

Sheboygan Blue Line Association - Board Meeting Minutes

12/11/2024 @ 6:30 PM

Attendees: Kayla Ostermann, Kathy Scott, Mark McCurdy, Jared Roe, Nels Quackenbush, Eric Hawkinson, Kasey Schroeder, Sam Schroeder, Erin Lindow, Salena Russell, Paul Avery, and John Taber.

Call meeting to order 6:32PM Treasurer's Report (Nels) - **Motion** to Approve - 1st Kayla /2nd Eric PASSED

Tom Cagle

- Not available. Commented the season is going well.

Kasey Schroeder

- Calendar Raffle
 - a. Overview (Printout to be shared) . Showed financial for calendar sales. \$33,066.
 - b. 17 families choose not to sell calendars out of 158 families.
- Calendar Refunds
 - a. Lakers families - sell at least 25 calendars and they are eligible for a \$125 refund.
 - b. Families who decided to not sell calendars were 25, Families who did not sell the required amounts were at 20 as of this morning. Four families still need to turn in packets or will be invoiced \$125.
 - c. Red Raiders Calendar refund as there may be a discrepancy in the refund policy for selling calendars to the Booster Club. Kasey/Taber will review for the next board meeting.

Red Raiders

- No representative attended

Administration

- Open Skate cost and time benefit. - **Motion** to raise the cost of Open Public Skate. 1st Nels / 2nd Eric - PASSED
 - a. Friday's night Open Skate - from \$7 to \$10 (w/ Skate Rental staying at \$3)
 - b. Sunday's day Open Public Skates - always have birthday parties booked. From \$7 adult / \$5 kids. \$3 skate rental.

Committee Reports

- Facilities (Josh & Sam)
 - a. Memorial jerseys were hung above the drinking fountain. Some water issues were discovered & will need to be addressed. This prevents us from adding some wording and logos to the wall, but I think we can work around it with a sign instead (until the water issue can be addressed in the offseason.
 - b. A partition door latch was discovered to be broken in the men's lavatory. Replacements have been ordered and will be installed once they arrive.
 - c. Shooting room - need a better flooring option. Locking the room (number pad option).
 - d. Locker room #2 Bathroom was left in a mess.
 - Suggestion to YHC - to have Coaches Walk through the Opposing Team's Locker room after the Visiting Team vacates to ensure nothing is out of place. No damage or Horseplay occurred.
 - e. Heat is not balanced - locker room is not balanced between rooms.
 - f. Painting bathroom doors.
- Figure Skating (Kathy)

- a. Holiday Show December 22nd 4:00PM
- b. King's sales 450+ fundraising - great increase.
- Fundraising (Paul & Salena)
 - a. Salena was added as a new member of the fundraising committee.
 - b. Paul and I are compiling a complete list of sponsorships for all aspects (Red Raiders/Ice Bowling/Rink rafter, etc.) of the rink. Look to have it complete for the end of the season. c. Aiding in looking for Zamboni sponsorships.
 - Looking for a Zamboni and how we can do it better.
 - Johnsonville is no longer a tournament after this year. .
- Marketing (Kayla)
 - a. Won first place at Sheboygan Holiday parade.
 - b. Put on a fun Red Raiders program, they waived fees for us!
 - c. Ad in December Savings Plus Ad
 - d. Please promote Christmas Xmas Santa skate and New Year's Day skate
 - e. 1/19 Swiftie skate
 - f. 2/9 Tailgate skate "Super Bowl" Sunday
 - g. Disney Skate we had 70 skaters (goal 75 skates). Good
- Strategic Planning (Jared & Eric)
 - a. Jersey Committee (Jared/Salena/Mark) -
 - Sale of old Jerseys - The inventory of the Red Mite Jerseys is complete and next is the full inventory of last year's Lakers Jerseys. Working on a plan for selling jerseys.
 - Open Orders - still have two more orders to come in for late orders.
 - Uniform Payments - Reimbursement from Parents for uniform charges was sent to Kasey today.
 - b. We have created a shared folder for the committee that covers many of the topics highlighted in the plan. Use this link to review the materials we have found to support some of the desired outcomes along with ideas on how to increase skater participation. You can see from the document that we are still collecting data for the cost of other sports. We are doing very well with our retention compared to many other programs in the state. After reviewing, please let us know what questions you have.

https://drive.google.com/drive/folders/1SAB891TNHqoSkuvhdQDpW1_HVUbdFK4d c.

There is a Program comparison across organizations at U8 and Sheboygan is a lot better than other surrounding organizations.
 - d. The Strategic Plan needs to ask the question, "what solution are we trying to solve?"
 - Girls Skating programs are growing, and they will need ice time.
 - Do we want better time slots for more games?
- Tournaments (Erin)
 - a. Still have (9) DIBS slots open and SIX are mandatory. HOW DO WE FILL?
 - New Tournament Director
 - b. New Tournament Sponsor.
 - New Year new Tournament Name and Sponsorship \$1000
- Youth Hockey Committee (John, Sam, and Kayla)
 - a. Shooter Tooter (Red not white as ordered) are in.
 - b. US Hockey is requiring Locker room Attendants to monitor player conduct.
 - The Buddy System concept that will require another non-Coach to be SafeSport Certified that will be in the locker rooms while the coaches are still on the ice or bench. ○ YHC's suggestion for Locker room attendants to be given 25 hrs. for Dibs. Board discussed and

determined the position needs to be developed and “Dibs Process” needs a detailed evaluation for providing an amount.

- WAHA has the same number of violations this season now as all of last year.
- c. More Ice Time: 7 weeks in Manitowoc (Swap ice hours during summer).
- d. Players Verification (for age) YHC is trying to do age verification at U8 instead of U10 Verification to get ahead of any issues with the WAHA rosters.
- Old Business (not addressed above)
 - a. Board Background Check - SafeSport for all Board Members must be done by December 31st, 2024.
 - b. Update to Payment Policy this year - on December 31st, all skaters fees need to be paid in full by December 31st, 2024. The current payment plan must be paid in full by December 31st.
- New Business
 - a. The Dibs Program needs to be evaluated at a strategic level to understand how many hours are needed by the organization and how many are being filled. Due to the fewer number of people fulfilling Dibs later in the season, this is causing a shortage. There may be positions that will need to be paid and Skater dues will be raised accordingly. A Team will be put together to evaluate this.
 - b. Great mentors/more coaches - some ties with the Men’s League into the Lakers that will be involved in helping out in the organization. Young Men’s Hockey players could help out the program in specific opportunities, like first ice, Try Hockey for free.
 - c. Next meeting will be moved forward by one week due to a High School Hockey game. The new date is January 15th, 2025.
- Public Forum
 - a. No one attended.

Adjourn 7:55PM