



## Hudson Hockey Association Meeting of the Board September 2024 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    |     |     |     |     |     |       |
| Jacky Cook         | X     | X   |      | X    |     | X    |     |     |     |     |     |       |
| Patrick Johnson    | X     | X   | X    | X    | X   | X    |     |     |     |     |     |       |
| Nichole Kroening   | X     | X   | X    | X    |     |      |     |     |     |     |     |       |
| Mitch Kullman      | X     | X   | X    | X    | X   | X    |     |     |     |     |     |       |
| Jessi Meyer        | X     | X   | X    | X    | X   | X    |     |     |     |     |     |       |
| Joanne Obermueller | X     | X   |      |      | X   | X    |     |     |     |     |     |       |
| Jim Shimon         | X     | X   | X    | X    | X   |      |     |     |     |     |     |       |

Also in attendance: Bob Mueller, Mike Launderbille

**Meeting Called to Order at 6:05 PM by Ryan Bullis on September 23, 2024.**

### **Open Forum**

#### **Consent Agenda Approval:**

- August Meeting Minutes
- September Special Meeting Minutes

**Motion:** Ryan Bullis makes a motion to approve August 2024 Meeting Minutes. Second by Patrick Johnson. **Motion carried.**

**Motion:** Ryan Bullis makes a motion to approve September 3, 2024 Special Meeting Minutes. Second by Patrick Johnson. **Motion carried.**

### **Board Reports**

#### **Treasurer's Report – Joanne Obermueller**

Review August Financials- sent out earlier. Sitting really well with the number of players registered, about half on payment plan, have paid in full.

- A/R Aging Review

- Baumen has been notified, CLA will be doing our payroll starting October 8th, 2024.
- Working to refinance some of our debt.

#### FOC Meeting Updates

Working on confidentiality agreements for them

- Going to start taking attendance for recording of volunteer hours

Looking for a Grant Writer

Patrick Johnson requested a copy of FHIT invoices from last year

Financial Assistance Updates

- 9 families as of this month
- One more family just come through that will be reflected next month

#### VPHO Report – Patrick Johnson

PCDC - Met earlier in month.

- Bantam level of play and State Tournaments.
  - Focused on player development this year. There are only 3 state tournaments at this level of play in WI (A, B, C), so there is not a state tournament for each level of play that we will have this year.
  - Bantams will have 4 Teams - A, B, C, and C2 team
  - C2 Team will play normal D2 schedule and fill in with smaller associations on WI side
  - WAHA outlines that you send the top three teams.
  - Reached out to WAHA on State Tournament rules vs. playing down a division if there were a shortage of team. We were instructed that Division 1 teams may only play in Division 1.

Play Like a Raider Rollout

- Looking for approval to spend some funds to roll out the program signage and bag tags.
  - Large Banners - one in each rink.
  - Two options for the banners - one would be banners hung in each rink, the other would be to put signage onto the glass panels on the rink (outside so play won't mess them up, but they are not see through).
    - Banners - \$1300-1500
    - Glass - \$2500 (36" wide by 36" wide - 7 panels with  $\frac{3}{8}$ " gap between each panel)

Pre-Season Age Level Meetings

- All next week, one hour for each age group (youth)
- Girls teams will be held all together

Girls U10 & U12 Updates

- U10s - short on players for 2 teams, but too many for 1 team. Rolled with 2 teams, will be rolling up the most proficient U8s to fill up the teams.
- U12 - currently at 2 goalies and 11 skaters. PCDC will need to meet to discuss if a couple U10s need to move up.

Dean Talafous making some great inroads with FHIT, good plan for upcoming season.

Discussion on discontinuing monthly coaches call and having them check in monthly with Dean instead of everyone together on one call.

#### Arena Management Report – Jim Shimon

AMB Report - Trying to figure out the center ice logo with the floor in Gornick (old logo not coming off with grinder, will have to be painted over).

#### Operations Manager Update:

- Advertising Sponsorship & Invoicing - Picked up a new Sponsor this past month, Clifton Larson reached out after meeting with Joanne and they will be a new sign sponsor. Contacted all past due advertisers listed on the AR report, a couple checks have already come in and I am working on the others. All advertisers will be invoiced on 11/1 with payment due 12/1 for the next year.
- Golf Fundraiser - Still trying to collect the last few payments on hole sponsors. Did have a very productive wrap up meeting with Lynn Robson, Heather Blaiser, Kim Roebbke, and myself. Put together an action plan to make sure the event runs even smoother next year. Kim Roebbke will serve as golf committee chair for HHA next year.
- Sportsman's Raffle - Sales of tables and tickets have dropped off dramatically from last year, looks like the economy is starting to affect this event. Have 23 tables and 10 single tickets so far. Last year 31 tables, typically 25+ tables is good.
- Invitational Tournaments - Registrations still coming in and tournaments are filling up nicely. Report showing confirmed tournament teams is attached. The Jamboree registrations started coming in this past month, as of now 11 of 16 Mite 3, 10 of 16 Mite 2, and 2 of 16 U8 Girls spots have been filled. The Jamboree registration report was also provided.
- Learn to Skate - Fall/Winter Registration is now running with 109 registrations. Have started to set a schedule for all sessions next year in the system as part of the get everything scheduled early plan.
- Tenants -
  - FHIT/MAP into Fall season and all is running good.
  - Pro Shop and Concessions are being informed of busier times on the schedule as potential times for them to open. I will be meeting with both Sean and Jesse to get all invoicing and rent payments back on schedule.
  - The Havoc started practices last Monday and it looks like they will be up to 20 players in the next few days as the billeting issue is starting to get worked out.
- Room Rentals - Same, reservations are slowly starting to increase as more people become aware of them here.
- 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 - 2,928 hours
- Rink Rats - Final session for 2024 is next Sunday, I will be submitting a payment request to Kevin Kress for being the admin for it this year.
- Misc. Items/Notes - Tournament committee held an initial meeting, new members were found to be needed so Ryan put the word out to the Squirt Age level rep and 4 members from 3 families have volunteered to help out. Tournament items needed have been ordered or will be ordered in the near future. All seems right on schedule at this point.

#### VPSHO Report – Ryan Bullis

Nichole Kroening has decided to step down as the VPSHO, Ryan is following the process for appointing a backfill to the position.

- We do have one interested party so far from outreach - Ryan will be reaching out to that person tomorrow.

Try Hockey for Free - ~50 attendees

- Starts tomorrow
- Nichole hosted equipment pickup yesterday
- HS kids helping out, also reached out to U14 girls
- Ashley Cook helping from an administrative side so she will be running check in table tomorrow

Rental Equipment - Nichole will be managing for season

### VPAS Report – Jacky Cook

#### Fundraiser Updates:

Rahrah went live last week. Meeting scheduled with them Monday to go over our roll out and training plans

Fundraising Coordinators: Plan to have fundraising coordinators per team to run all 4 fundraising efforts simultaneously. This way kids can sell all or what's best first their family based on their needs and still be eligible to win prizes

- Spare change will be set up later this week
- Gift cards set up later this week
- I'm working on content and layout for Jessi for the fundraiser and events section on our site.

Tryout tailgate is almost fully set up

- Bags competition
- Meat raffle
- Silent auction
- Tailgate games
- Liquor license filled out to be able to sell beer/seltzer at event
- Protein House doing food and coffee for the event
- John Marich donated bags boards branded HHA

#### Apparel

- John Marich will sell Corn Hole/Bag boards on our site
- We will have Try on samples at tryout weekend and link will be live this weekend for our 2024-2025 store
- Sean will sell ccm and Bauer in the rink but also have a link open for a short time due to timing issues
- We plan to have pop ups 2 Mondays a month
- New vendors this year
- New items
- Mostly community based

#### Jerseys

- Try hockey jerseys on route - delay due to lack of blue dye - should be in no later than Wednesday
- Practice jerseys ordered- \$3200 sponsorship for them
- Squirrt jerseys and adhoc orders in tomorrow

### Secretary's Report – Jessi Meyer

#### Website Updates

#### BOD Meetings

#### Website Updates - Sportsengine to Crossbar

- Registration going smoothly
- Updated Try Hockey for Free page
- Waiting updates for other pages (fundraising, etc.) from those that oversee. Send updates to Jessi when you have them.
- Photos for Website
  - Took pics of all that were in attendance for tonight's meeting. Everyone else needs to coordinate with Jessi for a quick pic at the rink. Would also like to have pics of committee chair volunteers added to the site.

#### Communication Updates

- Presented information on our eBlast info open rates.
  - Open Rates: 35% above industry average over past 12 months, 31% above industry average for the past 30 days
  - Click through Rate: 4% above industry average for past 12 months, 1% above industry average for the past 30 days..
  - Highlighted all Sponsors provided to us, please send as we have more to feature.
  - Will be communicating to Association on changeover of the weekly eBlast mailing list at the beginning of September to the 2024-25 registrants. If anyone is not receiving communication after the update that wants them, needs to contact Jessi to add to the season communication list.
  - Tested Crossbar communication email with current registrants, worked easily and went out without issue.

#### Board Required Docs

- Paper copies collected for this year to be scanned in.
- Next year we can create a BOD member registration to collect docs, USA Hockey Numbers and Safesport electronically

### Past Board Member Report – Mitch Kullman

Tryout Committee - Met last week. Good position right now. Will be held in Drewiske.

- Tryouts - schedule coming together.
- Working out how team announcements and team rostering will take place (dates).

Registration - 372 Registered Players to date.

### President's Report – Ryan Bullis

#### Capital Campaign

- Working with FOC and where we need to go from here.

#### WAHA Meeting Updates

- A lot around player safety, neck protection - must have to be on the ice, concussion, safesport, etc.
- Officials - change where Level 1 officials no longer have an on ice component. Associations may want to consider their own on ice training for Level 1 officials.

Call with Eau Claire and WAHA reps after that meeting regarding playdowns.

#### Age Rep Updates

Been great on communications, will be at the meetings next week.

Development side - Matt Parent leads - very organized, going well.

#### First aid trainings for specific roles

- Trying to work on holding first aid training for coaches, locker room monitors, staff, anyone else that would like it so they would be able to help in case of need while here.
- Received just under \$600 from the blood drive that will be used for updating first aid supplies in both arenas and will work to provide a small first aid kit to each team's coach.

**Next board meeting is scheduled Monday, October 28, 2024, 6 PM.**

**Motion:** Ryan Bullis makes a motion to adjourn at 8:09 PM. Second by Jessi Meyer. **Motion carried.**

Notes taken by: Jessi Meyer