



## Hudson Hockey Association Meeting of the Board October 2024 Meeting Minutes

1820 Hanley Road  
Hudson, WI 54016

### **Directors in Attendance:**

| Director Name      | April | May | June | July | Aug | Sept | Oct | Nov | Dec | Jan | Feb | March |
|--------------------|-------|-----|------|------|-----|------|-----|-----|-----|-----|-----|-------|
| Ryan Bullis        | X     | X   | X    | X    | X   | X    | X   |     |     |     |     |       |
| Jacky Cook         | X     | X   |      | X    |     | X    | X   |     |     |     |     |       |
| Patrick Johnson    | X     | X   | X    | X    | X   | X    | X   |     |     |     |     |       |
| Nichole Kroening   | X     | X   | X    | X    |     | N/A  | N/A |     |     |     |     |       |
| Mitch Kullman      | X     | X   | X    | X    | X   | X    | X   |     |     |     |     |       |
| Jessi Meyer        | X     | X   | X    | X    | X   | X    |     |     |     |     |     |       |
| Joanne Obermueller | X     | X   |      |      | X   | X    | X   |     |     |     |     |       |
| Angela Seidling    |       |     |      |      |     |      | X   |     |     |     |     |       |
| Jim Shimon         | X     | X   | X    | X    | X   |      | X   |     |     |     |     |       |

Also in attendance: Bob Mueller

**Meeting Called to Order at 6:05 PM by Ryan Bullis on October 28, 2024.**

### **Open Forum**

#### **Consent Agenda Approval:**

- September Meeting Minutes
- October Special Meeting Minutes
- October Electronic Vote for VPSHO Replacement

**Motion:** makes a motion to approve September 2024 Meeting Minutes. Second by Joanne Obermueller. **Motion carried.**

**Motion:** makes a motion to approve October 5, 2024 Special Meeting Minutes. Second by Mitch Kullman . **Motion carried.**

**Motion:** Ryan Bullis made a motion to approve Angela Seidling as the VPSHO, replacing Nichole Kroening via email on October 25th. Vote was unanimously approved via electronic voting on October 26, 2024. **Motion carried.**

## **Board Reports**

### **Treasurer's Report – Joanne Obermueller**

Review September Financials- sent out via email.

- Working through issues on where things have been recorded since we moved to Crossbar with the old accountant.
- HHA is looking to gain additional funds through another capital campaign request in order to service and retire debt to avoid significantly increasing fees.
- HHA desires to look for grants to help offset slower cash flow times of the year
- A/R Aging Review skipped this month - The last one accurate one is as of 9/30 and payments have been collected. This will be improved but for now is a piece we need to figure out with the accountant transition.
- CLA is our new accountant, started October 8th, 2024.

### **FOC Meeting Updates**

Discussion on future cash flow

- New zamboni arriving 11/11 which will require a significant cash outlay.

### **Financial Assistance Updates**

- 9 families as of this month
- One more family just come through that will be reflected next month

### **VPHO Report – Patrick Johnson**

PCDC -

- All Coaches have met with Dean
- FHIT Update - reviewing contract/proposal, app features for player development
- Developmental assessments completed
  - Committee met to finalize Mite team breakouts based on assessments
  - Committee continuing efforts to finalize teams on the Girl's side
- Jr. Gold update - seeking an assistant coach (non-parent is preferred)
  - Anywhere between 14-19 skaters are of eligible age

### **Play Like a Raider Rollout**

- Review of proposed glass signage for rinks - waiting on final proof/approval
- Player bag tags are on order

### **Arena Management Report – Jim Shimon**

AMB Report -

- Jim working on refreshing the AMB committee with new members

Operations Manager Update:

- Advertising Sponsorship & Invoicing - All advertisers will be invoiced on/about 11/1 with annual payments due on 12/1. Still have a few invoices lagging from last year and those will get cleaned up as well one way or another.
- Golf Fundraiser - Nothing new to report, next meeting scheduled for Tuesday 11/19. Date of next year's event is Friday, August 8, 2025 at Kilkarney once again.
- Sportsman's Raffle - Event went well. Although attendance numbers were down. We had some very big spenders in attendance and the cash count looked promising. Waiting on a couple big invoices to come in to finalize numbers. I am optimistic.

- Invitational Tournaments - Associations have held their tryouts and we did incur some withdrawal requests, I think we have filled all vacated spots back up as well as some additional entries coming in. Report showing confirmed tournament teams is attached. The Jamboree registrations really took off this past month, as of now Mite 3 & Mite 2 are full, and 13 of 16 U8 Girls spots have been filled. Jamboree registration report is also attached. Overall 128 of 136 total tournament/jamboree spots have been filled. Including the State tournaments, we will have 152 teams participating in tournaments and jamborees here this season.
- Learn to Skate - Fall/Winter sessions now running and well so far. Nothing else to report.
- Tenants -
  - FHIT/MAP will be wrapping Fall season soon. They will be adding some AAA hockey to their menu of offered items through their newly acquired Northland AAA Hockey. Sounds like they will be holding tryout sessions here soon.
  - Pro Shop and Concessions meetings have been held and both are current on their current agreements. I will be getting them ice schedules on the 1st and 15th of each month and working with them to make sure they are open during applicable busier times.
  - The Havoc just hosted a very successful weeklong Showcase here. I am in talks with Owner Joe Dibble about making this an annual event hosted here each year around the same time.
- Room Rentals - Still steady and those that have rented are happy with the offering. Word is slowly growing about their availability.
- Off Season Ice Rentals - Still getting bookings and off season is still filling up nicely so far.
  - 2023 Ice Booking Report 3/15 to 11/15 - 2,629 hours
  - 2024 Ice Booking Report 3/15 to 11/15 - 2,928 hours
- Rink Rats - 2024 season has concluded. Some minor things to address for next year but overall, it was another successful offering. Kevin Kress did a good job and he has been paid.
- Misc. Items/Notes - Tournament committee held their 2nd meeting to discuss in more detail the plans for this year. New members did attend and have been brought up to speed and involved in various needed duties. We now have 7 members. Tournaments look to be festive and fun again this year with some new ideas brought in, especially for the Girls tournament weekend in January.

#### VPSHO Report – Ryan Bullis/Angela Seidling

##### Try Hockey for Free

- Recapping this year's event (ended with 57 total players: 36 boys, 21 girls)
- Seeking ways to promote more for next season

##### Girls Fall Clinic

- Need to revisit the clinic and better organize for next season (registration, coaches, structure)

##### 4 v 4

- Continued conversation about needed improvements, mostly around team formation
- How can we focus on the intent (get on the ice pre-season vs scores of games, one team dominates, etc)

## Equipment

- Connect with Nichole on the equipment room, documentation for those who've rented and paid, in season equipment needs, plan for equipment hand in
- Future discussions around an HHA equipment drive

## VPAS Report – Jacky Cook

### Fundraiser Updates:

- Fundraising Coordinators: holding a training on Wednesday, October 30 @ 6:00 PM
- Setting up volunteers to assist with Gertens distribution - sold ~\$2.6k

### Apparel

- Sold ~\$32k in wave 1
- Planning first pop up shop, 2nd Monday in November
- Starting to plan wave 2 offering

### Jerseys/Socks

- All travel game and practice jerseys have been distributed
- Working with the Development Committee on additional jersey need - reporting jerseys ordered are too small this year (will look to use for next year's Try Hockey for Free).
- Socks are back up for sale via online site

## Secretary's Report – Jessi Meyer

### Crossbar Updates

- All teams were rostered after tryouts and coaches/team managers/locker room monitors listed on shared Coaches spreadsheet have been given access. If new ones are added now, request you email me so that I am flagged to look at the doc again and make updates to the site.
- Working through Game/Practice schedule issues during Rectimes import with Crossbar developers.
- Notifications issue has been fixed (everytime Crossbar pulled rectimes in before, it was sending dozens of notifications)
- RSVP overwrite issue has been fixed (Now RSVPs will stay when new uploads pull over)
- Game Opponents are now being pulled over into Crossbar from Rectimes and Managers can now edit home games that pull into the system for game time assignments (no further need for double entry of home games).
- Still working on distinguishing practice schedules (Dryland, Shared), but since this info comes from the same area in rectimes as the opponents do in games, Crossbar believes the fix can be made this week.
- Added some Crossbar help buttons to the Parent Resource Page
- Adding Guardians/Additional people to player accounts
- Changing notifications
- Importing schedules to personal calendars

- Creation of new team manager resource page (private for Managers and TMOC only) completed
- Updated HHA Per Diem Policy on Scholarship Programs webpage. Note on this – should it also be transferred to policy template and placed on policy webpage in addition to the Scholarship Programs page? Answer to this is yes.
- Completed updates to the Coach/Manager/LRM registration page to make it easier/clearer for all to navigate
- Added a registration button to the top of both the Coach/Manager/LRM and 2024-25 Season Registration program pages as when viewing on mobile, the registration buttons only appear at the bottom of the page. Now they will be there twice, once at the top and once at the bottom when viewing on mobile.
- Started adding Fundraiser updates to the Fundraiser website and will continue to work on that through the upcoming week.

#### Communications Updates

- We will be updating the distribution list to this season registration list over the upcoming week and will do another update as the Mite levels get started in November. Parents need to ensure that all people that should be getting communications regarding their players have their accounts attached to that player so we collect all the correct email information.

#### Templates Created:

- Email Vote Template for use when we have to vote as a Board outside of a scheduled meeting. All e-votes have to be unanimous and using Google Forms is the easiest way to track all BOD votes.
- Letterhead Template
- Can create a policy template over the next month for use in the future.

#### Past Board Member Report – Mitch Kullman

##### Tryout Update

- Committee met to debrief the past tryout season and review any potential changes for 2025-206 season

##### Registration Update

- ~416 registered players (Development levels and Jr Gold are still open for registration)

#### President's Report – Ryan Bullis

Mite 3 Age Level Rep - Make a motion to approve Jill Lipinski as the Mite 3 Age Level Rep 2024-2025 season. Motion made, Patrick seconded. Motion carried.

##### WAHA

- Need to submit WAHA State Tournament teams by November 15 - payment owed (~\$100/team)

##### Capital Campaign

- Working to re-establish the CC committee within HHA, re-set goals and dollar raise needs
- Updating CC marketing materials (Excellence at Every Level brochure and the Naming/Recognition document)
- Contacting a handful of major businesses for building naming right interest and opportunity

- Partnering with the FOC on a member wide CC effort

#### Policy work

- Coordinating policy review process with Nick Vivian
- Most likely targeting January

#### Strategic Plan

- Connecting with past Presidents on HHA's strategic plan - better understand approaches taken, overall goals/focuses

#### First aid trainings for specific roles

- Working with Sarah Armbruster and Ric Chiodo on trainings for coaches, managers, locker room monitors - focus on laceration, head injury, broken bone, AED usage
  - Training would help volunteers feel better prepared and able to assist in a situation until first responders arrive
- Blood Drive dollars paid for individual team first aid kits that will be distributed this week

#### Pull Tab strategy

- Received approval from the Wisconsin State Lottery to be an authorized Pull Tab seller (non-profit organization)
- Partnering with Bob Mueller on selling of Pull Tabs during events at the Hudson Sports & Civic Center (HHA Tournaments, Hudson Havoc games, Hudson High School games)
- Need a formal plan and controls in place - most likely will not operate under DIBS shifts but rather a committee

**Next board meeting is scheduled Monday, November 25, 2024, 6 PM.**

**Motion:** makes a motion to adjourn at 8:06 PM. Second by Mitch Kullman . **Motion carried.**

Notes taken by: Ryan Bullis