

Sioux Falls Youth Hockey Association

Board of Directors Meeting

June 8, 2022 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), Elliot Hitt (Treasurer), Adam Gorra (Past President), Derek Berg (Development Director), Leah May (Travel League Director) and Amanda Smith (Director of Tournaments). Quorum was present. Dan Houck (Director of Hockey), Cherry Hunter (Director of Operations) and Penny Malwitz were also in attendance. Mike Riedel (City League Director) and Ed Davis (Secretary) were absent.

Secretary's Report – Corey Rothrock made a motion to approve the May 11, 2022 Board of Directors Meeting minutes as submitted. Motion seconded and carried.

Treasurers Report – Elliot Hitt – Elliot presented Balance Sheet and Profit & Loss Report as of June 7, 2022. Elliot presented proposed budget for the 2022-2023 season. Noted – the higher than usual Miscellaneous Income and Expense during the 2021-2022 season included the expense and income for new trophy case, SDAHA fine and new complimentary Flyers decals, plus room rental fee for Fall League meetings. Elliot recommended no player fee increases for Player Registration and Fundraiser Fees. Adam Gorra made a motion for SFYHA Player Registration and SFYHA Fundraiser Fees to remain at the same levels as last season. Motion seconded and carried. Elliot will determine if Positive Pay bank fee of \$40 per month should be dropped. Board members requested final approval for the 22-23 Budget, except for player fees, be tabled until the July meeting.

Director of Hockey – Dan Houck

- Met w/ Brandon Wildung regarding goaltending development for next season and waiting on a proposal for him regarding his commitment/availability for 2022/23
- long-term I think we need to find a full-time goalie coach for the Flyers who also coaches a team for us. We have too many young kids who want to play goalie and need to fuel this fire. Need position of focus
- Held high school coaches meeting w/ Sam Everson -topics included match penalty/misconduct supplemental discipline, practice structure, additional workouts for HS teams
- Met w/ Mark Bukovich and began work on practice schedule
- Helped Leah and SQ League Manager w/ SQ Tournament Selection – tournament selection process does consider tournament registration cost and the price of fuel for travel.
- Met w/ Brad and Jesse at Sanford Power regarding adding a second workout for all HS teams -BOD will need to approve the extra work out for HS players.
- Season planning meeting for coaching development w/ Andy Gillham for 6/10/22 -Andy/I want to get ahead of getting meetings planned for coaches
- Worked w/ Cherry on fall events/clinic schedule
- Ice planning meeting w/ Brian Prisbe schedule for June 21
- Had two zoom meetings w/ Verbero and then a group zoom meeting w/ several BOD members and Andy Sutton President of Verbier regarding team wear/apparel for SFYHA
- Noted Max Muscle is closed – may be a good location for training and offices.

Admin Update – Cherry Hunter

- Fall Schedule – Working with Coach Houck, Jeff Rink, and Brian Prisbe to finalize Fall 2022 schedule for SFYHA

- **SDAHA Hockey Hall of Fame** – The IcePlex has limited space but will offer options to the HOF committee. If the IP is the HOF host, the display would most likely be in the mezzanine of the FM Rink. Watertown is also at the top of the list.
- **High School Nationals** - High School League Manager would like to see attending High School Nationals as a coach contract requirement if one of our Varsity teams qualify. March 23-27, 2023 in Wayzata, MN
- **Discipline Reports** – End of year Discipline Report included in board packet. Detailed reports with names & infraction for Game Misconducts, Game Suspensions, Match Penalties, Incident Reports for Zero Tolerance, Violation of Code of Conduct, Rink Ejections and Grievances are on file.
- **USA Hockey Annual Congress** – Begins Thursday, June 9 in Colorado Springs. I will be attending several sessions via zoom.
- **SDAHA Youth Varsity Tournament** – The SFYHA bid for the tournament is ready for submission. Deadline is June 30
- **SFYHA Hosted Friendship Games** – Included in board packets & updated to coincide with ice and referee cost increases. Sam Everson made a motion to approve the updated Standard Costs reflecting referee pay increases and ice cost increase. Motion seconded and carried.
- **Sanford Ad** – Shoot for ad will take place tomorrow morning. 35 players indicated interest with 4 girls and 4 boys drawn from “the hat” to participate.
- **Referee & Coaches Clinics** – Jeff Rink is now an Official Instructor. Working with Jeff to set dates in September and in November. Coaches CEP Level 1-2-3 will all be held virtually.

Director of Development – Derek Berg

- Puck Club kicked off Monday, June 6th. Jordan Gillis created a Google form for parents to complete instead of sending sheets in or they can email to Derek as well. www.siouxfallsflyers.com/puckclub
- No news on hockey club. Before next meeting, Derek will visit with area clubs similar to ours to find out pros/cons.
- Started to ask for donations to Raffle for next year.
- Ordered Thank you cards to send to donors/sponsors from last year - Will send by end of month.
- Engaged with First Premier about renewing 3 year sponsorship agreement. These grants/sponsorships get reviewed by First Premier in fall. Derek would like to put together a presentation about what Flyers are and what we offer. Might need outside (or Flyer member) Marketing help putting it together. Derek will think about it and present in July.
- Working on 22-23 sponsorship packet with updated pricing and options.
- Luxury Auto Mall agreed to serve as the Puck Club Sponsor for \$2000.

Director of Tournaments – Amanda Smith

Amanda presented data with 20-21 tourney registration fees, 21-22 tourney registration fees, increased costs for 22-23, listing of tourney registration fees for other associations and 3 proposals for tourney registration fees for 22-23. Noted – SFYHA hosts tournaments for the Blue and Orange teams, but do not host tournaments for the White teams, JV or Varsity or Lady Flyers. Members discussed the option for SFYHA teams to have the tournament fees waived for Flyers home tournaments. No action was taken. Adam Gorra made a motion to approve the 2022-2023 Flyers tournament fees:

- Squirts - \$1075 per team
- PeeWees - \$1250 per team
- Bantams - \$1125 per team
- Mites - \$500 per team

Motion seconded and carried.

President's Report – Sam Everson

1. Off Ice Build Out/Plans – no additional information received from Joe Zueger or Brian Prisbe. Discussion points – How to fund? Possible 50% match for costs? Most likely need to raise \$1.5 mil for the project and need boots on the ground. Consulting firm? Max Muscle building option – takes out the locker rooms. Elliot Hitt will contact co-owner of the Max Muscle building.
2. Supplementary Disciplinary Baseline – Sam presented possible options.
 - 1st Game Misconduct = 2 game suspension with one from SDAHA and one from SFYHA
 - 2nd Game Misconduct = two weeks of no participation
 - 3rd Game Misconduct = no longer eligible for participation with SFYHA
3. Verbero – Apparel out of Canada. Discussion included:
 - Have all equipment – from skates to helmets to breezers
 - All apparel rights
 - Cost of Goods is lower
 - Verbero Stick program
 - Team gear – half the cost of warm-ups, etc
 - Flyers get kick back
 - 3rd jersey?
 - Revenue for camps to SFYHA
 - Do their own manufacturing, not outsourced
 - Maybe Kick-off in the fall with Stick promo
 - Spiritwear Chair has not been involved in the discussions
 - Suggested maybe trying rental gear only this season
4. Player Transfer Status and Discussion – Player Transfer Request data presented as of June 8. No action will be taken on Player Transfers until after the August 10 Squirt and older registration deadline. Sam noted Brandon needs to get an indoor rink to resolve their issues or dissolve. The annual concerns with Player Transfers from Brandon put SFYHA in a difficult position due to ice constraints.
5. SDAHA Communication Channel(s) – Corey inquired as to the SFYHA Rep on the SDAHA Standing Committees. The SDAHA Rules Committee has not been active for years. Jon Carroll serves as the SFYHA Rep on the SDAHA Discipline Committee.

Agenda Items:

- SFYHA Travel Game & Tournament Limit Policy Review – Board members reviewed the USA Hockey Development Model with game count/game days per league. Corey Rothrock made a motion to increase the number of tournaments allowed to 6 tournaments for the Squirt League. Motion seconded and carried. The document will be updated to include Squirt Girls 10U as well as their SDAHA identification of SQB3.
- Bus Rules/Behavior – The bus rules are supported by the Board of Directors. President Everson will address the rules, behavior, and possible consequences at the Fall League Meeting. The information will be communicated to players in a strong voice. SFYHA is responsible for damages to the bus.
- Mite Travel Teams – Discussion of more than 5 Mite teams was held. Focus is on the Mite City League. No board action.

Sioux Falls Youth Hockey Association Mission:

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

Meeting adjourned 10:27pm

NEXT MEETING
July 13, 2022 6:30 pm
Sanford Conference Room at the IcePlex

Respectfully submitted,
Cherry Hunter
SFYHA Director of Operations

Adopted July 13, 2022 _____ by oral resolution at meeting / written correspondence
(Date) (Circle one)