



Hudson Hockey Association Meeting of the Board
November 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 | | | | |
| Katie Johnson | X | X | X | X | X | X | X | X | | | | |
| Mitch Kullman | X | X | | X | X | X | X | X | | | | |
| Jessi Meyer | X | X | X | X | X | X | X | X | | | | |
| Jake Mooney | X | X | X | X | X | X | X | | | | | |
| Joanne Obermueller | X | X | | X | X | X | X | X | | | | |
| Angela Seidling | X | X | X | X | X | X | X | X | | | | |
| Jim Shimon | X | X | X | X | X | X | | X | | | | |

Also in attendance: Charlie Maahs

Meeting Called to Order at 6:01 PM by Ryan Bullis on November 24, 2025.

Open Forum

Consent Agenda Approval:

- October Meeting Minutes

Motion: Ryan Bullis makes a motion to approve the October 2025 Meeting Minutes. Second by Mitch Kullman. **Motion carried.**

Board Reports

Treasurer's Report – Joanne Obermueller

Provided minutes from the FOC meeting Thursday night. Highlights are:

- Financials for September and October 2025 are approved and attached. HHA is below budget for registrations primarily due to the U15 Girls team not having enough players to field a team. HHA also needs to make sure that the fundraising efforts materialize to hit our budgeted numbers. Additionally, HHA needs to hit our budgeted income from the grant writer.

- The forbearance agreement has been signed. HHA made the first payment this month and going forward payments are due on the 7th of the month. Additionally HHA must report financials and AR by 30 days after the month end.
- Hawkins Ash will present the audit for HHA as of 3.31.2025 at our December meeting.
- AR receivable and the Crossbar past due payments were reviewed for accuracy and collectability.
 - We are working to collect the receivables that are not related to the capital campaign.
 - Crossbar past due amounts are being reviewed.
- The Treasurer and Charlie are working to create accountability with the financials and a separation of duties for payment of bills.
 - Charlie will begin paying and approving invoices and Dustin and Bob will be entering them.
 - This will allow Charlie to evaluate the payments against the budget and streamline the process while creating a separation of duties.
- A discussion took place on cash flow forecasting. HHA is closely monitoring cash to ensure all payments can be made during the terms of the forbearance agreement.
- The FOC is recommending HHA budget money to complete an independent review of funds movement/transactions during the entirety of the construction project.

VPHO Report – Jake Mooney

Ice Scheduler -

- Things seem to be working much better now.

Jr. Gold -

- We have 4 coaches and the season is getting ready to start.
- 16 skaters, 2 goalies.

Mite program-

- We've gotten some positive feedback on the new setup and people are liking the new system, especially less kids on the ice at the same time.
- Jamborees will get going in December.

Arena Management Report – Jim Shimon

AMB Report -

- Meeting last Wednesday - will now meet on the 3rd Wednesday of every month.
- One person left group, Nate Hildebrand has joined the group
- Still looking to fill at least one community member
- Sat in with the Blue Line Club last week - introduced Charlie to the group, discussed their locker rooms and future locker room rental lease, some legalities regarding the type of insurance they need to have if we want a lease for locker rooms.

Executive Director, Charlie Maahs:

- Started a Special Ed program during the day - partnership with the High School - doing some cleaning around the rink.
- Leverage that partnership for the Pro Shop

- Promoted Patrick to Arena Operations Supervisor - only FT employee down there - can now hold people accountable to daily task lists
- This time last year - we had nothing booked for the upcoming year - this year we already have a large portion of ice already rented for 2026.
- Heaters - Charlie has a program from 4-8 pm during the week, set temp during weekends.
- There has been a lot of horseplay around the arena that can be destructive - reminder to people to be respectful of our building.
- Pro Shop coming soon - target opening is beginning of next December
- Concessions are going great -
 - With all the support we've had with concessions volunteers - we've already surpassed our budget to date by 35%.
 - Lyn has done a phenomenal job to make sure things run smoothly

Operations Manager Update:

- No Report

VPSHO Report – Angela Seidling

Equipment

- Still have online link
- We've had 27 season rentals so far, Bob has been meeting with everyone to get them equipment

4v4 Hockey League 2025 -

- Last November is when we received a check from them - we have not gotten this year's yet.
- 30 hours booked already for next year, will be the same as this year,

Try Hockey for Free

- 13 girls (52% of participants), 24 boys (59% of participants) signed up for hockey this year after participating in Try Hockey for Free.
- Will likely use same timing as this year for last year.

Try-Out Committee

- Meeting next week.

Fall Youth & Girls Pre-Tryout Clinic -

- No new updates at this time.

Jerseys/Socks -

- All game jerseys and socks have been distributed (including late orders).
- Extra socks were ordered to sell - will be offered in Pro Shop.

VPAS Report – Katie Johnson

Concessions -

- Going great! Lyn has it running very smoothly.

- Have had people cancel at the last minute - is there a way in Crossbar to see if Katie, Lyn, and Laura would receive notifications?

Volunteering Hours

- Send Crossbar reminder to members that they need to sign the book in the volunteer mailbox when they come in for hours
- Hours are posted all the way through the December
- Would like hours posted for RCU attendant for HS hockey games
- Can get cleaning hours posted for the rink for tournament hours and weekend HS games - will await details from Charlie to add this.

Apparel

- Everything from St. Croix Sports has come in and been delivered.
- Expect Lunch Bucket Hockey items in the next couple of weeks.
- We were going to do an online store for holiday - but looking at the Pro Shop - would like to pivot to this.

Fundraising

Southridge Ranch Bacon

- Selling Window: November 12th – December 2nd
- Delivery Window: February 1st – February 15th.
- Katie will get us something to post
- Goal to sell 6154 packages - which works out to 15 packages of bacon per skater at our current registration of 419 - so if two skaters = 30 packages. Every family that hits their goal per skater gets entered into a drawing.

Secondary Fundraiser Option:

- Lotzza Mozza Coupon Book
- Meeting with Matt this Wednesday to review the program. Will provide an update to BOD after the meeting.

Gerten's Holiday Planter Fundraiser:

- Pick up was last week – we should have a check from them in the next couple of weeks.

Sportsmans Raffle

- Need to make up reduced revenue from this event this year

Pepper Fest

- Banquet to hand out checks in December.

Secretary's Report – Jessi Meyer

Logo License Requests

- Received a few new inquiries over past couple of weeks - one requested personal use but really wanted to send off to vendor (HCKIQ.com)
- Have Square link set up for payments of licenses (Individuals/Teams)

Website Updates

- Video Uploads for coaches page were completed and coaches rostered
- Request for Manager Page contact details
- Crossbar/Rectimes issues - mostly resolved?
- Bombarded by various website platform people for the last few weeks/month trying to get us to change - I have been requesting that they follow up around March/April when we will be investigating for next season.

Communications Updates

- eBlast updates -
 - Need to do another import of development levels/Jr Gold levels.
- Added sign up button to contact us page for anyone caught in the interim or interested without current players.

Committee Updates

- Removed Holly O'Connell from tournament committee under Canva, added Nicole Krause

Past Board Member Report – Mitch Kullman

Registration for 2025-26 Season

- 419 players registered - budget 434 - so off by ~15 players. Variance is U14 team.
 - Received a U10B2 sign up today.
 - Expect to have an additional player sign up at Bantam C level and another at Mite 3.
- Collected ~84% of registration fees, ~15% left to collect, additional 0.3% in late fees to collect.
- We have added development level players but will be under budget for numbers due to difference in age level pricing for registration.
- 18 Jr. Gold players registered as of now.

President's Report – Ryan Bullis

WAHA Updates -

- Playdowns - head to head match ups are happening for seeding. Eau Claire had to restructure their entire Squirt level. Should get schedule in next couple of weeks.
- Player conduct - will work with Jake to get messaging sent out on harassment and slurs by players - reminder for coaches to keep an eye on stuff.

Grant Update

- Charlie and Ryan met with Dori on Friday. Going after a grant through St. Croix Valley foundation that is due on Sunday. Has to be tied to some sort of improvement in fundraising.
- A few others are being researched at this time.
- Anticipate applying for 1-2 grants/month.

Team Pictures - schedule sent to managers

Holiday Open Hockey/Open Skate schedule -

- Need to promote on social and in eBlast
- Volunteer shifts will be available

High School Boys/Girls Varsity Events

- HHA Appreciation for youth teams is this coming Friday night.

- Other events are out on schedule already - will promote as they come out.

Next board meeting is scheduled Monday, December 22, 2025, 6 PM.

Motion: Ryan Bullis makes a motion to adjourn at 7:52 PM. Second by Jessi Meyer. **Motion carried.**
Notes taken by: Jessi Meyer