

# SHEBOYGAN BLUE LINE ASSOCIATION - JULY BOARD MEETING MINUTES

07/10/2024 @ 6:30 PM at Sheboygan Lakers Ice Center

Attendees: Erin Lindow, Brian Allen, Salena Russell, Paul Avery, Josh Holte, Kayla Ostermann, Eric Hawkinson, Mark McCurdy, Kathy Scott, Tom Cagle, Kasey Schroeder, John Taber, and Kelly McAndrews

**MEETING** called to order at 6:36 PM

Approved Minutes from June posted on Lakers website with no objections

Treasurer's Report for June emailed - motion to approve by Eric / 2nd Kayla = PASSES

We will present the final 2023-2024 financials at the August meeting.

**RINK MANAGER** – Tom

- ICE is in and AHL (Adult Hockey League) used the ice on Sunday.

**OFFICE MANAGER** – Kasey

Financials

- Next Level Camp – Advanced Camp needs a few more skaters to make.
  - New promotion – to offer the first 5 skaters that refer a friend/new Registration and they sign-up they will both get a \$100 (discount/refund). **MOTION** – Eric/2<sup>nd</sup> Kayla PASSED

**RED RAIDERS** – Kelly McAndrews representative spoke.

- High School Coop has added New Port Washington & Grafton High Schools due to rezoning of the school districts.
- Captains Practices are Beach Workouts. Please contact RR to get on the email list if you are unaware.
- The game schedule is set, and Joe R will be ordering Jerseys in the next couple of weeks.
- HS (home) Thanksgiving Tournament was looking for one additional team and (travel) Tournament is new location in Wausau area.

**ADMINISTRATION**

(SLCF) Foundation Update – (ERIN)

- The Foundation has \$502,000 in assets and \$100,000 liquid access with more money in long-term investment. A new move to invest of the \$100K into short-term CD to capitalize on the possible gains from the aggressive Market.
- Foundation's purpose is to be there for Catastrophic Events and Capital Projects. They have approved
  - Capital Projects - They have approved a new unit above Locker 4.
  - Practice Jerseys – donation
  - Ice Bowling Profit for 2024 is \$20,000.
    - Beer sells continue to increase for the event.
  - Storage Space and Unit project
    - Randy is looking at building an onsite storage unit and getting bids estimated \$50K.
    - Elimination of offsite storage units: 2 storage units for Ice Bowling (\$300 per month), and 1 storage for rink - Boards and Nets. (\$100 per month). This would reduce the DIBS hours for moving items around.

**PRESIDENT'S EXPECTATIONS:**

- Erin is requiring all Committees to develop and communicate plan Six-months in advance vs 1 month plan current. This will help the Association communicate better and avoid being reactionary.
- The new expectation is that each committee will come to the Monthly Board meeting with items that need to be voted on or discussed for future direction. All summary of Committee events and projects should be provided in monthly Committee Meeting Minutes stored on the Lakers

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Website under each committee. This will save time within the Board meeting for important topic discussion.

## SAFETY PLAN:

- There was a medical incident at the rink and the AED kit was locked in the Concession Stand.
  - Looking for a new Medical Safety Plan for locations and storage of equipment.
  - Erin will purchase extra First Aid Kits to be in various parts of the rink.

## PHOTOGRAPHER:

- A review and discussion of last year's Picture Event, a vote was taken to approve "Josh Photography" for this season. The Marketing Committee will organize the event and provide more information later regarding packages and times.

## COMMITTEE REPORTS

### FACILITIES (Josh & Sam)

- Present 2024-2025 plan - Saturday for painting scheduled on Saturday / Sunday
    - Power wash and paint lockers
    - Wainscoting in the Community Center
    - Referee Room (John Lucas a passed away donated the shower).
    - Coaches Office and Girls locker repurposed.
      - Suggestion of Urinal Flush less installed.
    - Storage Tub make a rack for the Equipment in the Totes to have them slide in to reduce space
- \*\*Erin requested a plan per month be created for activities and improvement needing to be complete at the Facility to present in July meeting.

### YOUTH HOCKEY COMMITTEE – John Taber presented (John, Sam, and Kayla)

- Only CHANGE to the YHC Handbook
  - Dual - roster regulations prior to the start of the season change for the handbook.
  - 4 criteria required. (PLEASE REVIEW THE YHC JULY NOTES ON THE LAKER WEBSITE FOR DETAILS).
- Current registration numbers/proposed number of teams
  - First Ice – 7, Mitey Mites – 8, Mites – 31, SQ - 29 (3 Teams), PW - 20 (3 Teams), BT - 17 (2 Teams)
  - SIRENS - 10U Girls – 9 & Mites Girls – 3 (Jersey purchase will need to be discussed).
- Root Beer League - Great numbers with 147 skaters signed up. 30+ skaters outside of our Associated
- Power Up – September Evenings
  - September (Sunday night stickhandling be included with Registration)
  - \$75 - Tuesday and Thursday only 2 (1.5-hour timeslots)
- Referee Numbers
  - Some are coming back and who is new (Brian).
  - YHC needs to purchase the Referee Jersey in the locker room.
- Neck Guards - are available in the Lakers Proshop.
  - Required to play 2024-25 Season (Effect - August 1<sup>st</sup>, 2024). YHC has applied for the WAHA grant \$1000.

### TOURNAMENTS – (Erin and Salena)

- Registration numbers – Only 9 spots (5 Dec / 4 Jan) left for the 2 home tourneys

### FIGURE SKATING (Kathy)

- Beat the Heat/BASH (7/15) – Two more Food Trucks reached out for a total of 8 Trucks.
  - Tables inside setup for advertising & outside for eating

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- Food Trucks will be set up near the container on the south end of the lot.
- Try Hockey for Free only has 3 skaters signed up
- Dibs are full for the event

## MARKETING (Kayla)

- Advertising - Root Beer
- Create Marketing Bins for Schools or Events
- Season Photographer – create plans
- Merchandise
  - Rahn to proposal selling Lakers Merchandise to the Association:
    - Rahn has supplied the Merch for (Root Beer League).
    - Proposal to be presented during August meeting.

## FUNDRAISING (Paul)

- Golf outing at BBR- Meadows 18 holes \$150 per golfer/\$600 per 4-somes, Sunday September 15<sup>th</sup>.
  - Profit of \$3900 after greens fee
  - Special Registration to pay the Association directly is being set up in SportEngine by Kasey.
  - Corey has the Raffle Tax-exempt # run through donations.
- Cell Phone Towers - 2009 \$14,400 a year. Seek a renumber
  - Authority the fence circumference.
  - 10% increase seems low
  - Jared has contacts in SEDC contact to assistance with

## STRATEGIC PLANNING & PROJECTS (Eric)

- Long Range plan will need to be presented at fall open house
- Main group sections in the Strategic Plan will be mailed to the Board.
  - Participation Growth - Eric wants actionable items and time bound.
  - Skater Development - Skating Coach for each level, Next Level Camp, and a Winning Environment “everyone wants to win.”
  - Financial Stability - Scrip purchase, want to win
- Current Facilities - Expansion
  - A small sheet (½ ice) of ice for player develop
  - A “Company” will come, do analysis, and quote the ½ to be added to our rink.
  - Be ready to present this plan at Fall meeting in September
- Jersey Committee Update
  - Working to order the Practice Jerseys
  - Finalize the Sirens order and other Rink Purchased Jerseys.

*Meeting Adjourned 8:45PM*