



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

Also in attendance: Bob Mueller, Tim Jaynes, Emily Toninato

**Meeting Called to Order at 6:03 PM by Ryan Bullis on April 28, 2025.**

### **Open Forum**

N/A

### **Consent Agenda Approval:**

- March Meeting Minutes

**Motion:** Joanne Obermueller makes a motion to approve March 2025 Meeting Minutes. Second by Ryan Bullis. **Motion carried.**

### **Board Reports**

#### Interim Executive Director

Tim Jaynes

Open hockey program as outlined by Joe Seidling - would like BOD to review

- Emily emailed out document for review

Executive Director Hiring Process

- Tim Jaynes spent approximately 12 hours last week reviewing applications, conducting interviews (with Jim Shimon's involvement), and documenting all conversations in the interview matrix and call summary notes (available in the hiring folder on Google Drive).
- Board members are encouraged to review the materials. Plan is to complete first-round phone interviews by Saturday and advance 4–6 candidates to second-round interviews, with a new interview matrix being developed to guide scoring and discussion.
- Jessi, Joanne and Angela to schedule the second round of interviews as soon as candidates are finalized .
- Tim Connected with Kari Aderhold (recruiter) to get advice on phone interviews and Kari has offered to meet with second round interviewers for tips and insights if we desire.

#### Grant Writer

- Tim, Ryan, and Mitch met with Dori Marty, a grant writer who comes with a wealth of experience. She knows hockey and is familiar with youth sports.
  - Dori has an hourly fee option as well as a retainer program option.
  - The group felt the retainer fee is a better fit for our organization. The contract with her could be canceled by either party with a 30 day notice.
  - Dori estimated that for every \$1 spent grant writing, an organization gets \$4-5 back.
  - The FOC recommends hiring her.
- Initial push would be for Dori to research what is out there for youth organizations, non-profits, and hockey organizations specifically. She would compile information together with recommendations and then does a lot of the grant prep in partnership with an association representative (likely Ryan) and then applies for the grants after that.
- Many foundations that provide grants like monitoring and feedback on what is done with the money that they grant. Dori would also take on the reporting aspect for this.
- Opportunity to “double dip” - in some cases, if we get grants for certain programs, we are still able to ask for sponsors for the same program. Dori can help us navigate how we can spend funds within our organization that meet the grant criteria.

**Motion:** Ryan Bullis makes a motion to hire Dori Marty as our dedicated grant writer to help generate grant revenue and scholarship opportunities for the association. Second by Mitch Kullman. **Motion carried.**

#### Apparel/Pro Shop -

- Contract for our Pro Shop is up October 31, 2025.
- We should have a budget and strategy for apparel for the next three years - would like to plant the seed now for discussion at our next meeting.
- Katie, Jessi and Tim to have a conversation in next couple of weeks regarding plan and proposal taking into comments discussed tonight,

#### Bremer Bank -

We are expecting some sort of terms from Bremer/Pace soon - haven't received them yet.

#### Ice Scheduling

Will be handled by Bob/Dustin and the new Executive Director moving forward.

## Treasurer's Report – Joanne Obermueller

### Financials

- Provided preliminary March financials.
- The fieldwork for HHA's audit will be tentatively completed May 27-29th, 2025.
  - CLA won't finalize our year end financials until after the audit is completed.
  - We should have good, audited financials by the end of July.
- Executive Director role
  - Interim Executive Directors are working hard and keeping us informed of their changes with a weekly report.
    - Concessions were brought in-house vs. using an outside vendor.
    - Progress has been made on documenting procedures and getting projections documented.
  - Search for a permanent Executive Director has begun.
    - Received a lot of interest from candidates with solid backgrounds.
    - Tim Jaynes and Jim Shimon started phone interviews over the weekend.
    - Posting has been removed from Indeed but anticipate that we will receive a few more resumes from our email blast to rink managers.
- Bremer has requested that HHA meet with PACE. Documentation on what PACE is as an organization was provided to the Board via email.
  - PACE would allow us to finance \$2.5MM of our debt as a long-term debt over 30 years allowing us to stretch the payments.
  - PACE has approved this amount but we do not yet know the terms of it. HHA will need to investigate the terms as well as how this financing option fits into the overall proforma and forward looking strategy for HHA.

## VPHO Report – Jake Mooney

### PCDC Updates

- Meeting a couple of weeks ago - got level of play designations for Bob so he could do Tournament schedules.
- Chair introduction - Eric Shimon and Brooks Lockwood back in the same roles as last year.
- Dean Talaious is back for the next season as is FHIT.
- Touching base with Age Level Reps to book tournaments as soon as possible - sounds like can book most right away and cancel in September with no cost.
- A lot of the feedback they received was that we needed more ice for our teams, especially at the youth level.
  - Tim Jaynes has spent a lot of time talking to other rink managers over the last two weeks - they have all of their ice pretty much booked by now for the upcoming season.
  - Mitch asked how many ice hours other associations give per level and to compare it to what we offer our teams. Tim will be working to summarize this data this week.

- Rachel followed the team fee analysis and that is what she would build/schedule team hours off of /hasn't changed in all the years she did ice scheduling with a possible exception for Jr. Gold.

## Arena Management Report – Jim Shimon

### AMB Report -

- Tentatively have spray foam people ready to come in beginning of June when FHIT is not operating. Doing just the ceiling for now.

### Operations Manager Update:

- Advertising Sponsorship & Invoicing - Payments still coming in from invoices sent out in December. One sponsor decided not to renew this year, Ice TimeMN, and we have removed their signage. There are two new sponsors that we will be installing signs for soon as well as invoicing them 1st year at a prorated rate through November 30th.
- Golf Fundraiser - Registration is live and has been communicated out as such. The committee has met twice since the March update. The 2nd meeting was with a large group of enthusiastic volunteers that have jumped right in and have started securing sponsors for the event. The event will be held Friday August 8, 2025. We are starting an hour earlier this year with an 11:00 AM Shotgun start.
- Sportsman's Raffle - Saturday, September 6th at Willow River/Carbones is locked in as the date and location of the event this year. Jake is working on filling a couple prize lists so we can start printing flyers and tickets. Soon thereafter we will launch registration. Joe Seidling is working on getting some volunteers together to implement some new ideas to increase ticket sales and increase both attendance and revenue raised.
- Invitational Tournaments - Dates and levels offered for our hosted 2025-26 Tournaments have been set. Based on early PCDC projections for team declarations I have the recommended Minnesota levels appropriate for each level offered and thus have an idea of what spots to reserve for HHA teams that will be participating. The Tournaments page on our website has been updated to show levels being offered. Anticipate tournament registration launching April 25th.
- Learn to Skate - Spring 2025 sessions concluded Sunday, April 27th. Registration for the summer sessions were made live today (April 28th). Summer sessions start Thursday, June 12th.
- Tenants -
  - FHIT/MAP/Northland/Vipers AAA - All programs are running smoothly. AAA program doing very well and they believe it will need close to twice as much ice next year. Justin has also asked me to hold the last weekend in August for WHL combine here.
  - Concessions - Protein House has vacated and Final payment has been received. The association is now operating the Concession stand in house.
  - Hudson Havoc season - still owe for their February ice. Owner Joe Dibble is waiting on some payments to come in, when they do we will be paid. It is their intention to return for the 2025-26 season. The USPHL Jamboree in October should be returning as well as adding a tournament/jamboree the last weekend of August.

- Pro Shop - Current on payments, no issues. Communicating dates/times of busy times to him.
- Room Rentals - Same as last month, steady. Room rentals are growing, we are seeing "new" customers renting rooms at a good growth rate. Also seeing a good rate on returning rentals.
- Off Season Ice Rentals - Even though we have a large amount booked we are still seeing bookings come in or being added to, starting the approach the dollar amount we rented in 2020, Covid year when all Minnesota arenas were closed.
  - 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 - 2,489 hours (Booked to date)
- Rink Rats - Registration was opened up on 2/12 and to date we have received 68 registrations. We pay an Administrator 30% of gross revenue to monitor and run these sessions. The program uses 22 hours of ice time.
  - Jessi to get Bob parameters if we want to do sponsored posts for the few remaining spots that are open.
- Misc. Items/Notes -
  - The final 2024/25 Tournament Financial Summary was provided.
  - The bid to host State tournaments in 2027 has been submitted. Our 4 choices ranked in order of what we would like to host were:
    - Girls U10 Gold
    - Girls U10 Bronze
    - Squirt 1A
    - Squirt 1B
  - Missed having a representative at the last D2 meeting - recommends we have someone consistent for meetings moving forward (not to change person to person each meeting).
    - Will expect volunteer help at the district tournament and the region tournament from all associations.
    - Expect HHA Ice allotment for D2 ice and preliminary team declarations in September.
    - Next meeting Sunday, May 18th in Hugo.

### VPSHO Report – Angela Seidling

#### Equipment

- Equipment returns - No updates this month. Will have updates regarding equipment grants next month.

#### Jerseys/Socks

- Six requests for proposals (RFPs) were received for the 2025-26 HHA jerseys & socks.
  - Provided PowerPoint with RFP information for the board to review.
  - Six vendors submitted RFPs.

#### Jersey Committee

- Six Members - every level of HHA is represented on the committee.
- Alicia Drake is Committee Chair and will take on the role of Jersey Coordinator
- The committee recommends that we stick with Lunchbucket Hockey for next year based on pricing, quality, and services.

- Next step - Design

#### 4v4 Hockey League 2025

- No new updates -will have next month after connecting with Dan

#### Try Hockey for Free

- Jessi created a flyer for THFF 2025
- Advertisements June - August - School emails, flyers at Hudson daycares & schools, community boards, lawn signs around the area. Other advertisements that have been effective?
- Recruitment incentives for development levels - Referral section on sign up for a chance to win an HHA hat or shirt.
- Scheduled registration to open August 1st
- Could look for someone interested in chairing this committee for Angela

#### Pre-Tryout Youth & Girls

- Will have updates once tryout dates are finalized.

#### Try Out Committee

- Committee meetings held March 27th and April 23rd - Mitch updated us that they are still in planning stages for dates for Tryouts.

#### Spring/Summer Open Hockey

- Developed a business plan for an open hockey pass. Will be a great concept to offer next year, post regular season.
- Emily Toninato is taking this plan over and looking into options for available ice to develop a plan for Summer 2025.

#### VPAS Report – Katie Johnson

##### Gertens Fundraiser

- Will deliver next week - Katie to send times for newsletter
- Jacky Cook will do the sorting and handout when it's delivered

##### Bingo at Smiling Moose

- Looking for volunteers for this as person that was running it backed out - will write something up for next week newsletter
- Look for 5-6 individuals that can rotate weekends

##### Welcome Back Event/Fundraiser

- Maybe have a try on event/popup store
- Have a few people in mind in terms of planning that out for a committee

##### Potential Fundraiser

- South Ridge Ranch Bacon - out of RF - interested in doing a fundraiser with us - could do a potential tasting at the rink before ordering.
- Bob received package from another potential jewelry maker Breanna Ellevold Art - selling earrings as Apparel
- Connect with Tim, Jessi and possibly Angela this week if possible

## Fundraising Updates

- All prizes given out except team movie prize
- Jersey role is fully handed over

## Secretary's Report – Jessi Meyer

### Policy Review

- New folder was created and shared with the board for review of policies.
- Review should be May

### Crossbar Updates

- Updated Board and Age Level Reps on website

### Apparel Updates

- Provided spreadsheet to Tim Jaynes and Katie Johnson showing items purchased from our online website during the 2024-25 season.
  - Calculated gross profit for items I had details on
- We need to contact Legendary and provide a date by which they need to collect apparel remaining at the rink.

### End of Season Survey

- Provided results to Ryan and Jake
- Coaches surveys were to be reviewed at April PCDC meeting - didn't discuss much

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

- Designer
- Webmaster
- Social Media - did have one person reach out interested in this position - need to coordinate time to meet together with Heidi Bullis.

### EBlast - Wins from past week for interim ED updates - outside of standard notes in eBlast

- Consider weekly highlights
- Could do Concessions in house
  - Staffing needs
  - Dibs for running it - connect with Laura Johnston to get set up and then put into eBlast for next time
- Grant Writer hiring
- First round of phone interviews completed for eBlast

## Past Board Member Report – Mitch Kullman

The Capital Campaign committee is meeting on Wednesday, April 30th.

- Review grant writer details and categorizing programs.
- More information into how we can sell that to sponsors.
- Get some communication out to current donors

## President's Report – Ryan Bullis

### Age Rep Onboarding

- Meeting with them next week to discuss responsibilities

### Update 2025/2026 HHA activities calendar

- Will be reaching out to everyone to make sure our important items are on the calendars as something to reference.
- In Google Drive - Ryan will take a stab at updating and then send it to the BOD for review.

**Next board meeting is scheduled Monday, May 19, 2025, 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