

Sioux Falls Youth Hockey Association

Board of Directors Meeting

March 15, 2023

6:30pm

Sanford Conference Room – SCHEELS IcePlex

President Sam Everson called the Sioux Falls Youth Hockey Association Board of Directors meeting to order. Board members in attendance were Sam Everson (President), Corey Rothrock (Vice-President), Adam Gorra (Past President), Elliot Hitt (Treasurer), Derek Berg (Development Director), Dave Carlson (Director of City League), and Amanda Smith (Director of Tournaments). Leah May (Travel League Director) joined via Zoom. Quorum was present. Cherry Hunter (Director of Operations) and Dan Houck (Director of Hockey) were also in attendance. Ed Davis (Secretary) was absent.

Secretary's Report – Amanda Smith made a motion to approve the February 8, 2023 Board of Directors Meeting minutes as submitted. Motion seconded and carried. Board meeting minutes for the Special Board of Directors meeting held on February 20 were included in board packets.

Treasurer's Report – Board members reviewed financial reports as submitted. Budget vs Income/Expense to Date report was presented.

Director of Hockey – Dan Houck

- continued weekly Zoom meetings with Lady Flyers and High School Boys coaching staffs
- continued meetings with Andy Gillham and set content for post-season coaching meeting on playoff prep for February 2023
- attended PW B and PW A state tournament
- set up post-season playoff prep video sessions with Ray Sylvester with Bantam, Lady Flyers, JV and Varsity Teams
- emailed post-season coaching evaluation document out to all travel coaches
- 5 head coaches have responded by the deadline
- worked w/ Leah and Regina on 4 v 4 schedule/rosters of remaining game days in February
- helped V2 coaching staff w/ practice planning and ran several practices over the month of February prior to SDAHA state tourney
- created post-season player evaluation document for Bantam/Lady/Boys JV and Varsity players
- attended Varsity state tournament in Brookings
- attended Girl's state tournament games in Sioux Falls
- attended first night of 3 v 3 to make sure all tasks by volunteers were filled
- created 3 v 3 rosters for Spring 3 v 3 league for Cherry
- participated in SDAHA Zoom session regarding Team Splits with Adam Gorra and Sam Everson
- spent a tremendous amount of time preparing documents w/ various members of BOD for the SDAHA Zoom session
- Coach Houck will hold the players evaluations. Each player needs to have the chance to go over their evaluation.

Admin Update – Cherry Hunter

- End of Year Event – March 28 at the rink – will start with Squirt Travel and end with Varsity. Each league will be assigned a time slot. Spiritwear will have a sale and discount on several items. USA Hockey Award Patches ordered.
- Economic Census completed

- USA Hockey National High School Tournament – Credentials approved. Registration completed. Molly Mathison and Ben Prisbe attended the required team meeting on March 13. Varsity 1 will be participating in the Prep Division and have scheduled practice ice slots until they leave March 21
- Sioux Falls Seniors receiving SDAHA Scholarships – Sam Vermeer, Mason Berens, Adam Boyens, Cade Edwards, John Mathison
- SDAHA Girls Varsity Tournament – went well
- Spring 3 v 3 League started Sunday, March 12 and continues for the next 4 Sundays. Good participation and volunteer needs are clearly defined.

Director of Tournaments – Amanda Smith

- ✓ Game Sheets – Amanda recommended Game Sheets be utilized for Flyer’s tournaments. Derek Berg made a motion to approve Game Sheets for each of the SFYHA home tournaments. The cost is \$256 per weekend for up to 16 teams. Total cost will be 3 x \$256 = \$768. Motion seconded and carried.
- ✓ Mite Falls Freeze – the event was great!! 27 teams participated, players decorated signs for the Stampede game, great comments and compliments, highest profit event, may need to cancel all Saturday practice ice to accommodate more teams.
- ✓ Stampede ticket sale promo – 309 tickets sold for the Mite Falls Freeze and 181 for the Bantam Tournament
- ✓ Anticipated net income is \$35K
- ✓ Tournament needs:
 - Expectations for officials
 - Tournament manager from each SF participating teams
 - Cancellation policy
 - Suggest 50th Celebration at one of the tournaments

Director of Development – Derek Berg – Derek presented information for a possible sponsor for the Mini-Atom program. Requests include

- Sponsor registration – 36 players x \$150 = \$5400
- Required attendance
- Different ice time than Sunday afternoon
- 16 weeks x .75 hr = estimated cost of \$2500

Board members did not support a free program with sponsor stipulations. Consensus was to offer jersey sponsorship for Mini-Atoms.

Puck Club – Derek will schedule the Puck Club Event at Thunder Road. A new promo will be available in June 2023.

President’s Report – Sam Everson

- ✓ Planning for 23/24 Season
 - What went well, what do we need to improve on
 - Appointed positions – Need to be more selective for appointed positions
 - “To Do List”
 - DIBS updates – including DIBS updates
 - 50th Anniversary celebrations – Patches on jerseys?
 - Uniform Policy
 - Verbero
 - Names on jerseys
 - Will create a Google doc for board members to add to the list

Agenda Items:

- **IcePlex Expansion Fundraising & Memo of Understanding** – Corey Rothrock indicated the Memo of Understanding places the building project in writing. Anonymous donor will match SFYHA funds. Estimated cost of northwest build out is \$2.75 mil. SFYHA will be responsible for half of the cost minus funding from ISA in exchange for storage and conference room space. Estimated SFYHA cost is \$1.25mil. \$20,000 is due within 30 days of signing the MOU. The Fundraising Committee will work through a donor pyramid with SFYHA funding the pyramid top peg in the amount of \$150,000. Next level will be 100 donors and then 75 donors at lesser amounts. Plans are to provide a “bright and shiny” set of drawings on easels for promotion of the build out. Naming rights for workout space, shooting lanes, locker rooms and other spaces will be available. Fundraising ideas include Chase the Ace (or Queen). Plans are to utilize Qgive accounts for pledged donations. A committee will consist of team leaders. Suggested 10 leaders to possibly include A DeMore, K Laber, T Berdahl, M Graham, T Eining, B Kouri, J Sievert, A Smith, D Berg, M Bukovich, W Peska. SF POWER addition – SFYHA cost remains the same regardless of SF POWER decision to proceed or not complete the southwest addition. Fundraising will need to abide by ISA Contracts involving health care businesses. Sanford has exclusive rights.
Corey Rothrock made a motion for SFYHA to commit to the top donor slot in the amount of \$150K and to approve the Memo of Understanding after review by legal. The \$150K will include the \$20K required prior to proceeding any further with project. Motion seconded and carried.
- **Sponsorship Fundraising Policy** – Tabled to April meeting
- **Volunteer Hours & Deposits for 2023-2024 Season** Tabled to April meeting
 - City Family with one player – 12 hours / \$350 deposit – Current requirements
 - City Family with 2 or more players – 15 hours / \$350 deposit – Current requirements
 - Travel Family with one player – 16 hours / \$400 deposit - Current requirements
 - Travel Family with 2 or more players – 20 hours / \$400 deposit - Current requirements
 - Recommendation – leave City Families as stated. Increase Travel Family with one player to 25 hours and Travel Family with two or more players to 30 hours with \$800 deposit

BETWEEN MEETINGS:

Show of Support – Sam Everson made a motion to approve helmet stickers to show support for the Howe family. “Sticks Out” remembrance will be held February 23 in honor of Josh Howe. Motion seconded and passed. Flowers were sent from SFYHA - Feb 22, 2023

USA Hockey National HS Tournament – Corey Rothrock made a motion to approve SFYHA payment of registration cost (\$1625) for the tournament for SF Varsity 1. Additionally, SFYHA will split the cost of the bus fee 50/50 with the parents. Motion seconded and passed. Gorra abstained. March 8, 2023

Sioux Falls Youth Hockey Association Mission:

To Motivate, Inspire and Encourage Athletic Participation and Good Health through Ice Sports

Meeting adjourned 10:25

NEXT MEETING

April 12, 2023 6:30 pm

Sanford Conference Room at the IcePlex

Respectfully submitted,
Cherry Hunter
SFYHA Director of Operations

Adopted April 12, 2023 _____ by oral resolution at meeting / written correspondence
(Date) (Circle one)