

**Watertown Hockey
Association 6/30/2025 - 8PM
Zoom Meeting Minutes**

Board Of Directors Vega Nutting Dave Cushman Jordan Hess Jeremy Kreigbaum Shane Caswell Ginger Sherrill Michelle Rist Tom Eiss	Executive Committee Ginger Sherrill - <i>President</i> Shane Caswell - <i>Vice President</i> Sean Ryan - <i>Treasurer</i> Amanda Caswell- <i>Secretary</i> Michelle Rist - <i>Registrar</i> Jon Rose - <i>Ace Coordinator</i>
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- Establish Quorum Present- Majority of Directors (4 or more required)
-Shane, Ginger, Dave, Jordan, Michelle
- Call Meeting to Order
-Meeting start: 8:05pm
- Financial Update
-Sean provided an update on financial reporting, explaining that he needs to obtain historical account statements from Watertown Savings before he can complete a comprehensive financial review, which he expects to finish by mid-July.
- New pricing for Referees:
-An emphasized on the critical need for referees was presented and offering incentives was suggested for young players to become referees, particularly those transitioning out of hockey at the 16-18U level. It was reported that Mike Warner is interested in conducting a referee clinic this fall, requiring participants to complete USA Hockey certification first. The group explored ideas to increase referee recruitment, including potential subsidies for young referees and promoting the program to 14-year-olds who can start officiating with working papers. The following is the approved rate for the 2025-26 season for referees:
 - 10U - \$55 per ref
 - 12U and 14U - \$65 per ref
 - 16U and 18U - \$75 per ref-It was suggestion to have Mike Werner come speak to parents, players and coaches about what legal play is including key rules at each age level. It would also be an opportunity to advertise for referee sign up.
- New Ice rate coming out:
-Ginger reported that ice rates would increase to \$105 per hour, potentially increasing from \$90 an hour as per Scott Weller. This has not been approved by City Counsel yet, but a potential for August time frame was discussed. They also discussed the need to finalize registration fees and open registration soon to better predict ice usage.
- New registration fee for 2025-26 season

-The board approved registration fee increases across all age groups, with a proposed pricing structure being implemented starting July 7th. The board agreed to move forward with registration despite some uncertainty about the girls' program pricing structure. It was suggested including context about rising costs in the registration communications, noting that the organization's fees remain below the state average despite increasing ice and referee costs. Shane offered to help craft communication about fee increase. There was discussion about increasing enrollment, offering opportunities to new members, and greater opportunity around setting the fee.

-Registration fees submitted for review:

-6-8U \$375

-10-14U \$600

-16-18U \$425

-Ginger motioned to accept the proposed registration fees

-Michelle 2nd motion to accept proposed registration fees

-Ayes: 5

-Nays: 0

-Abstentions: 0

- Power play contract

-The group discussed concerns about the Power Play program's effectiveness and lack of metrics to track success, with Shane noting they spent \$9-11,000 without proper tracking. Michelle provided data showing 32 active registrations across August and September, though there was confusion about whether this included the Learn to Play program. Ginger explained they paid for supplemental ice on Thursday nights, while David suggested conducting calls to MIC players to gather feedback and explore ideas like free first-year registration or referral discounts to improve participation.

-The board discussed player participation and ice time options at Power Play, noting that some parents chose not to participate due to concerns about smaller ice surfaces. They agreed to create a spreadsheet of registered players to gather feedback and assess program value, with registration opening in July to determine future decisions. Sean presented cost comparisons between Watertown and Clayton hockey programs, highlighting Watertown's competitive pricing and extended ice season, while emphasis on the importance of quality coaching and program reputation in retaining players.

-The discussion was tabled until July Meeting.

- Tournament Fee Budgeting

-The group discussed tournament fees and budgeting, noting that previous fees of \$3,500 per team for tournament entry were not fully met, with mites receiving \$1,500 and other divisions \$3,000. They acknowledged that tournament fees are increasing, with current rates around \$1,750, and discussed the rising costs of ice rental and referee fees, which have increased by \$10-15 per level. Michelle suggested that home tournaments should be sanctioned through the New York State Amateur Hockey Association, which incurs a fee of \$100-200, and Sean emphasized that hosting tournaments generates revenue for the organization.

- Summer Ice

-The group discussed offering three ice slots to the 18U team for supplemental ice or practice time this summer, with a total cost of around \$600. David suggested allowing flexibility for the coach to use the ice slots as needed, rather than strictly for tryouts. \$1,140.00 for 16/18U already scheduled. They would also like another date in Jul for a supplemental skate to try and pick up 3 or 4 more players.

-Board supports \$600 for additional ice time

-Jordan motioned to pay for 3 ice slots in summer to 16/18U

-Dave 2nd motion to pay for 3 ice slots in summer to 16/18U

-Ayes: 5

-Nays: 0

-Abstentions: 0

- 14U AA Select Team Budget

-The board discussed a need for the 14U AA select program to revisit and finalize their budget based on paid ice used for Summer and remaining for 2025-26 season.

- Figure Skating

-The group discussed ice time allocation and payments, noting that figure skating had requested additional ice time, which the board decided to deny. An historical context was provided on ice time payments. The board agreed to maintain their position on ice time usage, with Ginger indicating she would present ideas at the next Board meeting to address the issue.

- JCC Ice Request

-The board discussed ice slot donations to JCC and IHC, with David raising concerns about potential conflicts with city regulations and the need to verify scheduling feasibility. JCC is asking for the 3pm ice slot on Sundays, Sep 21 & 28, Oct 5th and Nov 9th. Discussion ensued about the goodwill and camaraderie that could be fostered. Suggestion that this be a contingent with figure skating taking the ice time. Ginger is going to follow up to see how they are going to complete a college game in 1 hour 30 minutes.

- Jon Rose resigned as the ACE Coordinator.

- Filling the empty board seat was presented, but ultimately tabled until July meeting.

- Meeting Adjournment at 9:57pm

-Ginger Motion to adjourn

-Michelle 2nd motion to adjourn.

Action Items

- Ginger: Email Scott Weller to decline the additional 30 minutes request on Monday from figure skating and request a one-year trial basis for the Sunday ice time concession
- Board: Find new ACE coordinator replacement for John Rose

- Sean: Complete financial analysis and provide detailed reports after July 14th once bank statements are received
- Michelle: Update registration fees in the system for all levels by July 7th
- Shane & Ginger: Draft communication message about registration fee increases and ice time benefits for the July 7th registration announcement
- Ginger: Contact Mike Warner about setting up a referee clinic and discuss potential subsidies/incentives for young referees
- Michelle: Create and share a roster of 8U parents for feedback collection
- David: Call 8U parents to gather feedback about the program and potential recruitment ideas
- Amanda: Follow up with Power Play for metrics and data about program outcomes and enrollment numbers
- Sean: Analyze financial impact of potential free/discounted registration for first-time 8U players
- Michelle: Investigate registration system options for implementing potential first-time player discounts
- Sean: Prepare detailed financial breakdown of ice time costs and usage for next meeting
- Ginger: Verify ice rental rates for tournament days with the city
- Ginger: Fix and update the coaching/director information on the website
- Ginger: Reply to John Terry approving 3 ice slots in Cicero for 18U team recruitment
- Michelle: Open registration
- Ginger: Follow up with Mike Ledo from JCC regarding ice slot requests and clarify timing requirements for college games
- Amanda, Shane, Vega, Tom: Register as volunteers/coaches with Watertown Hockey Association

Respectfully submitted by: Amanda Caswell, WHA Secretary