



Hudson Hockey Association Meeting of the Board

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

Also in attendance: Laura Johnston, HHA Volunteer Coordinator

Meeting Called to Order at 6:06 PM by Ryan Bullis on August 25, 2025.

Open Forum

Consent Agenda Approval:

- June Meeting Minutes (revised)
- July Meeting Minutes

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

Board Reports

Treasurer's Report – Joanne Obermueller

FOC Updates - emailed FOC minutes to BOD. Approved July 2025 financials, appear to be slightly ahead of budget.

July Financials - were approved by FOC and provided to the BOD. HHA is on budget for July 2025 income.

Audit - Hawkins Ash - doing confirmations for all accounts receivable, etc. Audit is still in progress, no timeline for completion yet.

Nothing new from Bremer as of 8/19/2025.

Current cash items: The current position is manageable with the season currently open for registration. HHA has a number of old unpaid volunteer hours in the accounts receivable. The FOC recommends either creating parameters around this to help collect the amounts or if that already exists to enforce the requirements. This could mean that a certain amount need to be completed in order to participate like we do with registration or something similar. As we increase the hours, we need to enforce the payments.

VPHO Report – Jake Mooney

Age Level Rep Meetings -

- We will set dates in September ideally, week of September 15th, to discuss information with parents that explains the rates and the volunteer hours. Position as data driven decisions and how we are managing things.
 - River Falls: All travel levels - 60 hours, \$25/hour for unfulfilled hours.
 - New Richmond: 40 hours for all levels except Mite/U6, \$50/hour for unfulfilled hours.
 - Menomonie 20 hours + 9 concessions hours - Family Max 58 hours.
 - Spreadsheet of additional associations - Jessi to work on an infographic(s) related to surrounding area volunteer hours and rates.
- Did math based on 400 skaters for concessions

Jr Gold updates -

- The previous coach moved away, still looking for a coach(es). Reaching out to a few people.
- Depending on numbers - may have one larger team (26-28 kids) or see if we can get two teams depending on numbers. Can only dress 22 kids max - so they would have to earn play if we had more players on a single team
- Have one goalie signed up already (need two).

Girls U14 Updates

- Currently do not have a goalie and only have 9 confirmed players as of right now.
- Leaning towards not having a U14 team this year - 6 could move up to JV and 3 could be released and go play for the Stars.
- Jake to reach out to surrounding organizations - Somerset, River Falls, and New Richmond to see if they have similar issues.
- Discussion on how communication and planning could have been done earlier to try and do better for this and other teams in the future.

Arena Management Report – Jim Shimon

AMB Report -

- Nothing new to report.
- Working on job descriptions with employees.

Operations Manager Update:

- Advertising Sponsorship & Invoicing - All Payments current with the exception of one that I am in communications with. Invoices for the next year will be going out in November with due dates of 12/1/2025.
- Golf Fundraiser - Event was held Friday August 8, 2025 and went very well. Corporate Sponsorships went way up this year. We also filled 40 Foursomes/160 Golfers. Initial calculations show it should end up slightly above last year. Two of the parking spaces did not receive minimum bids so we are offering to take bids through August 30 to see if they will sell.
- Sportsman's Raffle - Corporate Table & Event Sponsorship sales are off to a good start with 21 tables being reserved well as 10 Event Sponsorships sold to date. I will be attending a very large event at Ahlman's Gun Shop tomorrow from 9:00 AM until 5:00 PM selling tickets at a table they have allowed me to set up at.
- Invitational Tournaments - We have filled 70 of the 80 tournament spots, with 7 of 10 tournaments filled to capacity. We have had 5/6 associations cancel registrations as they fine tune their numbers and end up not needing the spots, but I have been able to fill them right back up from the waiting list. The Mite/U8 Jamboree has seen 15 visiting team registrations to date.
- Learn to Skate - Fall registration has opened up and we have 78 registrations already. The Fall session begins on Sunday September 7th.
- Tenants -
 - FHIT/MAP/Northland/Vipers AAA Concessions -
 - Hudson Havoc -
 - Pro Shop -
- Room Rentals - Reservations still coming in at a steady pace, just hosted an event with 240 in attendance.
- Off Season Ice Rentals - We have surpassed the dollar amount in rental income we did in 2020, the Covid Summer when no Minnesota arenas were open.

VPSHO Report – Angela Seidling

Equipment

- Equipment Room - Bob Larson is equipment Manager. Five of them met on a Sunday for 3 hours, and filled a dumpster to start cleaning (got 1/3 done in the room).
- Mite Equipment Grant - received. Matt Dray picked up. All equipment is resized and ready to go for Try Hockey fitting.
- THFF – Neck Guards are not needed. Sticks are needed - we can do a call out in future eBlast for people to donate.
- Equipment Rental Online Link & Payment
- Grassroots Grant – WAHA - due date is September 1st. Angela will write and submit.
- Sporting World Collaboration - John Knutson - owns building next door. Everything they sell goes to Big Brothers/Big Sisters - asking us to market and promote it to our families. Also have a trailer - they will bring up during events that people could buy out of it here at rink.

4v4 Hockey League 2025

- Season started tonight - 8/25/25
- Games in Hudson Tuesdays & Thursdays
- 4 Bantam teams, 6 Pee wee teams, 6 Squirt teams
- Clock – Volunteer Hours - already taken in Crossbar
- Have 3 Refs - have only one game remaining.

Try Hockey for Free

- Registration opened August 1st
- 50 registered as of this morning (8/25/20205)
- Sessions starts September 30th – 6 sessions
- On-ice Support for girls and boys: Blue Line Club & Havoc
- Equipment Night Thursday September 25th

Try-Out Committee

- Meeting bi-weekly – Next Meeting September 4th
- Try Out schedule: 9/27-9/28 youth pool play. 10/1-10/2 U10/U12 tryouts. 10/2 goalie tryouts. 10/3-10/6 youth tryouts.
- Added one-night 10/1 for first day of U10/U12 tryouts due to ice scheduling.
- Letters to go out 9/1 with some details for families.

Fall Youth & Girls Pre-Tryout Clinic

- Squirts, Pee Wees & Bantams: Monday September 22nd and Wednesday September 24th. U10, U12 & U14 Girls Tuesday September 23rd and Thursday September 25th.
- On Ice Support – Blue Line Club for Girls and Youth
- Registrations, as of 8/22: 19 Bantam/1 Bantam goalie, 17 Pee wee/1 Pee wee Goalie, 23 Squirts/2 squirt goalies

Jerseys/Socks

- 3 of 4 Jersey try-on and number selection nights complete. Final event Wednesday, August 27th.
- Additional Junior Gold jerseys ordered to meet projected numbers.
- Development jerseys ordered to meet projected numbers and sizing suggestions from previous two years. Jersey sponsorships filled: LifeLong Wealth Advisors, Emporium, Stone and Leaf Landscaping, TruCourse Advisors, Galvin Construction
- Practice Jerseys ordered based on sizing and numbers from previous years. Five Sponsorships filled: Willow River Tree Company, Pier Five Hundred, C & J Stoneworks Inc., Stone & Leaf Landscaping, Fairway Home Mortgage.
- September 1st deadline for game jersey ordering. The committee will be reaching out to those registered who have not yet ordered a jersey.

VPAS Report – Katie Johnson

Concessions -

- Hours will be loaded as soon as we have game schedules.

- Will be open during Tryout Weekends, so will get those entered.
- Lyn is completing a manual for concessions (opening, shut down, how each machine runs)
- Reviewed menu and possible additional options for tournament weekends.

Volunteer Hours

- Members frustrated with the increase in hours
- Will address information at Age Level Reps
- Evaluating additional opportunities

Fundraising

- Been in contact with Jake at Southridge he's developed a webpage for us
- Create a QR code to send to the site page
- Katie will check on how he will report to us

Pepper Fest

- Friday night storms so Bingo closed early; Saturday/Sunday went all right
- We will receive a grant determined by the Pepper Fest board from them in November or December

Apparel

- Met with Paul - and he showed options he put together. Will be doing mostly non-branded stuff.
- Met with Sean at St. Croix Sport - will do UNRL, Bauer Jackets and Pants - store will be open 10 days beginning the first Saturday of Tryouts.

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

- Need updates from people for their pages

Communications Updates

- eBlast updates - we can now monitor click throughs on button links

Past Board Member Report – Mitch Kullman

Registration for 2025-26 Season

As of this meeting - 248 registered players - so we are 186 players short from our estimate. Last year same date we had 308 but our payment plan was extended out
PeeWees 44 of 62 estimated,
Bantams we have 34 registered out of 68 projected.
U12 - 15 registered
U10 - 14 registered
Squirts 66 - 44 registered

President's Report – Ryan Bullis

WAHA Annual Meeting - a lot of the meeting is on culture, they provide information on retention.
Preseason Parent Meetings - Jake and Mitch and Ryan will work with Bob on dates.

Age Rep Update

Grant Writing -

Working with Dory - in the research phase. Has created a shared Google Drive with Ryan.

Key priority for 12-15 grants that she has started to look at that we feel are attainable.

First proposal should be written in the next few weeks.

American Legion in Somerset - huge volunteer base - no one utilizes it.

Playdowns - will be February 8th in Eau Claire. Trying to coordinate with EC on this -they haven't decided teams yet, but believe 2 Bantams, 3 PeeWees and 4 Squirt teams.

Next board meeting is scheduled Monday, September 29, 2025, 6 PM.

Motion: Ryan Bullis makes a motion to adjourn at 8:16 PM. Second by Jessi Meyer. **Motion carried.**
Notes taken by: Jessi Meyer