

Sun Prairie Youth Hockey Association
Annual Meeting
May 19, 2013

President Dave Batterman called the annual meeting of the Sun Prairie Hockey Association to order at 6:02 pm. Current SPYHA Board members introduced themselves. Jeff Thornton and Chris Herwig were absent.

In addition to President Dave Batterman, the following members of the Board of Directors were present: Karen Welling, Marcie Rauls, Angie Hadley, Jim Ternus, Jen Kurtz, Paula Walker, Chris Gehrman, Bill Gilbertson, and Betsy McCrary.

The following members were present and signed in: William Welling, James Trent, Lisa Wendler, Scott Halbleib, Mike Culbertson, Sue Culbertson, Troy Giesege, Chris Finkler, Jason Ledford, Joe Brickl, Kimberly Trent, Dale Ripp, Gary Brendemuehl, Tracey Rosin, Nate Rosin, Trisha Traut, Sandy Brendemuehl, Mark Sanderfoot, Steven McCrary, Suzanne Doody, and Mark Paulet.

Secretary Betsy McCrary confirmed that all members signed in were members in good standing, and that a quorum was present.

1. State of the Association – Dave Batterman

Current Board

- A list of expectations was reviewed by the Board at the July 2012 meeting. We started last term with formation of a mission statement for our Board and Association in an effort to work better together. Collectively, we came up with the following allowing us to focus on what is truly most important:

Most important for SPYHA: Fundraise, construct and fill a new facility.

Most important for Board: To support kids, each other and Association.

- Thank you to the Board for their work throughout the past year.
- Thanks to Jeff (3-years of Board service, leadership on BC and original CC - involvement in new rink project for 8-years)

Last Annual Meeting:

- It was reported that putting the financial deal together would be a huge challenge. We were 100% correct. With a lot of hard work and effort, along with assistance from the City, PAC and BOSP, we were able to get a financial package approved and in place to fund the project.
- It was reported that our intent was for a March or April ground breaking. The great news is we now have ground breaking scheduled for May 23, 2013. However, this puts us 30-60 days behind schedule from where we wanted to be.
- It was reported that final design of the building was in process. Though changes to the building, for both practical and financial reasons, have been ongoing we have settled into a final design. Construction documents are virtually complete.
- It was reported that our Capital Campaign totaled \$2.1M. Currently we are near the \$2.9M mark. Fundraising MUST, and will, continue.

Accomplishments as an Association:

- Financial growth - profits are solid and increasing year over year.
- Association growth - 7% increase in travel players (though a decrease in ADM)
- Continued representation on Region 4 Board (Thank you, Jen) as well as monthly attendance at Region 4 meetings by SPYHA Board members (thank you).
- Expansion of user base despite limitations of current facility (ie: OBHL-D - thank you Chuck!)
- USA Hockey 2x2 Challenge - Gold status awarded (equipment for SPYHA).
- THHF continued success - 69 participants (Thank you Betsy, Karen and Marcie) – Betsy added recognition of Joe Brickl for chairing the event.
- Hiring of Bodilly as our new day-to-day accounting firm. Reporting is frequent and accurate. Needed for monumental task of tracking funds during Campaign.
- Continued Capital Campaign success. Awareness via website, social media, signage/billboards, thermo-sticks at PAC/BOSP/rink, print and news media and word of mouth (Thank you Jen (chair), Steve (communications) and Angie (press releases).
- Success/continuation of SPYHA restaurant campaign (Thank you Lisa Wendler)
- \$300K SPASD acquisition. Team effort - great SPYHA representation when needed.

- Approval and formation of Sun Prairie Ice, Inc., ownership entity for the new facility. By-laws in final legal check with SPYHA attorney.
- Interview and subsequent hiring of an in-house skating director, Lisa Henning, for the new facility.
- **SECOND CONSECUTIVE HS2 STATE CHAMPIONSHIP! - Congrats!**
- Continuous work with City, BOSP, PAC and SPASD to allow SPYHA to accomplish the goal of building our facility.
- Ground breaking ceremony will occur 05/23/13, 6PM, at the new site.

Volunteerism:

- The largest struggle we have as an Association is getting people to help
 - Volunteer Committee Chair - unfilled
 - Annual Fundraising Chair - unfilled
 - Communications Committee Chair - unfilled
 - Tournament Director - Mike Sanders (thank you) to continue in some capacity. With the increase in tournament capability at the new facility it will require 2-3 more people to co-chair. Early in the season it was posted as a position and has gone unfilled.
 - Many other DIBS positions were unfilled during the course of the year.
- Need for volunteerism buy-in as an Association
 - At this point we, as SPYHA members, need to give hours to the cause of our new facility. This means volunteering for the greater good, not just to fulfill mandatory volunteer hours.
 - Too few have stepped up to assist SPYHA with where we are today. We have far too few helping with Capital Campaign, as an example. Approximately 10-people have run our campaign since its inception 3-years ago.
 - With the need for many extra hours as we move towards the new facility, unless we get buy-in from our members to volunteer their time, we may be forced to dramatically increase the amount of hours assessed to each family. This is NOT the preferred method; however, if it comes down to saving thousands of dollars towards project cost we will be forced to make the hard, yet practical, decision.
- Immediate/future volunteer needs
 - Existing rink (immediate)
 1. Begin shedding old hockey equipment no longer utilized or safe.
 2. Gather all trophies going to the new rink (State for sure, limited others) and donate the balance to Special Olympics for their reuse.
 3. Clean out the Buzzards Nest.
 4. Start dismantling the wood seating/kick plates from existing bleachers (to be utilized in the Student Section at the new facility).
 - Existing rink (future)
 1. Organize concession stand and prepare for movement to storage.
 2. Remove all items from lobby, open locker room and various storage closets that will be making the trip to the new rink.
 3. Prepare/remove anything not needed for operation of the facility as an ice rink.
 - Existing rink (after close)
 1. Remove/recycle any head end ice equipment we can.
 2. Remove all locker room benches/hooks.
 3. Remove all office materials (either moved to temporary office onsite or elsewhere).
 4. Remove boards/glass and store.
 5. Remove all rubber flooring being reused.
 6. Remove all piping and headers for in-floor ice system (after decommission).
 7. Remove any electrical panels or other equipment we can either sell, reuse or recycle.
 - New rink (during construction and prior to opening)
 1. In-floor piping for ice system (with assistance from ice contractor)
 2. Painting (anything not requiring a lift)
 3. Rubber flooring installation (with assistance from flooring installer)
 4. Moving of all items in storage from old facility into new facility.
 5. Final cleaning and any set-up of office space.
 6. Restrictions
 - Timing of some items critical to project schedule
 - Some items may need to be completed during the day
 - **Likely** nobody under 18-years allowed to help (working on this)
 - ALL labor to be coordinated through Angie Hadley (thank you for stepping up)

Fundraising/In-Kind/Marketing:

- Fundraising efforts will continue
 1. We must strive to reach our goal of \$3.5M by the time we move into the new facility. This number was selected for a reason 3 years ago. Every dollar we secure is one less on the mortgage.
 2. As part of our contract with the City we must have a \$142,000 escrow account for use in case of inability to pay our mortgage. This must be in place by the time we occupy the new facility.
 3. Fundraising will be perpetual once in the new arena. We will have areas to furnish/finish and items to complete as we operate in the new facility.
 4. For those of you who have pledged or donated money - THANK YOU! If you are able to donate more we would gladly take it.
 5. For those of you who have not, I ask you to revisit your thoughts on the matter. If you've been holding out to see if this rink was going to happen, now is the time to donate or pledge.

- In-Kind is most critical at this point
 1. Chair needed (someone with free time during the day). Meet with potential suppliers/installers in and around the community. Construction experience is preferred but not required.
 2. We have resources in place (4-5 person committee with some progress already). Volunteer (thank you Shelly Smith) to assist with making phone calls and setting up meetings for other committee members to attend.
 3. Need is immediate for additional in-kind progress. This is the largest area for us to make progress towards project cost reduction and timing is of the essence with construction beginning.
 4. For those of you who have pledged labor - THANK YOU! Please consider pledging labor (professional or otherwise) to the project if you have not already.

- Marketing
 1. The largest revenue generating opportunity, aside from ice-sales, once the new rink opens.
 2. Though we have had some success in our current rink, it has largely been an afterthought as it wasn't mission critical.
 3. We will likely hire a person (someone with free time during the day) to be our Marketing Chair. Likely a commission based position.

Schedule of existing facility:

- Last event date is Sunday August 4th (ends at 10:30PM)
 1. Compressors will be turned off at 10:30PM (Ice-melting party??)
 2. Decommissioning of ice system begins Monday August 5th (2-week process)
 3. Move out all remaining items (locker rooms, rink offices, boards/glass etc.)
 4. Remove piping and any equipment we're keeping after decommission.
 5. Zamboni put in storage until new rink opens.
 6. Turn over keys to PAC week of 08/25 for building demolition.

New Facility Construction Schedule:

- Begin construction week of 05/28/13
- Estimated completion at this point 01/15/14
 1. Stevens cannot increase the paper schedule. Once they're working onsite it is our hope there are some efficiencies to gain and help with our schedule.
 2. Potential opportunity to pay for 6-day construction work weeks to decrease construction time. We need to do a cost analysis to compare missed revenue towards increased construction costs.

- SPYHA programming in the interim:
 1. Already working closely with Waunakee to utilize them as much as possible due to proximity to Sun Prairie.
 2. Likely need to split our levels as we approach hockey season, sending the older kids further away and keeping the younger kids close to home.
 3. Every attempt will be made to load the front end of the travel schedule with away games and, hopefully, have the majority of our home games in the new facility. We will do our best to accommodate this line of thought at all levels.
 4. We are working diligently to do what's best for SPYHA and our user groups with the limited scheduling abilities of surrounding rinks (thank you Chuck).

Challenges

- Rumors can be extremely counter-productive to the tasks we are trying to accomplish. As recent as 2-weeks ago I heard a rumor that our project was dead. It is frustrating to work as hard as we have only to have **members** spreading these untruths. If you hear something and know it isn't correct - correct whoever is saying it. If you aren't sure if it's correct - ask someone who knows. Talking about what you heard further in the company of others is no different than spreading the rumor yourself. It's that simple.
- Earlier in my message I mentioned that our ADM numbers were down. There are many possibilities why this occurred. From a programming standpoint we have been discussing improvements for the last 3 months. We are spending a great deal of time with members, ACE Directors and as a Board to field a better program. Understand it'll never be 100% of what everyone wants. At the same time we know it can be improved.
- Focus is probably the biggest challenge we face, not only as a Board but as an Association as well. It is difficult at times to keep track of what is most important. Our focus over the last 12 months in particular has been the new rink. We knew we weren't going to have a home eventually so it has been this Board's focus to get a new one built. Sometimes that causes people distress because their needs seemed to be back-burner. We are sorry for this but we've made the best attempt to do everything with the limited resources we've had.

In Closing:

- Thank you to this Board for their work and support over the last year.
- Thank you to our membership for their patience. At times the updates weren't numerous and the decision was made to notify members when there was hard data to report. For the frustration that caused at times, I'm sorry.
- We are all part of something very unique and special with the construction of our new facility. Up until this point a very small percentage of membership has pitched in to help. We need everyone's help to get this project completed for our Association and community. It will be well worth the effort.

2. Bylaws amendment review and vote

Secretary Betsy McCrary reviewed the proposed changes to the Bylaws from the SPYHA Board of Directors:

Proposed Change 1 - Remove parents of DC Diamonds players from SPYHA membership eligibility.

Proposed Change 2 - Update the Bylaws to reference ADM instead of "In-house" representatives

Proposed Change 3 - Indicate that the one ADM representative would represent U6 and one would represent U8

Proposed Change 4 - Remove the position of DC Diamonds representative from the SPYHA Board

Background -

Proposed Changes 1 and 4 stem from the DC Diamonds approved request that WAHA grant them association status. As an independent association, the DC Diamonds would no longer have SPYHA as their sponsoring association; therefore, there would not be a need to continue a formal reporting relationship. It would be unusual to have another association with voting rights on our youth hockey board. At the same time, there is no reason that the close relationship between the two entities would not continue.

Proposed Change 2 aligns the terminology to the current program. At this time, the only "in-house" program SPYHA has is ADM.

Proposed Change 3 ensures that both U6 and U8 programs would have representation on the Board. This is not without challenges, however, as there is some concern that the U6 families are the most difficult to engage and therefore it is a challenge to find someone willing to step up.

Betsy pointed out that changes 1 and 4 would likely need to be approved together.

Dave Batterman opened the topic for discussion. Jason Ledford asked if there would be any issues with double rostering players between the Diamonds and SPYHA. Betsy explained that WAHA has a policy in place to address this situation. James Trent asked if dropping the Diamonds position from the Board changed the number of voting positions on the Board. It would reduce this to eleven, with the President only voting to break a tie vote.

Jen Kurtz made a motion to accept proposed changes 1 and 4. Steve Traut seconded the motion. Motion passed 32-0.

Paula Walker made a motion to accept proposed change 2. Marcie Rauls seconded the motion. Motion passed 31-1.

There was additional discussion on proposed change 3. Jen Kurtz could see this being a sticking point, as finding a U6 parent could be challenging, and Marcie and Karen as in-house reps this year were able to make it work. Marcie agreed that it is a challenge finding someone. Lisa Wendler was worried that there would be an expectation that the U8 rep would be required to cover both if the U6 position was vacant. Karen Welling concurred.

Bill Welling suggested that during the season potential candidates could be approached. Jen Kurtz asked about a "team rep" concept to help distribute the workload. Jason Ledford thought we should take a shot at it, as it might get more people involved. Dave Batterman agreed, hoping it would encourage more new families to step up.

Jason Ledford made a motion to accept proposed change 3. Dave Batterman seconded the motion. Motion passed 23-9.

3. Elections – Election Committee (Paula Walker and Marcie Rauls)

The election committee presented the list of positions and candidates:

President-Elect – none

ADM rep 2 (U6) – none

ADM rep 1 (U8) – Lisa Wendler

Squirt – Marcie Rauls

PeeWee – Karen Welling

Bantam – none

HS2 – none

Treasurer – Gary Brendemuehl

Coaches rep – Jason Ledford

Jason Ledford nominated Angie Hadley for President-Elect. Angie deferred her decision.

Betsy McCrary proposed that votes any positions running unopposed would be recorded via a hand or voice vote. Jen Kurtz seconded the motion. It was noted that ballots were also available from the Election Committee. All agreed to use of a voice/hand vote for unopposed position.

Dale Ripp asked if Gary Brendemuehl could provide some background information. Gary has a bantam-age player and has worked for two years on the capital campaign committee. He is interested in doing more to help the association.

James Trent volunteered to run for HS2, as he feels it is important to have representation at this level to start the season. Karen Welling nominated Steve Traut for bantam rep, and Steve accepted.

The results of the election are as follows, selected by unanimous voice ballot:

Treasurer – Gary Brendemuehl

HS2 – James Trent

Bantam – Steve Traut

PeeWee – Karen Welling

Squirt – Marcie Rauls

ADM rep 1(U8) – Lisa Wendler

ADM rep 2 (U6) is vacant.

Chris Gehrman nominated Troy Giesegeh for coaches rep. Troy respectfully declined. Jason Ledford was elected coaches' rep.

After further thought, and seeing no other candidates, Angie Hadley accepted the nomination for President-Elect and was elected.

Dave Batterman welcomed new Board members, who will assume their responsibilities July 1, 2013.

Steve Traut requested contact information for the website from all new Board members.

James Trent asked what will happen with the ADM vacancy. This will be filled by the Board of Directors, likely after mid-October. The hope is that the ADM program will be at the closest rink, possibly Waunakee

3. Other business

Paula noted that year-end and month-to-date financial information is available upon request.

The annual meeting was adjourned at approximately 7:00 pm, with a brief recess before the start of the regular May Board meeting.