



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

Also in attendance: Karyn Bye, Bob Mueller

**Meeting Called to Order at 6:04 PM by Ryan Bullis on August 26, 2024.**

### **Open Forum**

Karyn Bye - Loose Change Fundraiser Info

### **Consent Agenda Approval:**

- July Meeting Minutes

**Motion:** Ryan Bullis makes a motion to approve July 2024 Meeting Minutes. Second by Jessi Meyer .  
**Motion carried.**

### **Board Reports**

Treasurer's Report – Joanne Obermueller

Review July Financials

HHA Audit

- Audit completed and propose BOD approval.
- Will put out an RFP for future audits.

Granted financial assistance to 8 families so far, and received two more applications. Still well within the budgeted 5% of registrations.

**Motion:** Joanne Obermueller makes a motion to approve change from Baumann to Clifton Larson Allen (CLA) for bookkeeping, financials, and 990 as recommended by the FOC, effective October 1, 2024. Second by Mitch Kullman. **Motion carried.**

**Motion:** Joanne Obermueller makes a motion to approve the completed audit. Second by Jessi Meyer. **Motion carried.**

#### VPHO Report – Patrick Johnson

##### PCDC meeting

- Tentatively declared level of play/team sizing. Final declarations due beginning of September.
  - 5 Squirt teams
  - 5 PeeWee teams
  - 4 Bantam teams
  - 1 Junior Gold
  - 2 Girls U10 (B1, B2)
  - 1 Girls U12B2
  - 1 Girls U14B
- FHIT - Rob Bunch and Patrick Johnson met with them on a new plan/implementing changes for Monday nights.
  - Give our coaches access to an app through their program.
- Dean Talaious will become engaged with the FHIT program along with his continued involvement with our coaches. Will be on ice more often with coaches this year.

##### Development Committee updates

- Meeting last night
- Coaching coordinators in place
- Trying to ID age level rep for Mite 3s
- Assessment dates scheduled
- Reminding potential coaches of requirements.

##### Play Like a Raider - looking for BOD approval to formally move forward with our program.

- Copy provided of proposed Logo.
- Looking to order sign/banner for each arena as well as bag tags for each player from travel to development.

##### 4V4 Update:

- Over 190 players registered combined (LY was 154 - so additional players this year)
- Jerseys say St. Croix 4v4 (not Somerset)
- Rosters completed

#### Arena Management Report – Jim Shimon

##### AMB Update

##### Tenant update

- Pro Shop decision - keep lease payments the same for the upcoming season.

- FHIT has a roof issue due to humidity in the area (dripping from ceiling). Both long-term and short-term solutions are being researched and tested.

#### Operations Manager Update:

- Advertising Sponsorship & Invoicing - it was brought to my attention this week that there are a handful of advertising payments that are past due. I will start contacting those on Monday to get them squared up. In the future Joanne will be sending me AR reports on a Monthly basis to remedy this happening again. I am getting more inquiries from potential new sponsors with the new season approaching. All are being sent the options and an invitation to come tour the facility to see them in place and how they look in person.
- Replied to a few inquiries, otherwise the report is the same as last month. All Sponsor invoicing is current, still have a couple in the works but communication is tough with targeted one right now.
- Golf Fundraiser - The event was held Friday 8/9 with 152 paid golfers signed up and 144 attending. Event ran well. Currently following up with committed sponsors to get payments collected on a few. Overall amount raised looks to be down slightly, but actual numbers will not be available until mid-September. Wrap up meeting to go over what worked and what didn't will be held this coming week.
- Sportsman's Raffle - Online registration has opened up and sales have gotten off to a good start. Tickets and posters will be ready for pick up early next week.
- Invitational Tournaments - Registrations still coming in and tournaments are filling up nicely. Report showing confirmed tournament teams was provided. The Jamboree registrations started coming in this past month, as of now 10 of 16 Mite 3, 10 of 16 Mite 2, and 2 of 16 U8 Girls spots have been filled.
- Learn to Skate - Summer sessions went well, Financial Summary is attached. The Fall/Winter registration did open on time and to date there have been 96 registrations.
- Tenants -
  - FHIT/MAP wraps up the Summer sessions today, Fall schedule starts Tuesday 9/3. I have received their planned schedule for 2025.
  - Pro Shop rental has been resolved, Jim will report. I will work with them to get payment schedule set up and invoiced accordingly.
  - The Havoc Home game schedule is set and has been entered into the system, they will be starting practice the week of September 16th.
  - Nothing new on concessions.
- Room Rentals - Rentals and inquiries are the same, slow and steady. We were asked for and donated the use of the RCU room to the Felland family so it could host his celebration of life gathering. The family asked that in lieu of flowers donations be made to HHA. Donations have been received both from the family and individuals in his name.
- 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 (was down from 2022 a bit)
  - 2024 Ice Booking Report 3/15 to 11/15 - 2,492 hours (currently ahead of 2022)
  - Two AAA tournament weekends in August.
- Rink Rats - Running as it should be, nothing to report. A note has been sent to all participants that Neck guards are now required.
- Misc. Items/Notes - Tournament committee formation process for this upcoming season has begun, will hold an initial planning meeting the week after Labor day.

- Ice Scheduling for next season has started
- FHIT/MAP schedule is entered as well as FLAG Hockey. I am working with other large renters to get their ice reserved soon as well. There are several hours of "new" rentals coming for the next off-season, so starting very early to make sure ice use and employee staffing can be done as efficiently as possible.
- Reaching out to HHA committees for their needs next Fall in hopes we have all needs reserved before the end of March 2025, START YOUR PLANNING NOW while committee members are engaged, waiting until June/July/August meetings to discuss has proven historically to be too late.
- Fully intend to have Fall 2025 needs for Learn to Skate, Try Hockey, 4on4 league, Girls Pre Season Clinic, and Tryouts themselves in the system and scheduled before the end of this upcoming season. Your efforts to help get to that goal will be greatly needed and appreciated.

### VPSHO Report – Nichole Kroening

#### Try Hockey for Free

- Registration is open and it is filling quickly
- Communication has gone out to coaches to start prepping for on-ice sessions
- Emails have gone out to HS coaches for player volunteers during each session
- On-ice coaches have been secured and I have been communicating with them.
- Sent email to Havoc coach Don to hopefully secure a few players to help at each session if their schedule allows
- Working on a list for volunteer hours to post
- Some new small sets of equipment have been purchased and still waiting on a few helmets to come in as well.

#### Jerseys (Jacky can fill in more)

- Development level on order
- Try hockey on order
- Socks - plain navy blue for devel. levels and try hockey on order

#### 4v4 & Girls Clinic

- 4v4 Starts today
- Girls Clinic dates have been secured and communicated

#### Tryout Committee (Mitch can fill in more if needed)

- Met last week to continue planning for tryout weekend
- U10 Girls tryout dates have been secured
- Working on securing bench coaches

### VPAS Report – Jacky Cook

- Fundraisers
- Loose Change Fundraiser - presented by Karyn Bye
- RahRah - having meetings in town and signing more vendors
- Gertens flowers - registration for winter in progress

- Car wash by Shell garage would like to do a fundraiser
- Digital gift card fundraiser - ready before Thanksgiving (people would use them for Black Friday)

#### Events

- Sportsman's raffle - planning in progress, volunteer spots added a few weeks ago.
- Tryout tailgate season opener weekend- planning in progress.

#### Apparel

- We will have samples for try on at opening weekend: Oct 5th
- Many different options for online store that will be ready by opening weekend too.

#### Jerseys:

- Development jerseys ordered- smaller sizes added: mite 1,2,3 will be split for different days for pick up.
- Try Hockey for Free ordered
- Practice jerseys: 3 sponsors split by age levels (Squirt, Peewee, Bantam)
- Travel jerseys: form went out for sizing, number and name confirmation
- Travel jerseys will be ordered the week of Sep 1st.

#### Secretary's Report – Jessi Meyer

##### 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.

Registration - 308 Registered Players to date:

- Bantam - 53
- Peewee - 53
- Squirt - 53
- Mite 1 - 21
- Mite2/Mite3 - 61
- Girls U14 - 12
- Girls U12 - 12
- Girls U10 - 17
- Girls U6/U8 Intermediate - 18
- Girls U6 - 8

Try Hockey for Free: Currently 29 signed up

- 11 Girls
- 18 Youth

#### President's Report – Ryan Bullis

Age Level Reps -

- Met last week
- Working on registration reminders (individual follow-ups now)

WI Lottery -

- Submitted application for pull tabs
- Working on internal controls and process document

Capital Campaign

- Meeting with River Valley Charities on Aug 27 - discuss how HHA can help
- Capital Campaign efforts continue - coordinating letters to past donors (thank you, update on the building/project). Sourcing capital campaign participants and reviewing Grant options

Reviewing Grant offerings from WAHA and others

WAHA - reviewed changes to rules for the season

- State tournaments will be seeded across the board

**Next board meeting is scheduled Monday, September 23, 2024, 6 PM.**

**Motion:** Ryan Bullis makes a motion to adjourn at 8:18 PM. Second by Jessi Meyer. **Motion carried.**

Notes taken by: Jessi Meyer