



WAUKESHA COUNTY YOUTH HOCKEY ASSOCIATION

BOARD MEETING MINUTES - JULY 14th, 2021

1. INTRODUCTIONS: Meeting called to order at 6:02 PM

- a. **Board Member Attendance:** Chad M., Patti E., Chris P., Bobby G., Kurt H., Tim W., & Tom G.
- b. **Board Member Not in Attendance:** Chris S. & Tom N.
- c. **Membership Attendance:** Valerie Shurley

2. JUNE MEETING MINUTES: REVIEW/APPROVE Minutes sent to the board by secretary prior to the meeting. Chad motioned for approval, Bobby approved/Chris P. Seconded

3. JUNE TREASURE'S REPORT: Organization came out approximate \$5,000 ahead of budget; overall activities are quite at this point in the year; Working on coaches' credits and working to resolve the open credits; Chad motioned to approve: Bobby approved /Chris P. seconded

4. MEMBERSHIP COMMENTS: Valerie Shurley - Fundraising coordinator. Discussed the need to find an efficient solution for Scripts fundraising utilization. Every month a credit memo is posted to the account and creates additional financial accounting steps. At this point there are not many people that purchase the Kwik trip cards on a regular basis. The organization has earned \$2,800 from the program, but there are challenges to continuously manage the cards. Organization needs more details from Scripts on such items as the possibility of reloadable cards and what other options are available for the organization.

5. NEW BUSINESS

A. WARHAWK DAY UPDATE/COORDINATOR (Alex Beversdorf) ANNOUNCED: A small group met (2) weeks ago to discuss the event and utilization of any proceeds, instead of doing it as an organizational fundraiser. Moving forward the proceeds will go back to a community charity (TBD); The event will feature the following: bucket prizes at each level, Admiral's swag, food truck, blood drive, gear resale, try hockey for free day, several raffles, coach's day, patch distribution, all hair team display, banner reveal, skate sharpening competition and skills testing. The event will go from 8AM – 6PM. The event is shaping up to be a great day of festivities. There will be a follow up meeting to finalize details. Tom G. suggested communicating Warhawk day flyer to local schools.

B. PARENT MEETING/GOLF OUTING-SEPTEMBER 12TH, AT MORNINGSTAR: Golf outing registration is currently open; In response to several families inquires on the gear resale, there will now be two resale opportunities: (1) at the parent meeting & (1) at Warhawk day. Looking to be a great event.

C. FALL SPEED CAMPS: Registration is currently open. Starting the week of 7/19, the camps will be opening to other organizations to fill skater spots. To date there are (94) skaters signed up.

D. GOALIE DIRECTOR ANNOUNCED: Rob McGaver, Rob brings solid experience to the position and has worked with our mite goalies in the past. Rob's skater fees will be waived for his service to the organization.

E. REGISTRATION UPDATE: Registration is open and currently have 148 skaters registered as of 7/14/21. There are (4) skaters that graduated to jr. Admiral program. There were (4) skaters that decided to go to co-op, but we still are anticipating similar numbers to last year (250-26 skaters). Registration will run through 7/31/21. All new families are excited to join the organization and we continue to gain momentum with adding new skaters to the organization.

6. UPDATES

A. PRESIDENT: Kimberly Kuehl and Nicole Varani will help with Charlie Tombs with the equipment this season. Game Socks will be handed out at Warhawk day; social media: Erin Gollnick will be assisting with social media information and has requested team managers contact her directly with any information to potentially be posted during the season. The organization is working to create a consistent structure around what is posted on social media for the upcoming season; Valerie Shurley suggested researching possible marketing companies to explore strategies to help promote the organization.

B. VP ON ICE: U8 Parent meeting: U8 CC reps and hockey director will be meeting to prepare for a U8 parent meeting (tentative U8 parent meeting date 9/19/21); Reminder U10-U14 Skater Tryouts will be Sept 24-28th.

C. VP OFF ICE: Girl's hockey: Jeremy Halvorson has assumed the role of Assistant Girls Hockey Coordinator. Jeremy steps into this role with lifelong passion for hockey. The Halvorson family has two girls, Quin and Emily who are both entering their 3rd year in youth hockey. Emily will be playing for the co-op girls team Lake Country Warhawks 10U, and Quinn will be playing for the co-op girls' team Elmbrook Valkyries 14U. Jeremy is very involved in coaching our skaters and is excited to continue to move the game of hockey forward to finding ways to grow the girl's hockey program within the WCYHA; U10-U12 Girl's parent meeting had a smaller group of parents, while the U14 Girls parent meeting had a bit larger parent turnout. U14 Girl's coach was The Lake Country Warhawks will be hosting a Girls Try Hockey for Free Event on August 15th from 3:30-4:30 pm at Nagawaukee. The session is being run by coaches and players from the Arrowhead High School girl's co-op team (the high school team many female skaters from WCYHA will play for) as well as other female coaches from within the co-op organization; WCYHA policies and procedures have been updated and provided to the board for review. Anticipate voting on procedure and policy changes in August; Fundraising Opportunities: Great introduced and had a chance to talk to parents. LCW closes its registration 7/15/21. Josh Finke indicated LCW U10 will have (2) teams and is working with our hockey director to create a proper evaluation process to create the LCW teams. Elmbrook will be handling the registration process for the U14 girls, which is expected to open the week of 7/19; on-going discussions regarding fundraising ideas to include such things as possibly Chick-fil-A at tryouts, end of the year organization event – more to come; Region 5 General workshop will be taking place in Stevens Point; All skater release requests have been review and approved by the board; Working to create a different solution on how to use volunteer hours in the future.

D. TREASURER: NA

E. 14U LEVEL DIRECTOR: Continue to see good turnout for off-ice workouts and Sunday open sessions

F. 12U LEVEL DIRECTOR: Good turnouts for Sunday open sessions (20-30 skaters), working on pre-skate planning, Off-ice training might be opening to 12U skaters to join 14U on Wednesday nights in Delafield. Tim to follow up with Jen Wake to discuss possibilities; 12U Tournaments are all lined up for the upcoming season.

G. 10U LEVEL DIRECTOR: Sunday open sessions are seeing skater numbers increase; Nags will be closed for a period in October for refrigeration upgrade; 10U Tournaments are being lined up for the upcoming season; Bobby G. suggested additional grey and gold practice jerseys for various line work and practice strategies.

H. 6U/8U LEVEL DIRECTOR: Tom G. inquired about grow the game funds to set aside, where does that sit? Chad encouraged that if people have an idea for growing the game, we will entertain all options and analyze the best use of the funds. What can we do to accommodate families that choose to not join the organization? Recruitment coordinator needs to reach out to families that choose not to join the organization and obtain feedback; Tom G. suggested we drop mites/mini-mites and move towards U8. Organization needs to align on naming convention at all levels; 2014 and younger skaters will not get a numbered jersey until they reach U10 level. All U8 level players will use reversible jerseys for the entire season. If you already have a jersey from the 2020-2021 season or prior, you will be allowed to wear throughout the upcoming season and beyond. This will also be discussed at the parent meeting; Still need a tournament coordinator for the winter classic.

Adjourned at 7:21PM