



Hudson Hockey Association Meeting of the Board

August 2026 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
Nate Hildebrant		X	X	X	X							
Katie Johnson	X	X	X	X	X							
Jessi Meyer	X	X	X	X	X							
Jake Mooney	X	X	X	X	X							
Joanne Obermueller			X	X	X							
Matt Parent	x	X	X	X	X							
Stacy Sommer	x	X	X	X	X							
Megan Tracy			X	X	X							

Also in attendance:
Charlie Maahs

Meeting Called to Order at 6:03 PM by Matt Parent on August 24, 2026.

Open Forum

N/A

Consent Agenda Approval:

- July Meeting Minutes

Motion: Matt Parent makes a motion to approve the July 2026 Meeting Minutes. Second by Jake Mooney . **Motion carried.**

Board Reports

Treasurer's Report – Megan Tracy

FOC Updates

- FOC is continuing conversations regarding current capital campaign donors as well as the development of a future capital campaign committee.
 - Current focus will be collections from the existing pledges outstanding, I am working to get caught up to speed on the reconciliation of the current campaign.

Financials

- Provided July Financials
- YTD - ahead of last year and ahead of this year's budget
- Working to rebuild the operating expenses with some pledges from the last capital campaign.
- Officially have moved banking relationship to Midwest One - now officially Nicolet Bank.
- Working with the Executive Director to strategically shift some of the daily bank operating responsibilities from CLA to him in order to reduce expenses

Audit

- Ongoing with Hawkins Ash. Uploaded the last doc for audit two weeks ago.

VPHO Report – Jake Mooney

Level of Play/Number of Teams (Preliminary registration numbers)

- Squirts - 5 teams based of preliminary numbers - A, B, C1, C2, C2 in MN B1, B2 and three C teams.
- PeeWees - 4 teams - A, B, C, C2 in MN A, B1, B2, C
- Bantams - 4 teams - A, B1, C, C in WI (one C team won't go to state) in MN A, B1, B2, C

Discussion on Buraglio - request to tryout at a level higher than age level of play. As a Board, we are in agreement with allowing them to move the request to the PCDC for review/determination of approval for tryouts.

Arena Management Report – Nate Hildebrant

AMB Report

- Had to cancel AMB meeting today - being rescheduled.
- Nothing new to report.

Executive Director, Charlie Maahs:

- Summer ice rentals - last year was the best year ever, and we are currently tracking to beat that number this year.
- Sportsmans Raffle - goal to sell 25 corporate tables, already at 10 tables. We would like to sell more individual tickets.
- Blades and Birdies - great year, received great feedback from parents and kids. Looking to expand it for next year.
 - Equipment - did receive questions asking to borrow our equipment - answer was it was not Hudson Sports & Civic Center's gear, it is HHA's and they can't loan equipment.
 - We may have some odds and ends that could be given to the program to use in case of emergency.

VPSHO Report – Stacy Sommer

Jerseys

- Last try-on was last week (same as Town Hall)
- Order planned to be done in early September
- Got some feedback from development levels
- Received some feedback from the girls' side at development level as well.

Equipment

- Not too much new - registration being opened for this year.

Try Hockey for Free

- Registration is open.
- Submitted grant to WAHA in June but did not receive. Have another we may apply for.
- Need to get volunteer hours into the system for this.

Tryouts

- Schedule set - September 29th - October 4th.
- Make sure Bantam clinic dates are up-to-date on website.
- Looking for additional evaluators for this year - preference for outside the association but can consider ours if not evaluating where they have a player.

4x4

- Registration is closed - teams formed. First games started tonight.

VPAS Report – Katie Johnson

Volunteering

- Issue with hours applied for the upcoming season in Crossbar - we have resolved - it was a family max feature that is new this year.

Concessions

- Great year so far with concession sales.
- Met with Charlie and Lyn last week regarding the upcoming season.
- Lyn will upload concessions volunteer hours.

Apparel

- St. Croix Sports and Lunchbucket are working on designs
- Newsletter before tryouts to have a sneak peek
- Stores will open 9/27 - 10/11 - everything ordered in this timeframe should be delivered by Christmas.
- Stores will re-open during week of Mite evaluations - assortments will be reduced.
- Planning a tryon event for the Saturday of tryouts at the rink.

Fundraising

- RMF Auto is live - \$150 fee - 50% back to Hudson Hockey. They are at the concession stand and we will promote during tryout weekend. 500 to sell - after 500 we are done.
- Willow River Carbones Pizza fundraiser - will be coupons that people can redeem at rink or at Willow River. Also will be a pasta coupon. Run November 9-December 9th.
- Southridge Bacon - committed to making it work with us this year.
- Discussion on bingo at vendor downtown - hard to find volunteers and we believe we are good for fundraising opportunities this year.

Pepper Fest

- Filled every shift except one and that shift had enough coverage.
- Everything at Bingo went smoothly.

Secretary's Report – Jessi Meyer

BOD Docs - still waiting for some

Email Vote for Player Development Role - everyone has responded and vote was unanimous.

Still looking for a Secretary to take over the term that began on 4/1/2026.

Logo Use/License Requests

- Nothing new to report

Communication Committee Updates

- Committee leads will remain the same for 2026 season, and would like to add a new co-lead with each to work together so that handoff next year goes smoothly.
 - eBlast - Lead: Melissa Lundt. Potential new add here.
 - Social Media - Lead: Jill Olson. Nothing new to report.
 - Websites/Webmaster/HHA Software Programs - Lead: Jessi Meyer.
- Communications Guidelines & Schedules
 - Working on a guideline of what communications go through which platforms and expected cadence of communications.
 - I will work with Melissa to change the format of eBlast and we will go back to weekly emails starting this week.
 - Received a flyer with “made-up” HHA logo to post - remember when using AI to create docs to make sure branding is accurate. Also the communications committee has access to Canva and can assist with flyers if all info is provided to ensure accuracy of branding.

Past Board Member Report –

Registration Report -

- 231 Registrations as of last Friday - we had 421 total last year.
 - Bantams - 23
 - U14 - 4
 - PeeWees - 28
 - U12 - 11
 - Squirt - 41
 - U10 - 26
 - Mite 3 - 29
 - U8 - 12
 - Mite -22
 - U6/U8 - 8
 - Mite 1 - 20
 - U6 - 6
 - Jr. Gold - 1

- Need email reminder on rate increases/tryout deadlines

President's Report – Matt Parent

Town Hall Debrief

- Went well - had around 40 attend.
- Havoc did a great job helping on the ice.

Have a new D2 rep - Rob Barabe.

Age Level Rep Meetings - week of September 21st - 21/22nd.

The next board meeting is September 28, 2026 at 6 PM.

Motion: Matt Parent makes a motion to adjourn at 7:31 PM. Second by Jake Mooney. **Motion carried.**

Notes taken by: Jessi Meyer