



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

Also in attendance:

**Meeting Called to Order at 6:11 PM by Ryan Bullis on July 29, 2025.**

**Open Forum**

**Consent Agenda Approval:**

- June Meeting Minutes

**Motion:** Ryan Bullis makes a motion to approve June 2025 Meeting Minutes. Second by Katie Johnson. **Motion carried.**

**Board Reports**

**Treasurer's Report – Joanne Obermueller**

**Review Financials**

HHA has received and reviewed CLA's financials from April - June. It was noted on these financials that ice rental appears to be trending in a positive direction. There are a couple income items that need to be reclassified (registration revenue that really is tournament income) but otherwise the financials look good.

HHA has met with Bremer Bank to discuss the current default of our loan. Bremer is willing to work with HHA and has requested that we do a couple things prior to the next meeting. We will meet with them again in two weeks to continue the discussion. HHA's hockey season for 20205-2026 is not in jeopardy.

The FOC recommends not hiring the Executive Director recommended after a direct conversation with the candidate regarding a part-time status and the position details. This means that HHA will continue with interim EDs longer than anticipated.

The HHA audit is currently in progress. We do not have a target completion date but they are working on it right now.

The FOC reviewed the accounts receivable listing and old items will be either researched and billed or will be discussed to be written off. Going forward, HHA will need to ensure volunteer hours are completed or paid for in a timely manner. The Board will need to set the criteria for collection.

The FOC also approved the 2025/2026 budget for presentation to the board. We recommend this be approved along with the registration rates for 2025/2026.

In light of the current financial constraints - there was a discussion on creation of a policy for trading goods for services for staff positions.

On accounts receivable - old hours from 2023-24 - haven't collected yet. Discussion on writing them off. Not a significant amount of information.

**Motion:** Joanne Obermueller makes a motion to approve the Fiscal Year 2026 Budget that was emailed by Emily last month. Second by Jake Mooney. **Motion carried.**

#### VPHO Report – Jake Mooney

PCDC -

##### Squirt Level of Play

- The A team play B1 in MN D2; B team play B2; C1 and C2's will all play C in D2.
- C2s will be practicing together for two additional ice times before being assigned to Blue or White team specifically to ensure teams are evenly matched.

##### Mite Program Restructuring

- We have added a Skating Coach to the budget for development levels.
- Will rely on assessments to match like skilled players together

#### Arena Management Report – Jim Shimon

AMB Report -

- Energetic group meeting - worked on defining roles and responsibilities and then pairing with measurable metrics to job descriptions.
- Talked briefly about tenant contracts

#### Operations Manager Update:

- Advertising Sponsorship & Invoicing - Still waiting on one payment from 12/1/24 invoices that were sent out. Message has been sent that I need to see the payment this week. Annual Invoices for all other sponsors are due to go out in early November with 12/1 due dates.
- Golf Fundraiser - Event is only 11 days away, final preparations are being made. We can use donations for the Wall of Booze raffle so please spread the word that donations can be dropped off with Dustin or myself here at the arenas. 37 of the goal of 40 Foursomes have been registered, only 3 foursomes remain available.
- Sportsman's Raffle - Joe is organizing volunteers to get out and sell tickets for the event as well as tickets for a standalone related raffle that does not require attendance to win. Once I receive the two prize lists I am waiting on tickets and flyers will be printed up and dispersed and registration will be opened up. The event is scheduled for Saturday September 6th at the Willow River Saloon.
- Invitational Tournaments - Tournament registration was opened up on April 25th, to date we have filled 68 of the 80 tournament spots, with 7 of 10 tournaments filled to capacity. The Mite/U8 Jamboree has seen 11 visiting team registrations to date.
- Learn to Skate - Summer LTS has concluded. I will be opening up Fall registration later today. The Fall session begins on Sunday September 7th.
- Tenants -
  - FHIT/MAP/Northland/Vipers AAA Concessions -
  - Hudson Havoc -
  - Pro Shop -
- Room Rentals - Summer months have slowed a bit. We did acquire a networking group rental that uses early am time on Tuesdays.
- 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.
  - 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 - 2,660 hours (Booked to date)
- Rink Rats - Registration has closed, no issues have been reported to me regarding the sessions. We ended up with 78 participants this year.
- Misc. Items/Notes -
  - State tournament hosts for 2027 have been posted on the WAHA website, We (HHA) were not awarded any one of the ranked choices we submitted.
  - I have been getting requests for ice rentals after HHA Tryouts will have taken place. I am adding some of them, taking care trying to avoid what historically has been used by the association, while staying in communication with Jim so he is aware. I have not heard what the plan is for an association in terms of a scheduler to date, please let me know asap once it has been decided so I can take necessary steps for the transition from off season to in season scheduling.

#### VPSHO Report – Angela Seidling Equipment

- HHA was awarded one of the Mite Equipment Grants for Region 6. 10 bags of equipment cost \$350 each, so we will be receiving \$3500 worth of equipment. To receive our grant, someone from HHA must attend the WAHA workshops and attend the WAHA Annual Meeting.
  - Ryan is attending on Friday for the workshops - will pick up equipment.
- Cleaning up the equipment room in August and organizing all the hockey bags, equipment and skates. We will offer a link for equipment rental for development level and for those continuing after Try Hockey for Free.

#### 4v4 Hockey League 2025

- Registration is open! Hudson ice times will be Tuesday and Thursdays, August 26<sup>th</sup>-September 25<sup>th</sup>.
- Working on refs and volunteer hours for clock once volunteers hours are in Crossbar.

#### Try Hockey for Free

- Plan for this week/month – Update the web page, get registration link ready and advertising.
- Plan for registration to open at the beginning of August
- One member is interested in being the THFF coordinator.

#### Try-Out Committee

- Two meetings in July. Try Out dates are set and schedules confirmed 9/27, 9/28, 10/2-10/6.
- Evaluators are confirmed.
- Next meeting August 7<sup>th</sup>

#### Fall Youth & Girls Pre-TryOut Clinic

- Registration for Pre-Tryout clinics was opened as an optional add on with HHA registration.
- Squirts, Pee Wees & Bantams: Monday September 22<sup>nd</sup> and Wednesday September 24<sup>th</sup>. U10, U12 & U14 Girls Tuesday September 23<sup>rd</sup> and Thursday September 25<sup>th</sup>.
- Some parent coaches expressed interest in assisting with on-ice organization and coaching for these sessions. Jake also spoke with the High School Boys program for assistance.

#### Jerseys/Socks

- First jersey number selection/fitting night was a success. 95 players attended (37% of travel players).
- Jersey Coordinator is coordinating number selections and emailing out the link to those who attended.
- Jersey Coordinator is working on advertising for the practice and development level jerseys. We have one spot remaining for practice jerseys and two spots remaining for development level jerseys.
- We will be ordering Practice Jerseys, Development jerseys and Junior Gold. This will help spread out our orders to avoid causing a backlog.
  - Junior Gold Jerseys – missing home and away for #7 and missing the home jersey for #14.
  - We have 21 jersey sets and one goalie jersey – What are our projected numbers for this level for ordering?

- Three more Jersey Sizing and Number selection nights – Tuesday July 29<sup>th</sup> 5-7, Tuesday August 12<sup>th</sup> 6-8 and Wednesday August 27<sup>th</sup> 5-7.
- Looking to close jersey ordering September 1 and will be reaching out to those who register for HHA and have not ordered a jersey.

#### VPAS Report – Katie Johnson

##### Concessions:

Lyn Francois accepted the role of Concessions Manager and will be reporting to Dustin. There is a meeting on Friday, 7/25 to define roles & responsibilities.

##### Toast implementation:

- By August 7th: Toast will be operational for sales (Dustin has a meeting with TOAST IT next Thursday).
- By August 14th: Toast will be integrated with QuickBooks and will handle inventory management and ordering.

##### Operations Manual:

- By August 8th: Lyn will develop a framework for policies and procedures (excluding Toast).
- By August 15th: Lyn will add Toast procedures to the manual.

##### Open Items (Completion Dates TBD):

- Create an electronic video on how to run concessions.
- Develop a presentation for age-level, managers, and mites meetings (allocate 5 minutes at each to cover concession operations).
- Schedule four concessions training sessions between September 15th and October 15th.
- Develop a cadence for staffing with HHA volunteers and paid staff.
- I will reach out to the National Honors Society for volunteer help in September

##### Volunteering:

- Policy has been updated, and the changes have been communicated out to members.
- All hours up to September 1<sup>st</sup> have been listed on SignupGenius.

##### *Action Items:*

##### Concessions:

Lyn will be working with Dustin & myself to try and fill as many concession hours as possible.

- Lyn access to Crossbar for Volunteer area
- Jessi update Volunteer Resources Page

##### Pepperfest:

- All hours have been added to SignupGenius, and opportunities have been communicated via the Newsletter.
- All hours must be filled.

##### Policy Update Communication:

- I will attend the Age-Level Rep Meetings to review the updated policy, why additional hours were needed and to answer any questions that members may have.

#### Apparel:

- Communicated previous year's assortment to Paul.
- Paul is currently working on items, logo placement, pricing, etc.

#### *Action Items:*

#### Samples:

- Paul will be sending samples. Will bring to the August Board Meeting for review.
- Paul is working on creating renderings of the product assortment. Will forward to the BOD upon receipt.

#### St. Croix Sport:

- Meeting with Sean this week to discuss HHA gear being sold at SCS & HHA Store.

#### Holiday Shop:

- Need to review options and possible assortment. Will have a plan to communicate at August BOD Meeting.

#### Fundraising:

- Southridge Ranch Bacon is confirmed.

#### *Action Items:*

#### Confirm Sampling Event Dates:

- Saturday, 9/27: Noon-5pm?
- Mite Evaluation Day - TBD

#### Order Method:

- Issue with checkout method on the site – any issues with having a paper form?
- Could use Square

#### Communication to Members:

- Review at Age Level Meetings
- Weekly Newsletter
- Banner/Posters at the rink - something in lobby prior to tryouts. Needs help with Canva.
- Team Manager to communicate to their team.

#### Secretary's Report – Jessi Meyer

#### Communications Updates

## Webmaster Updates

### Past Board Member Report – Mitch Kullman

Registration for 2025-26 Season opened last Friday.

36 Registered across all levels as of today.

### President's Report – Ryan Bullis

WAHA Annual Meeting on Aug 1-2

Need U12/14 Age Rep

Pepper Fest Parade and Bingo

Grant Writing - targeting special hockey, try hockey, facilities, scholarships

**Next board meeting is scheduled Monday, August 25, 2025, 6 PM.**

**Motion:** Ryan Bullis makes a motion to adjourn at 7:57 PM. Second by Jessi Meyer. **Motion carried.**

Notes taken by: Jessi Meyer