



**Hudson Hockey Association Annual Meeting of the Board**

1820 Hanley Road  
Hudson, WI 54016

**2025 Annual Meeting Minutes**

**Monday, February 24 2025**

**6:00 PM in the RCU Room**

Directors present: Ryan Bullis, Patrick Johnson, Mitch Kullman, Jim Shimon, Joanne Obermueller, Jessi Meyer, Angela Seidling

Members present available on file.

**Meeting called to order at 6:02 PM by Ryan Bullis**

**A. 2024 Annual Meeting Minutes.** The meeting minutes from the 2024 Annual Meeting were provided to all members via email on 2/23/25. **Motion:** Ryan Bullis moves to approve the 2024 Meeting Minutes; made motion, seconded by Mitch Kullman. **Motion Carried.**

**B. Open Forum for Members to Ask Questions**

**C. Board Reports.** The board members spoke to the activities of the standing committees under their supervision:

- **Treasurer – Current Financial Report.** The current financial report of Hudson Hockey Association, Inc. was read, noting monthly expenses, registration revenue, operating budget, and significant expenses. Policies that were reviewed and planned. Discussed unique issues for a volunteer organization. Discussed that some of the estimated increases from budget (heat/electric) due to construction have been realized (warmer year than normal but believe our budget for this was good).
  - Monthly Expenses - run ~\$100K -105k/month in expenses, average ~\$20K year for program fees, \$20K/month payroll, ~\$110k in fundraising, utilities have kind of leveled off ~\$25-30K/month,
  - Registration Revenue - \$448K from 443 skaters
  - Operating Budget FOC taking a very active role in this - trying to determine moving forward.
  - Significant Expenses - New Zamboni - \$25K down payment last year, took possession this year, most of it has been financed.
- **Arena Management Board Chair – Jim Shimon**
  - Current Updates:
    1. Summer Ice Utilization - we have already sold more ice than previous years for this year. Took a proactive approach to contacting past customers to reserve for this year
    2. Tenants - 3 major - FHIT, Protein House, St. Croix Sports (\$6k/year contract from SCS). Gave notice to our current concession stand lessor (Protein

House) and will be moving forward with another vendor that can bring revenue opportunities not just to the main concessions stand but also to the warming kitchen in the RCU room.

3. Employee Update - Bob Mueller and Dustin Danielson are our two main FT employees. See other staff in green sweatshirts. Staffing is where it needs to be. Just lost one of our longer tenured FT employees that is moving on. Normally 2-3 PT employees per day working. Rachel Flattum is moving on from scheduling after 14 years - Matt Dray will be our new scheduler moving forward. Will be some growing pains so please be patient as he learns the role.

- **FUTURE Needs**

1. Insulation in FHIT
2. Low E. Ceiling in Drewiske - silver ceiling that is in Gornick - need to do the same in Drewiske.

- **VPHO:** Patrick Johnson - anything “inside the glass” rolls up through this position - team development, age level reps, team management

- 443 Players - most in 13 years
  1. 18 Travel teams (30 total teams)
- Coaches Support and Development
  1. 2nd year with Dean Talafous as a consultant. Has agreed to return next year.
  2. USA Hockey/WAHA Goalie Coach Training Session
- Rollout of Play Like a Raider
  1. Grit, Discipline, Teamwork, Fun
- 2025-2026 Focus Areas
  1. Continued FHIT Improvement
  2. Coaching & Player Development (age specific expectations)
  3. Development level review - Matt Parent is chair.
  4. Increased focus on goalie training and development -would like to have a Goalie Director (or similar title) that does things like “Try Goalie for Free” and helps with recruitment and development of goaltenders.

**Member Question:** What will we have to help with development of current goalies not just recruitment of new ones.

**Answer:** Ryan Bullis stated we need to create a foundation for this so that it can be developed.

- **Age Level Rep Updates**

- Pat Kniskern - U6/U8 - originally started with 47 girls, ended with 42 - mostly because they moved up a few girls (only lost one). Participated in quite a few jamborees, did a glow skate in St. Croix Falls, 25 games with outside competition between intermediate and U8 teams (~1/week, sometimes 2 times). 2 jamborees - both about 9 mini games for each. Home jamboree Coach Brooks and Coach BJ had heard about a global girls game day - hashtag on social media - selected a game from our home tournament that people could log on and watch. Did a goalie camp. Practices focused on a typical platform of skills but coaches did a nice job of changing things up to keep things interesting. For U8, towards the end of the season had to focus on skills as girls move up to the next level of hockey.
- Ashley Cook - Mite 1 and 2 - Matt Parent read what Ashley sent to speak on regarding her role in this position and desire to move up to Mite 3 Rep. Matt stated she was a great communicator and did a good job in this position. Played a big role in THFF.

- Jill Lipinski - Mite 3 Rep - 41 kids at level 3, each of 4 teams played some outside competition. 3 teams played 7 outside games 1 team played 8 outside games. Played in River Falls and home jamboree. Found outside ice at Tria. Continued to focus on skating and skills. Lucky to have Coach Richard in the ranks. Coach Richard commented on scrimmages - stated that when other associations run programs differently than we do/don't spread talent out the same as us, it was a struggle. It's hard to go from Mite 3 without full ice games to Squirts with full ice. Matt Parent wanted to reiterate that they did not lose any development practice times to play a game. Wants to make sure that they keep an eye on the girls program and numbers vs. boys.
  1. Questions on the program - as to if we are following USA hockey too much? Should we be doing more to help skills with full ice practices. - Ryan and Patrick highlighted the importance of adhering to USA Hockey development process.
  2. A lot of kids for 41 kids on a single sheet of ice - it's too many. "like a daycare on the ice" - need less kids on the ice at the same time.
    - Ryan stated this is why we are reviewing our program and expanding ice times, etc.
  3. Encourage how we take advantage of practice time vs. just looking at scrimmages, etc. - this will be reviewed by the PCDC
  4. Brooks - get more ice by doing jamborees on girls side - thinks we are on the same page - hates when we sacrifice practice time for a game - but if we can get free ice for a weekend - do it.
  5. Need to find a way to put our kids in a better position to succeed. Not challenging high end kids enough, low end players aren't getting the same development - everyone develops differently. Not about catering to one side or another but need to figure out how to better develop players over all.
  6. Jake Mooney - puck touches is important - more games is not always the answer.
  7. Ryan - We need quantifiable data on how others are doing things differently. Ryan Flattum said it would be good to state what our goal is in D2 (historically it was to be 500 in the D2 and do really well on this side of the river). We shouldn't be doing it where our kids do not have a chance of winning in D2.
  8. Haider reiterated WAHA rule if we play 1 full ice game and someone reports us - we lose our invitational tournaments and something
  9. PCDC is an appointed chair - meetings still happen monthly. PCDC plays a role in conversations with FHIT. Comment: it has been better this year vs. last year - at least more structure and people on ice with the kids.
- Kristen Hanson - U10 Rep - 2 fantastic teams, A team participated in 4 tournaments, B team did 2 tournaments. Several team building opportunities were held, one was going to watch HHA/HHS alum play hockey in River Falls. Did find opportunities for ice to have double header options kind of typical with WI teams. The teams practiced together most of the year.
- Angela Seidling- Squirt - 52 skaters, 7 goalies, 4 teams (A, B1, B2/C1, C2). D2 Record (4 teams combined):3-56-3. A: 1-15, B1: 0-14-2, B2/C1: 0-13-1, C2: 2-14
  1. A team - 4<sup>th</sup> in home tournament, Away Tournament: 2<sup>nd</sup> place in Le Crescent and 5<sup>th</sup> Appleton
  2. B1 Team - 3<sup>rd</sup> in home tournament, Away Tournaments: 2<sup>nd</sup> in Spooner and Consolation Champs in Hayward. State tournament next weekend in Stevens Point.
  3. B2/C1 Team - 2<sup>nd</sup> home tournament, Away Tournament: 1<sup>st</sup> in Amery and 3<sup>rd</sup> in Appleton. State tournament next weekend in Brookfield.

4. C2 Team - 4<sup>th</sup> in Sun Prairie, 4<sup>th</sup> in New Richmond, 6<sup>th</sup> in Onalaska. State tournament next weekend in Fox Valley.
  5. Feedback from teams - Great group of boys and great parents. The families made the season a success.
  6. Former goalie as a goalie coach - was great to have direct experience in coaching.
  7. Opps for future - feedback to reevaluate our level of play at the D2 level. Suggestions for future planning with D2 at the Squirt level only. A group has put together data they would like to present to PCDC.
  8. Coach feedback - on number of practices in December & January. USA hockey recommends 3-1 practices and games and feedback was we missed the mark during these two months mid-season.
  9. Gamesheet issues - had to enter Rosters during warmups for teams when hosting D2 games. Many rosters were not syncing up in the system.
  10. Development at the Mite level to develop more skills on the team play concepts outlined in the USA Hockey Skill Progressions publication.
- Dave Noles - U12/U14 rep. two years in a row with two teams at U10. Anticipate 2 teams at U12 for the foreseeable future. 12s were middle of pack, playing in state in Hudson, only age out 5 14s this year. n and also headed to state this weekend.
  - Ryan Bullis provided other level updates:
  - Hannah Millang - PeeWee -
  - Jill Hildebrand - Bantams - 4 teams, lost a handful of kids - some stopped playing, some went other places. struggled in D2 as well. A team played 3 away tournaments, not going to state, b1 - 3 aways (2nd, 1st, 1st - got 3rd in Wausau sate) B2- 4 aways and state (1, 1, 6, 5th and took 1st at state), C2 tournaments, no state tournament. Feedback was that Bantam always gets later practice but asked to rotate teams for the late late practices instead of the same two teams having it.
  - Karen Vivian - Junior Gold - Ryan filled in for Karen and stated that they have been focusing on building out this program over the last couple of years. This year we had 22-23 registered players and a goaltender. We've now had a dedicated coach for 3 years, trying to build a culture where it is still HHA, but feels like high school. Host state tournament here mid-March - excited to be here vs. Marionette.

#### D. VPSHO – Anglea Seidling

- Tournament:
  - Jessica Mertz & Jill Lipinski Co-Chairs
  - Eleven Tournaments: PeeWee C, Squirt A, Squirt B, Squirt C, Pee Wee A, Pee Wee B, U10, U12, U15, Bantam A, Bantam C, (88 teams)
  - Three Jamborees: Mite 2, Mite 3 and Girls U8 (48 Teams: 16 Mite 2, 16 Mite 3, 16 U8)
  - Hosting Girls U12 State tournament the weekend of March 1-2
  - Hosting Junior Gold State March 15-16
  - Great feedback and kudos to the committee this year – great tournament décor, games, player gifts, and activities.
- Equipment:
  - Nichole Kroening Chair
  - Equipment room is getting reorganized – there are a lot of items and will be organized with sorting and shelving in the next couple weeks.
  - 42 Gear rental for the 2024-2025 season
  - Try Hockey for Free had 57 participants: 36 boys and 21 girls
  - Registration for 2025 will open 8/1/25 for 6 sessions in 9/30-10/16

- Jersey Committee:
  - Jacky Cook Chair
  - Looking for a new chair or co-chairs for this committee for this next season
  - New jerseys for all levels for 2025-2026 season – starting the process to request for proposals from vendors for design and order.
  
- Volunteer Committee:
  - Laura Johnston, Chair
  - 2024-2025 Volunteer hours offered: 8,281. DIBs hours filled 7,755 and 526 unclaimed.
  - Breakdown:
    1. Coaches: 1865
    2. Tournaments: 1696
    3. Committees: 1580
    4. Managers: 535
    5. Fundraising Coordinators: 465
    6. Locker Room Monitors: 460
    7. Arena Support: 362
    8. Fundraising (Golf, Pepper Fest, Sportsmans Raffle, Gertens): 265
    9. RCU Monitor Room: 193
    10. Havoc Penalty Box: 132
    11. Open Skate: 79
  - Two state tournaments left to fill!
  - Volunteer shifts most difficult to fill – summer positions (golf, sportsman, pepper fest) and tournaments
  - Received positive feedback from the training on clock and scorebook at the beginning of the season.
  
- Tryout Committee:
  - Mitch Kullman, 2024 Chair
  - 206 travel level players and 125 development level players - 331 players participated in Team Genius Software for 2024 tryout and evaluations.
  - Tryout Committee has recently reconvened to start working on the 2025 tryout dates and structure.
  - Co-chairs – Mike Cekosh and Mitch Kullman
  - Team Genius will continue to be the software used.
  - Committee responsibilities have expanded and being coordinated.

**E. VPAS** – Jacky Cook - role mostly fundraising, also was jersey committee chair this year. Will continue to have jerseys rotate every two years. This year will just be incoming Squirts that will need updated jerseys. Big push is to have fundraisers running year long and not just during the season and have them be items the community is doing anyway.

- Fundraising: 2024/2025 Season - a lot of new fundraisers set for the year. Had one fall through (company went out of business)..
  1. Golf event - split with BLC, after split ~\$26K
  2. Sportsman's raffle \$34K
  3. Calendar
  4. Grand opening event
  5. Gerten's winter flowers - ~\$1300 on this
  6. Pizza - \$22k (down this year)
  7. Bingo
  8. Crumbl Cookie

9. Gertens Spring/Summer flowers
10. Apparel - made ~\$15k this year. Was difficult with new branding this year. Main goal is to continue to have this as a fundraiser for us, which we have not done in the past. We were able to have a store open three times this year instead of just once, with many more items than other associations. This year we hope to have the store open earlier.

- Fundraising: 2024/2025 Season
  1. Golf event
  2. Sportsman's raffle
  3. Season Kick off event
  4. Gerten's winter flowers
  5. Pizza
  6. Bingo
  7. Crumbl Cookie
  8. Gertens Spring/Summer flowers
  9. Apparel
- New Fundraising opportunities: 2024/2025 Season
  1. Digital restaurant/store discounts
  2. Gift Card program

- **Youth PCDC Chair** - Eric Shimon

F. **Youth PCDC Chair** - Eric Shimon

- Team Sizing reviewed
- How level of play is established. We need to communicate with members better in the future about the process.
- FHIT Overview- Great feedback this year. Will continue to work with them and improve on communication between FHIT and coaches
- Brought on more paid coaches. How can we continue to mentor coaches and develop our coaches?

G. **Girls PCDC Chair** – Brooks Lockwood

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- **Team Management Oversight Committee Chair** – Sarah Fluegel
  - 30 Managers

**Employee Update**

**Full time employee overview 3 full time staff**

- **Secretary** – Jessi Meyer
  - Introduction of Communications Committee members and roles
  - Software review and updates
    1. Square
    2. Sportsengine
  - Review of social media accounts
  - Review of Trademarks received on our HHA logos
- **Past Board Member Appointed Official** – Mitch Kullman
  - Mike Haider did a good job on training Matt Obermueller as our new Registrar
  - Highlight the Jr. Gold number - almost at a point where we could have two Jr. Gold teams.

	2024-2025 Registration	Projected 2025-26
Development	177	173
Squirts	58	72
U10	23	18
Peewee	68	74
U12	13	29
Bantam	60	53
U14	17	14
Junior Gold	22	25
Total	438	458

- **President** – Ryan Bullis
  - **Thanked those that help run the organization**
    1. Coaches, Managers, Staff, HHA Board
    2. Dedication to the season
    3. Patience and flexibility with the year of growth and change
    4. HHA Board & staff
  - Volunteer Culture - it takes everyone
  - We are Hudson proud
    1. In town and across the state - model association
    2. Past HHA families

**H. Conduct Election** - Elections were held with the following results:

- Age Level Rep Mite 1&2 – Miranda Wiemerslage
- Age Level Rep Mite 3 – Ashley Cook
- Age Level Rep Squirt – Stacy Sommer
- Age Level Rep PeeWee – Hannah Millang
- Age Level Rep Bantam – Jill Hildebrand
- Age Level Rep Girls U6/U8 – Pat Kniskern
- Age Level Rep Girls U10 – Pat Kniskern
- Age Level Rep Girls U12/U14 – Open
- Age Level Rep Junior Gold – Open
- VPHO – Jake Mooney
- VPAS – Katie Johnson

- I. Adjournment.** Ryan Bullis moves to adjourn the 2025 Annual Board Meeting at 7:55 pm. Jessi Meyer seconds. **Motion Carried.**

**Next Annual Meeting Date:** February 23, 2026

**Ryan Bullis announced the end of the meeting and thanked all for coming.**

Minutes taken by Jessi Meyer