Experienced Goalie coaches.
- Experienced Dry-land training coaches
- Experienced Skating coaches
- Experienced Body contact coaches
- Experienced Stick handling coaches

--Equipment needs--\$2700 spent LY---looking to match \$2700 for TY

- Replace over-used equipment for FREE skate program

--Addition of middle divider boards--\$6500, Looking into the WAHA grant as stated above

--ETS--\$5400 LY, covered by the Fischer golf outing fund raiser.

***VP Concessions: Sara Bahr***

Stout Marketing recap -

Key take away—

- we lack marketing BIG TIME!
- Get the FREE Skater message out to surrounding schools better
- Work with high school/Stout/Greek community for additional volunteer hours
- Explore incentives to current players/families for their recruiting efforts
  - Give an incentive to referral parent for the next returning year
- Hockey is growing nationwide, as it is a safer sport than others
- New board members who are willing to accept change
- Stout Team 4 wins the survey challenge—Ted's pizza gift cards will be awarded

Marketing---growth coordinator

Grow the social media presence in the 2018/19 season

Task list---committee group

- Power in numbers
- Committee support
- Invite into the board meetings
- Need more doers

***VP Tournaments & Scheduling: Mike Jax***

Looking to finalize roster for all levels to schedule game (see above Brent P)

Looking to do a LTS. Mite tourney & a Mini Mite tourney to drive revenue

Need to know number of teams at forecast all levels for scheduling purposes

Ice board approved the ice can go in early 10/5/6/7 in efforts to support a 3 on 3, tag up tourney

Hours will be available to earn

***Closed Session: 8:38p***

**Brent Pember moves to closed session**

***Out of closed session 8:42p***

***MYHA next regular meeting Wednesday\_6/12/18 6 pm***

***July meeting 7/9/18 6p---TBA***

***August 8/6/18 6p---TBA***

**Action Items Register:**

**Revise Policy's**

**Adjourn: 9:43P 5/10/2018**

**Stacy motions to adjourn, Sara and Mike second motion**

**Motion Adjourned**

**APPENDIX**