

Sioux Falls Youth Hockey Association

Board of Directors Meeting

May 11, 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), Ed Davis (Secretary), Derek Berg (Development Director), Leah May (Travel League Director), Mike Riedel (City League Director) and Amanda Smith (Director of Tournaments). Quorum was present. Cherry Hunter (Executive Assistant) and Andy DeMore were also in attendance. Dan Houck (Director of Hockey) was absent.

Secretary's Report – Leah May made a motion to approve the April 13, 2022 Board of Directors Meeting minutes as submitted. Motion seconded and carried.

Treasurers Report – Elliot Hitt – Elliot presented Balance Sheet and Profit and Loss Report as of April 30, 2022. Elliot noted he has now has access to online banking and QB for SFYHA. Budget planning will begin later in May with presentation to the board at the June meeting.

Admin Update – Cherry Hunter

- Player Transfers –Report included in board packets regarding inquiries for Player Transfer requests to date. No action until after August 10 registration deadline for SFYHA service area.
- Coaches Expense Reimbursement – Review team caps. No action taken
- Mini-Atom and Atom Short Session League Supervisors – positions will be filled from fall registration.
- SFYHA Board of Directors – Code of Conduct – Need Rothrock, May, Riedel and Hitt to read, sign and return to Cherry. Copy in board packets for everyone's review.
- USA Hockey Three D's of Governance – All board members need to review and keep in mind when leading a USA Hockey affiliate program.
- Sanford Contracts – Board members need to be cognizant of #4 in the Sanford Donation agreement. Per Agreement for Provision of Athletic Training Services, Sanford has exclusive rights for Sports Trainers and POWER Training for SFYHA. The contract states Sports Trainers are required for only JV and Varsity level. However, SFYHA provides the service for all PeeWee and older teams as well as our home tournaments.
- End of Year Reports – Ice Utilization is included in board packets. All others were sent May 10 via email.
- Shop with Scrip – FYI – Shop with Scrip (online scrip) program is now labeled RaiseRight. We are utilizing same base company and plan – just a name change.
- Fall Schedule – Working with Coach Houck and Brian Prisbe to set Fall 2022 schedule for SFYHA. Tentative base schedule included in board packets.
- Rental Gear – All but one set of rental gear returned!!
- SFYHA Budget – Working on budget items & will meet with Elliot to prepare proposed budget for board consideration
- Sports Engine Payments to SFYHA – In checking with our rep, the deposits for registration are made on a daily basis in accordance with the Sports Engine default. Changing deposits to less frequency is not an option at this time.

Director of Development – Derek Berg

- Puck Club – The 2021-2022 winners went to Thunder Road for a fun evening. Puck Club will begin again June 1. Derek is seeking a sponsor for \$2000 for the Puck Club.
- Hockey Club - Derek met with Penny Malwitz, Molly Mathison, Bryce Pattison, Kristi Laber, Lisa Romine and Amanda Webb. The Hockey Club would be a non-profit group with the intention of raising funds to be earmarked for specific project like busing. Goal would be to reach out for funds outside of the normal "hockey circle". Hockey Club and SFYHA cannot compete against each other for sponsorships/funding. Filing fee for non-profit status is \$800.

Need someone besides Derek to spearhead the Hockey Club. Flyers Fest – maybe plan for the event again, but not this summer.

President's Report – Sam Everson

- Meeting with Joe Zueger/Brian Prisbe
 - Noted POWER is moving forward with their addition and would like the Flyers to construct at the same time. The SFYHA two story addition estimated cost is \$2.75 mil with donation of approximately 50% of the expense would leave SFYHA with \$1.5 mil to raise. The addition would benefit everyone with training space and locker rooms for JV/Varsity.
 - June – Board members will decide on IP addition and plan to host an Open Forum with parents on a separate night regarding the addition
 - 4th Sheet of Ice – Will revisit in 24-36 months after Augie has a full season of ice at their new complex. Ice sheet cost estimate is \$10 mil and would be on the east side of the facility.
- Meeting with Jim Olander – Stampede: Requested open lines of communication with SFYHA. Stampede raised \$7000 for the Flyers during the Flyers Jersey night and special ticket promos. Hockey Day in SD and Flyers Jersey night are on the agenda for upcoming season
- Strategic Planning
 - Short Term (0-18 months) – Northwest addition for SFYHA. Training space, locker rooms, offices, meeting rooms and storage.
 - Mid Team (18-36 months) – work for another sheet of ice
 - Long Team (36 months +) – Another sheet of ice
- 21st Century Flyers
 - Website
 - Payment system – Power Pay
 - Venmo
 - Constant Contact
 - Weekly Calendar shots
- Brookings conversation – making cuts at Varsity level and proposed cut players participate with SFYHA City League. No board action.

Agenda Items:

- Budget Considerations – Due May 10
 - Growth & Retention - \$1500
 - Better Mite Goalie Gear, Travel Mite Goalie Gear & Rental Gear - \$6000
 - Croxice Dividers – Repair (Need video or pictures to provide cost) or new (\$6400) – What is the life span for Croxice Dividers?
 - Bumpers – 12 square set is \$1500 plus shipping – need two or three sets (\$3000-\$4500)
 - 32 sets of game jerseys for SQ, PW, Bantam - \$7200
 - Graphic Design work on the website – estimated \$1000, but suggest volunteer credit
 - Marketing
 - Discretionary fund for Director of Operations
 - Ice rate increase – 2%
 - Ice needs – ICL needs more ice, ACL will have more teams and needs more ice
 - Can Lady Flyers be assigned to specific team?
 - Spring and summer programs – Need to be hosted by SFYHA

- Need Home tournament option for Squirt C and PeeWee C
- Other – Board members discussed radio and TV game recaps with the possibility of recognizing sponsors and donors. An Appreciation Day for sponsors? (Like we used to do)

Sioux Falls Youth Hockey Association Mission:

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

Meeting adjourned 9:15pm

NEXT MEETING
June 8, 2022 6:30 pm
Sanford Conference Room at the IcePlex

Respectfully submitted,
Cherry Hunter
SFYHA Director of Operations

Adopted June 8, 2022 by oral resolution at meeting / written correspondence
(Date) (Circle one)