



Hudson Hockey Association Meeting of the Board

October 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					
Katie Johnson	X	X	X	X	X	X	X					
Mitch Kullman	X	X		X	X	X	X					
Jessi Meyer	X	X	X	X	X	X	X					
Jake Mooney	X	X	X	X	X	X	X					
Joanne Obermueller	X	X		X	X	X	X					
Angela Seidling	X	X	X	X	X	X	X					
Jim Shimon	X	X	X	X	X	X						

Also in attendance: Charlie Maahs

Meeting Called to Order at 6:06 PM by Ryan Bullis on October 27, 2025.

Open Forum

N/A

Consent Agenda Approval:

- September Meeting Minutes

Motion: Ryan Bullis makes a motion to approve the September 2025 Meeting Minutes. Second by Jake Mooney. **Motion carried.**

Board Reports

Treasurer's Report – Joanne Obermueller

FOC Updates - The FOC did not meet. We have had some issues this month getting timely financials from CLA. They have advised us this will not be an issue going forward and they will be able to meet our timeline. The 9/30/2025 financials were just received today and were provided for review.

HHA received the initial draft of a forbearance agreement from Old National. Currently reviewing it with our lawyers.

HHA is still waiting for the audit to be completed. Hawkins Ash is not waiting on anything from us at this time.

VPHO Report – Jake Mooney

Ice Scheduler -

- We recognize there have been both technical and execution difficulties in the current situation and that our team managers and ref-in-chief have been overly patient.
- Facilities perspective - we currently have ~40 minute gaps between events which is ice we cannot sell. We also have other associations reaching out wanting to buy ice time - and we can't sell at this moment given the situation.
- In the future, Facilities would like to take a look at all hours HHA has used in the past during the prime season - block out for us in the future, then they can go and sell all additional hours right away to outside parties.
- We are investigating resolutions to solve the issues moving forward. We will have to make some adjustments but believe we will have a solution very soon.

Jr. Gold - still looking for a coach. May have some dads that would help if their kids end up on the team.

- Try another social media push linking back to opportunity on website

FHIT - reviewed video from coaches - Dean went through with them. Slide boards being made. Should be getting our money's worth out of the program now.

Arena Management Report – Jim Shimon

AMB Report -

Executive Director, Charlie Maahs:

Off season ice -looking at something for younger kids that combines on and off ice programming, includes golf.

Rifle Raffle - secondary/smaller raffle we are doing - flyers printed and ready to go.

- \$10/ticket - drawing will be in February. Will sell at several locations in the community.
- This will help bring up some of what we missed in our Sportsman's Raffle budget this year. Looking to sell 1500 tickets.

Four 100 Square boards - another fundraiser that is planned to be done during HHA tournaments.

Concessions - Toast is up and running as of Tuesday.

- There are 2 POS systems now, and everything has a SKU.
- Square machines are now only for online sales, etc.
- Tips - need to know how we want to track cash plus CC tips moving forward with regards to HHA.

St Croix Sports - Lease up November 1st.

- Believe that we should take the space back over - it's not open enough, need to have skate sharpening available more often, etc.

- Would like it to be open similar hours to concessions, but with an employee.

Will be advertising our meeting rental spaces to outside teams during our home tournaments.

Working with Dustin on a monthly facility cleaning checklist - do a new one each month for facilities improvements.

Operations Manager Update:

- No Report

VPSHO Report – Angela Seidling

Equipment

- Online registration for in-season rentals - right now 24 rentals for in-season.
- Will build an off-season rental to start in March

4v4 Hockey League 2025 -

- Just booked ice for 2026
- Will do exactly the same as this year - worked well.

Try Hockey for Free

- 41 boys - 22 had already signed up as of last night (44% conversion rate) and 25 girls - 13 girls had signed up already (52% conversion rate)

Try-Out Committee

- Updated process this year.
- 26 evaluators all had various connections with HHA
- 33 individuals that helped with on-ice stuff (goalie shooters, bench help, etc.)
- Team Genius is amazing - so useful. Some people have been reaching out to see their player's reports - it is good feedback for development with data collected. It would be interesting to see if we could automate this in the future and give all parents this information in future years.
- Overall complaints were down from previous years.
- It appears we will also end up under budget.
- Debrief meeting scheduled soon.

Fall Youth & Girls Pre-Tryout Clinic -

- No new updates at this time.

Jerseys/Socks -

- All practice jerseys have arrived and were delivered at first practice
- Game jerseys - Bantams came in first, PeeWees getting this week, Squirts and U10 coming tomorrow. After this week everyone should have game jerseys and socks.
- Got development level jerseys - some sizing issues - medium and smalls came in much larger than last year.

VPAS Report – Katie Johnson

Concessions -

- POS system has been updated from Square to Toast.
- Hours have been loaded into Crossbar. Lyn will continue to work with Charlie & Dustin on determining proper coverage for events.

Volunteering Hours

- No Updates
- Will be charged for unserved volunteer hours

Fundraising

- Holiday Store – working with Kallie at River City Stitch. Hoping to have open the first part of November for mid-December Delivery.
- Lunch Bucket will be reopening the apparel store the last part of this week. Will communicate out via Weekly eBlast and will also ask Team Managers to communicate out to their teams.
- Both Lunch Bucket and St. Croix Sport expect orders from the first wave to arrive mid-November. Will communicate to members as timing becomes more concrete.

Southridge Ranch Bacon

- Selling Window: November 12th – December 1st
- Delivery Window: February 1st – February 15th.
- Sell Sheet – First draft Available (shown to BOD). Will have a venmo link and he can confirm payment on his end.

Secondary Fundraiser Option:

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

Gerten's Holiday Planter Fundraiser:

- End's tonight – approximately \$3200 in sales.

Secretary's Report – Jessi Meyer

BOD Required Documents

- USA Hockey Number
- Background Checks
- Safesport
- Signed BOD docs

Logo License Requests

- Received a few inquiries over past couple of weeks
- Have Square link set up for payments of licenses (Individuals/Teams)

Website Updates

- Video Uploads waiting on VIMEO subscription

- Equipment Rental Registration
- Program organization on site
- Crossbar/Rectimes issues

Communications Updates

- eBlast updates - updated to 2025-26 season registration as of last meeting.
 - Will do another import of development levels in the next couple of weeks.
- Added sign up button to contact us page for anyone caught in the interim or interested without current players.

Committee Updates

- Jill Olson doing a great job on social media
- Melissa Lundt doing well as eBlast Coordinator
- Webmaster - Jessi Meyer covering - attended Team manager informational meeting (will miss Dev. Levels as it is tomorrow).
- Designer - potential coverage depending on family volunteer hours needed.

Past Board Member Report – Mitch Kullman

Registration for 2025-26 Season

- 403 Travel and Development Level Registrants as of today (budget 434 players - we will be off a bit because of U14 level no team).
- We have added development level players but will be under budget for numbers due to difference in age level pricing for registration.
- Only 4 Jr. Gold players registered as of now - more to sign up soon.

President's Report – Ryan Bullis

WAHA Playdowns, seeding process

- February 8th - in Eau Claire.
- We don't have to play them during the season if we have individual teams at the same level.
- At levels where we or Eau Claire have multiple teams at the same level - we do have to play them during the season for seeding purposes.
- PeeWee A's have an automatic state bid because we are hosting.
- Bantam C has an automatic bid because EC doesn't have a Bantam C team.

WAHA submission deadlines (verify certifications, teams eligible for state, concussion training, etc)

- By November 15th, Ryan needs to submit all teams eligible for state.
- Requires confirmation of coaching certifications and concussion protocol education.

Culture reminders, Play Like a Raider tags ordered

- Would like to continuously remind our members and players of culture and playing like a Raider
- Maybe culture corner in eBlast

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

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

Notes taken by: Jessi Meyer

