



## Hudson Hockey Association Meeting of the Board November 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	X				
Jacky Cook	X	X		X		X	X					
Patrick Johnson	X	X	X	X	X	X	X	X				
Nichole Kroening	X	X	X	X		N/A	N/A	N/A				
Mitch Kullman	X	X	X	X	X	X	X	X				
Jessi Meyer	X	X	X	X	X	X		X				
Joanne Obermueller	X	X			X	X	X	X				
Angela Seidling							X	X				
Jim Shimon	X	X	X	X	X		X	X				

Also in attendance: Bob Mueller

**Meeting Called to Order at 6:05 PM by Ryan Bullis on November 25, 2024.**

### **Open Forum**

### **Consent Agenda Approval:**

- October Meeting Minutes

**Motion:** Ryan Bullis makes a motion to approve October 2024 Meeting Minutes. Second by Mitch Kullman. **Motion carried.**

### **Board Reports**

#### Treasurer's Report – Joanne Obermueller

#### October Financials

- Do not have solid financials yet as CLA working on getting everything switched over to their processes.
  - Working to separate Capital Campaign pledges from accounts receivable.
- Provided what we have as of 11/23/24. Also attached A/R Aging.

- Switching to a new Quickbooks so working to make sure everything is transferred over correctly.
  - Old subscription was through Bauman, now we have our own subscription.
  - Once accounts are fully cleaned up, CLA will present us with understandable financials that are adjusted to match what we would see with an audit.
- Should be able to be a lot more consistent for reporting moving forward.

#### FOC Meeting Updates

Discussion on future cash flow - looking to secure \$1.5MM by April 2025 to help close out debt.

- HHA needs to find funding in order to continue to service our debt.
- General operations can support payroll, buildings, maintenance and other day to day costs but our loan payments are more than we can handle. We also have a new Zamboni that needs to be paid for or needs to be financed.
- Looking to revive the Capital Campaign or create a new one to kick off a debt paydown campaign.
- Looking to revive Grant Writing.
- We also are still seeking a new banking partner and hope to have that ready in the next month.
- Get content for eBlast this week and do a "Giving Tuesday" social campaign.

#### Grant Update

- Ryan met with Jeff at Dickerson Baker on 11/22/24 regarding their Grant writing program for non-profit organizations
- Put together what's available at both a state and federal level and bring that information back to the association. We would comb through to see who we should go after. The research project alone is a set fee.
- They write grants (for a flat fee) for the ones we choose to pursue.
- Recap or summary of what association does with funds when we receive them are really good to show grant donors ROI of what we have done with the funds.

#### VPHO Report – Patrick Johnson

##### PCDC

Junior Gold - we have a sufficient number of players - 19 skaters & 1 goalie - may grow by another player or two. (Can only dress 18 skaters for games).

- Tried to find a paid assistant coach but were unable to, so will have parent assistant coaches on this team.
- As we look forward to the future - next year's number of players moving up - if we retain similarly to the past, we could look into 2 teams for next year.

##### HHA Ref in Chief

- We have had some challenges with responsiveness, communication, and upset referees with our current Ref in Chief.
- Have a couple of interested parties for a replacement.

##### Dean Talafous Update

- Will be joining each team at practice to run a practice with one of his practice plans to offer feedback, etc. to our coaching staff as a positive experience to help our coaches evolve and learn.
- Will have sessions wrapped up by the second week in December. So far feedback positive.

## Play Like a Raider Signage

- Continue to reinforce this message.
- Discussion on progress.

## Arena Management Report – Jim Shimon

### AMB Report -

- Driven on ideas for revenue generation
- Biggest red flag/biggest opportunity - concession stand. There is currently no way to cook food in the concession stand (equipment was removed).
- Themed Bingo Nights - make \$ in RCU room.

### Operations Manager Update:

- Advertising Sponsorship & Invoicing - Invoicing process has begun for this year's bills. Hoping to have all invoices out by the end of this week or early next week.
- Golf Fundraiser - Numbers were finalized for 2024. The event grossed \$38,577.50 with HHA & the BLC splitting the profits.
- Sportsman's Raffle - till waiting on Invoices for the Guns to be able to finalize the numbers.
- Invitational Tournaments - The Pee Wee C tournament was held November 16-17 with the Hudson Blue B2/C1 team taking the Championship and the Hudson White B2/C1 team taking 2nd. All 48 Jamboree spots have been filled and there is only one spot left in the Girls U12 in the tournaments. Reports attached.
- Learn to Skate - Admin and Instructors have been paid for the Fall sessions. The dates for the Spring sessions have been set, I will work with Tori on a date she wants to have registration for the Spring go live.
- Tenants -
  - FHIT/MAP off season training has wrapped up. All ice for next year has been booked. They also will be offering a AAA program that will be headed up by AJ Buccino. He was hired by them recently to do so. I have worked with AJ and now have the 104 hours of ice booked that they will need for this program. It will be called the St. Croix Vipers under the Northland AAA hockey program.
  - Pro Shop and Concessions meetings have been held and both are current on their current agreements.
  - The Havoc season is up and running, had to work through some scheduling issues but that seems to be fine now.
- Room Rentals - Still steady and those that have rented are happy with the offering. Word is slowly growing about their availability.
  - Look into a campaign to local businesses to offer room rental space (eBlast mailing list).
- 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 - 3,002 hours
  - 2025 Ice Booking Report 3/15 to 11/15 - 1,681 hours (to date, will continue to grow as contact last season renters)
- Rink Rats - No Report - Will look at ice availability in Jan/Feb and put together a program plan and launch registration late Feb/Early March.

- Misc. Items/Notes -
  - With Tryout dates for 2025/2026 season set and Angela now in place I will be working hard on the goal of having all pre-season clinics and ice offerings set up and scheduled by mid-March.
  - Might be time to discuss having teams that do play in Home tournaments play at the same level as they compete at in District 2 as opposed to their playing level in Wisconsin. The last few tournaments we have hosted where we had B2/C1 teams compete in C level offerings were not very competitive and I worry this will hurt tournament entries in the future at those levels.

### VPSHO Report – Angela Seidling

#### Equipment

- Rental updates from this season
- Electronic tracking and payment options for the future

#### Jerseys & Socks

- Jacky and I will be connecting soon. Looking to establish a timeline for the 2025-26 season jersey design, planning, and ordering.
- Suggest separating jersey ordering from registration next year. Can still run through Crossbar but would be best to separate especially for years when the whole association does not need to order jerseys. Also we can track assigned numbers in Crossbar system with existing players.

#### 4v4 Hockey League

- Fall 2024 finalized
- 2025 planning

#### Fall 2025 Girls Clinic & Pre-Tryout

- Future planning/options for clinics.

### VPAS Report – Jacky Cook

#### Pop Up

- First shop went really well, the committee will continue to run them.
- Haven't had a chance to pull a report on actual numbers yet.

Raise right and Loose Change have been sent out to coordinators. And should be out to teams. I continue to encourage them to get more sign ups. We will also be communicating a donation link out. Got many questions for just making a donation.

#### Fundraiser Updates:

- Raise Right & Loose Change fundraiser information has been sent out to Fundraising Coordinators.
- Will be communicating a donation link as received many questions for just making a donation.
- Encouraging Fundraising Coordinators to get more sign ups

#### Apparel

- Wave 1 orders mostly in. Legendary items are delayed but expected before Christmas.

- Planning for Wave 2 in the next few weeks.

### Secretary's Report – Jessi Meyer

Our designer has stepped down as does not need the volunteer hours this year - looking for a replacement.

#### Crossbar Updates

- Junior Gold team was rostered. Would like to discuss additional help with team rostering in the future as well as an additional webmaster to get up to speed as we could use more than one person working this role as a backup and the current webmaster only having max of 2 years remaining in the association after this season.
- 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.
- Added some Crossbar help buttons to the Parent Resource Page
- Updates made to fundraising pages - they need more details especially for parents/kids related to purpose and cumulative fundraising/ability to earn prizes.
- Jessi to add 1-9th of October 2025 on Association Calendar as tentative Tryout dates for 2025-26 season.

#### Communications Updates

- Updated communication list - will need to do another now that we have Junior Gold added and possibly some new Mites.
- Expectations on communication posting/response timelines.
- Communications calendar and expectations. Would like to review this in regards to apparel/fundraising and other important communications and expectations regarding website content, eBlasts, social media, and emails communications.
  - We include sales and promotions in our eBlasts and add information to social media as appropriate.
  - Would like extended notice of dates for important communications such as fundraising/apparel and similar items - when they kick off, when they close and when pick ups will happen so we can plan ahead and change up what appears in eBlasts and social media. Could consider a shared calendar for this if it is easier for all parties to add content there.
  - When it comes to apparel/fundraising collections - we will remind people in eBlasts at least once, and social media stories once - but this should NOT be the main source of communication on those items. Communication to those that order from our association needs to be made before the day directly to those that placed orders as many are not from our association, not on our eBlast lists and do not follow our social media pages. Also - clarification on whose role it is for email communications regarding orders/order pickups.
    - Gertens fundraiser - Of the unique orders, 20% were not even in our state (also they lived as far away as Rochester and St. Croix Falls, so they deserved more notice than a morning of pickup email). Many also were not on our eBlast lists nor were they followers of or “likers” of our social media pages.

- Of the unique orders, only 1 followed our Facebook page, and only 3 liked the page, meaning very few had a likely chance of seeing our morning post for pick up that afternoon.

#### Past Board Member Report – Mitch Kullman

##### Registration Refunds

- 3 - U15's made JV/V at Hudson High School - gave prorated refunds.
- 2 - Families have left before the 30 day team participation requirements after placed on teams as a result of Tryouts (Refunds not approved)

##### Registration - Jr. Gold updates

#### President's Report – Ryan Bullis

##### Capital Campaign

- Committee, top priorities

##### Pull Tabs

- Finalizing committee and selling plan
- During the PWC Tournament, the committee sold around 800 pull tabs in about 8 hours total over the weekend.

##### HHA Recruitment & Retention

- Need to formalize a plan for recruitment, outside of Try Hockey for Free (community awareness, schools, daycare communication)
- Age Reps working to recap HHA departure insight

##### High School & Youth Engagement

- Upcoming special events and partnerships

**Next board meeting is scheduled Monday, December 16, 2024, 6 PM.**

**Motion:** Ryan Bullis makes a motion to adjourn at 8:29 PM. Second by Jessi Meyer. **Motion carried.**

Notes taken by: Jessi Meyer