



## Hudson Hockey Association Meeting of the Board January 2025 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	X	X		
Jacky Cook	X	X		X		X	X		X			
Patrick Johnson	X	X	X	X	X	X	X	X	X	X		
Nichole Kroening	X	X	X	X		N/A	N/A	N/A	N/A			
Mitch Kullman	X	X	X	X	X	X	X	X	X	X		
Jessi Meyer	X	X	X	X	X	X		X	X	X		
Joanne Obermueller	X	X			X	X	X	X	X	X		
Angela Seidling							X	X	X	X		
Jim Shimon	X	X	X	X	X		X	X	X			

Also in attendance:

**Meeting Called to Order at 6:05 PM by Ryan Bullis on January 27, 2025.**

### **Open Forum**

### **Consent Agenda Approval:**

- December Meeting Minutes

**Motion:** Ryan Bullis makes a motion to approve December 2024 Meeting Minutes pending confirmation from Bob on hours. Second by Joanne Obermueller. **Motion carried.**

### **Board Reports**

#### Treasurer's Report – Joanne Obermueller

#### Financials

- November Final
- December Preliminary

#### Cash flow concerns

- Biggest concern with HHA currently. Need to ensure that we are able to make loan payments.
- HHA needs to find funding in order to continue to service our debt.
- HHA needs to revive the capital campaign drive and is working to blend that in with the FOC.

- HHA is working to get a zamboni loan for the new zamboni that was received in the fourth quarter 2024.

#### 2024-25 Audit

- Have been working on requests for proposals from four accounting firms to complete the audit for HHA. Will be meeting with them this week and presenting options to the FOC in February.

#### Budgeting

#### Capital Campaign

- Running concurrently with FOC and Strategic Planning Committee every other week, starting February 4, 2025 at 6PM.
- Mitch Kullman will be chair until they can get someone else.

#### VPHO Report – Patrick Johnson

##### Disciplinary Actions

##### PCDC Updates

- PCDC has put together a one page document for Coaches and Team Managers outlining the concussion process.
- Once the final draft is completed, it will be something we can share with membership and add to the website.

##### Year End Coaches and Team Manager Appreciation dinner

- March 18th at The Willow.

##### Goalie equipment needs at the Development levels.

#### Arena Management Report – Jim Shimon

##### AMB Report -

- Furnace in FHIT is on "life support". Johnstone supply and Jim Kirkevold giving us a great deal to work through this.
- Received a price to spray foam the wall between Drewiske ice and the warm areas. We are getting extreme condensation on the ceilings of FHIT and the Drewiske bathrooms in the heat of the summer. Will work through payment terms with that contractor to minimize our cashflow hit.
- Open Scheduler Position - have multiple interviews scheduled for next week.

##### Operations Manager Update:

- Advertising Sponsorship & Invoicing - All invoices were sent out late in December.
- Golf Fundraiser - Nothing new to report. I will be reaching out the committee soon to start the planning and meeting process for 2025 event.
- Sportsman's Raffle - This year's event is slated for Saturday, September 6, 2025 at Willow River Saloon.
- Invitational Tournaments - So far the 2024/25 tournament season has been a good one. Some issues have come up but those have been worked through. The first all levels of Girls tournament weekend were held, other than volunteerism coming up a bit short the weekend was a success, and the tournament experience we offered was well received by the visiting

associations. I am just starting to put together the financial summary I do each year for how the tournaments do, look for those numbers in the next two reports.

- Learn to Skate - Spring 2025 registration was opened up on 1/9, as of Friday 1/24 we have had 70 registrations come in.
- Tenants -
  - FHIT/MAP/Northland/Vipers AAA - Vipers tryouts on Presidents Day were well attended and the program looks to be off to a good start. This program has added over 100 hours of additional ice rental for HHA.
  - Pro Shop is current on their rent and business seems to be better.
  - Concessions - see AMB report.
  - The Havoc are current on all ice rental invoices.
- Room Rentals - Still a steady rental rate coming in. Have had a few conflicts come up with rooms being needed at the same time but so far, we have found solutions.
- 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 - 2,164 hours (Booked to date, this will grow)
- Rink Rats - Reached out to Kevin Kress and he is willing to run it again this year. I am targeting opening up registration for this in late February so it can be advertised out before the end of the Development level seasons.
- Misc. Items/Notes -
  - 2025/26 Tournament weekend dates have been set with preliminary levels to be offered also set. You all should have been on that email. Dates were sent to HS coaches so they know when they can schedule non-conference games on the weekends.
  - Our old Zamboni was not traded in as we were able to sell it outright for more than we were offered on trade.

### VPSHO Report – Angela Seidling

#### Equipment

- No new updates this month
- Will be looking into equipment return dates end of February/March

#### Jerseys/Socks

- 24/25 sock orders finalized – all families contacted who ordered socks. Medium and Large socks are now gone. There were four orders that were not able to be filled due to medium and large socks sold out. It would take 2-4 weeks to get these orders in. These families are being offered a refund. Closed the sock link for the rest of the season. If anyone needs socks XS, S, XL – we do have pairs available and can reach out to [jerseycoordinator@hudsonhockey.com](mailto:jerseycoordinator@hudsonhockey.com).
- Request For Proposals – Jacky and I talked last week and will be planning a time to meet up to discuss companies to send RFP for jersey/socks design and production for next season. RFPs will be sent out in February.

#### 4v4 Hockey League 2025

- No new updates since last month.
- Ice booked – 8/25-9/25. 2025 Logistics: marketing, recruitment, scheduling refs/clock

#### Try Hockey for Free

- Marketing
- 3 weeks (6 sessions) 9/30-10/16. Registration opens 8/1/25. 2025 planning: Marketing and scheduling on-ice.
- Jessi to work with Bob and Angela on setting up a program page for this on Crossbar.

#### Fall Youth & Girls Pre-Try Out Clinic

- No new updates since last month.
- Ice booked – 9/22-10/1. 9 Skating groups will receive six 1-hour sessions. Logistics: PCDC Conversation – can I get added to an upcoming spring PCDC meeting to discuss?

#### Try-Out Committee

- Some members of the committee met recently for an informal meeting to discuss ideas for the future.
- Formal meetings and information will be shared as planning starts again postseason.

#### VPAS Report – Jacky Cook

##### Apparel Updates

- Wave 1 went well aside from the items from Legendary.
- Legendary items - all items were received with inaccurate logo (was H only), none matched mockups received/used for sales. They have agreed to issue a full refund to our members. Items will be returned to them. We may help them sell the items to recoup some costs.
- HHA has to refund any fees charged to customers through square for these items which means we lost ~3% sale price in addition to all fundraising on the Legendary items.

##### Fundraiser Updates

There has been some feedback that a product is easier to sell. We can evaluate for next year.

##### Vertical Raise

- Last fundraiser started today. Added to replace RahRah.

##### Loose Change

- Sent request for a report

##### Raise Right

- Sent Request for a report

##### Flat Donations

- Can be made through the website as an alternative to the above fundraisers
- Look into a platform where players can text to replace RahRah

##### Coordinator Emails

- Pushing them to be sending out communication - have you been receiving it?

## Jerseys

- Working to hand off all details to Angela.

## Secretary's Report – Jessi Meyer

Committee Needs - write up job descriptions for the roles and send out through Mite level age rep.

- Designer
- Webmaster
- Social Media

## Articles of Incorporation

- Request came in for this - I have searched Google Drive and old Dropbox files - not finding them - anyone know who may have a copy?

## Crossbar Updates

- A few minor issues with volunteer hours working through with Laura. Most were related to people not having account set up on Crossbar.
- Updates to Hudson Special Hockey Page completed.
- Updates to Fundraiser Page.
- Need updated charitable organization documents (spoke with Joanne and she will assist)

## Communications Updates

- Please try to send updates by Wednesday afternoons.

## State Bound Tees

- Reached out to Ink n' Threadz & River City Stitch to see if they would be interested in quoting us for this year's tees this morning. So far Ink n' Threadz has responded positively.
- Design - can work with a designer to have one made - Ink n' Threadz estimates 2-3 hours design time if they do it (~\$60/hour). I will also check with another designer her cost to do one for us.

## Past Board Member Report – Mitch Kullman

Nothing to report

## President's Report – Ryan Bullis

### WAHA Updates

- Call on 1/20 & 1/29
- Playdown specific call last week. Organization happening with each host.
- Playdowns start this Friday. We host Girls U10 on Saturday, Majority of youth teams on Sunday.
- February 17, 2025 - Stevens Point - Summit that Ryan will attend and bring info back on.

## Annual Meeting & Elections

- February 24, 2025 will be the annual meeting in RCU Room + Elections
- VPHO and VPAS up for election as well as all Age Level Reps

Blood Drive

- February 10,2025

**Next board meeting is scheduled Monday, February 24 , 2025, 6 PM.**

**Motion:** Ryan Bullis makes a motion to adjourn at 8:14PM. Second by Jessi Meyer. **Motion carried.**

Notes taken by: Jessi Meyer