



## Hudson Hockey Association Meeting of the Board December 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	X	X	X			
Jacky Cook	X	X		X		X	X		X			
Patrick Johnson	X	X	X	X	X	X	X	X	X			
Nichole Kroening	X	X	X	X		N/A	N/A	N/A	N/A			
Mitch Kullman	X	X	X	X	X	X	X	X	X			
Jessi Meyer	X	X	X	X	X	X		X	X			
Joanne Obermueller	X	X			X	X	X	X	X			
Angela Seidling							X	X	X			
Jim Shimon	X	X	X	X	X		X	X	X			

Also in attendance:

**Meeting Called to Order at 6:02 PM by Ryan Bullis on December 16, 2024.**

### **Open Forum**

### **Consent Agenda Approval:**

- November Meeting Minutes

**Motion:** Ryan Bullis makes a motion to approve November 2024 Meeting Minutes. Second by Mitch Kullman. **Motion carried.**

### **Board Reports**

#### Treasurer's Report – Joanne Obermueller

#### October Financials

- Final Statements provided
- November will be completed before Christmas.

#### 2024-25 Audit

- Advice from CLA is that the current price received is very high, and that we should go to bid for this audit.
- Out for bid early January - hopefully back for BOD approval February.

Discussion on future cash flow - looking to secure \$1.5-2MM to help close out debt.

- HHA needs to find funding in order to continue to service our debt.
- Cash flow is tightening and Zamboni needs to be paid for. General operations can support payroll, buildings, maintenance and other day to day costs but our loan payments are more than we can handle.

#### Grant Update

- Not moving ahead as quickly as we would like due to availability.
- HHA decided not to proceed with paying Dickerson Baker for their Grant writing program for non-profit organizations (cost was \$6500 just for investigation with no guarantees).
- Discussion on potential grants we could apply for now.

#### Capital Campaign

- Up and running

#### VPHO Report – Patrick Johnson

##### Ref Payments

- Ref in Chief raised concerns regarding ref payments.
- Reported that our refs are being paid 1x a month and payments have been delayed. Would like them to be paid 2x/month.
- Looking to talk through this to better understand and address any issues.
  - Last request was late, and took a few days for us to review.
  - Process is that funds are paid through Arbiter. Ref in Chief has the ability to request payments, and seeks association approval in advance.
  - Will do bi-monthly payments moving forward.

##### Goalie Coach Training Session

- To be held on Thursday, Dec 19th
- Conducted by USA Hockey and WAHA
- One coach from each team to attend - hoping to get good feedback from this and that it will bolster the program for our goalies.

##### Registration Update

- Registration has been closed for all levels
- This was prompted by another Jr Gold late registration.
  - Jr Gold now has 21 skaters (only 18 can dress per game)
- 52 kids registered at Mite 1
- 48 registered at Mite 2
- 51 registered at Mite 3

##### PCDC Updates

- Beginning to formulate plans for next season's pre-tryout camp and will be providing those to the VPHO in the upcoming months.
- Ice reserved through Bob already for this.

##### Dean Talafous Update

- Dean has finished up our Where Are We At sessions.

- Vast majority of coaches really liked this.

## Arena Management Report – Jim Shimon

### AMB Report -

- Status quo with most items.

### Operations Manager Update:

- Advertising Sponsorship & Invoicing - organized and ready to send invoices but not sent yet - this week they should go out.
- Golf Fundraiser - Nothing new to report.
- Sportsman's Raffle - Working on gun invoices with vendors. Hope to have final numbers soon. Program will move offsite next year due to demand for ice time and need to keep both sheets in. Already have had conversations with Willow River Saloon to host there. Tentative Date - Saturday, September 6, 2025.
- Invitational Tournaments - Squirt A-B-C tournament was held last weekend, and the Pee Wee A&B tournament is coming up this weekend. So far everything is running smoothly. Still trying to fill one U12 Girls spot and one Bantam C spot that was vacated last week. All 48 Jamboree spots have been filled. I am hoping to find time to start updating my Tournament income summary for this season soon to see how we are doing so far financially. Look for that report to be attached starting in January's report.
- Learn to Skate - All 2025 Summer and Fall sessions have been scheduled. Will be working on getting the summer registration opened up sometime in January.
- Tenants -
  - FHIT/MAP/Vipers AAA - Vipers tryout ice has been booked for MLK day, they will be posting flyers very soon.
  - Pro Shop and Concessions are current on their rent and have been opening up more frequently based on meetings last month.
  - Concessions - future options are under review.
  - The Havoc are current on all ice rental invoices.
- Room Rentals - Steadily growing, added two new customers this past month. The Meeting room works really well for HOA associations to meet with their members and the word is spreading. GEA held their annual holiday party here again last Friday in the RCU Room and I will be meeting with them about additional quarterly meetings they want to hold in there throughout the year.
- 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 - 3,002 hours
  - 2025 Ice Booking Report 3/15 to 11/15 - 2,112 hours (to date, will continue to grow as contact last season renters)
- Rink Rats - Dates and times have been set and booked into the scheduling system. Same offering as last year.
- Misc. Items/Notes -
  - Spoke with PCDC Chair and booked and provided ice needed for Pre-Tryout clinics for 2025/26 season.

- 4on4 league ice has been booked for 2025 and sent to Dan Gilkerson, he has replied back that what was sent will work for him. 30 hours total, all times organized and stacked on Tuesdays and Thursdays.
- I am asking tournament teams when they check in to keep pre-game warmups out in the arena areas, we probably should get that word out to our association teams as well for D2 & at large games/scrimmages. Over this past weekend the RCU room was left unlocked and based on the security video Dustin and I viewed today adult members need to keep an eye on this and ask teams to not to warm up in lobby areas or meeting room areas for all games held here, or at minimum monitor them so they are not playing soccer, jumping up and hitting light fixtures, and doing handstands with their shoes on the walls.....
- Sun Control has installed the PLAR glass panel banners in each arena next to the Home benches, check them out if you haven't.
- New Zamboni has arrived and is in use. Will be sending information on the old one to Becker arena products to get a quote from them for purchase from HHA.

#### VPSHO Report – Angela Seidling

##### Jerseys & Socks

- Working on timelines for next year.
- RFP January/February
- Design

##### 4v4 Hockey League

- Ice booked - Bob booked our ice to be recurring days. 30 hours booked Tuesdays and Thursdays for a 5 week period (8/25 - 9/25/2025)

##### Try Hockey for Free

- 3 weeks (6 sessions) - Tuesdays/Thursdays starting 9/30/2025-10/16/2025
- Registration to open 8/1/2025

##### Fall 2025 Girls Clinic & Pre-Tryout

- Ice booked – Bob booked 56 hours of ice Monday September 22<sup>nd</sup> - Wednesday October 1<sup>st</sup> 2025.
- Includes 54 hours of clinic time and 2 Bantam checking clinics
- 9 skating groups, each receives six 1 hr skating sessions.

#### VPAS Report – Jacky Cook

##### Apparel Updates

- Wave 1 being distributed, still awaiting arrival of Legendary Items
- Wave 2 discussion - will work with apparel committee to put some items together to open right after Christmas.

##### Pop Ups

- Going well
- Heat press items - need to check where we are at for quantity

## Fundraiser Updates

Need to order prizes yet - needs budget

Sent suggested fundraising goals

RahRah

- Not communicating. Heard they went bankrupt.

Loose Change

- Sent request for a report

Raise Right

- Sent Request for a report

Flat Donations

- Can be made through the website as an alternative to the above fundraisers
- Look into a platform where players can text to replace RahRah

Coordinator Emails

- Pushing them to be sending out communication - have you been receiving it?

## Secretary's Report – Jessi Meyer

Committee Needs - write up job descriptions for the roles and send out through Mite level age rep.

- Designer
- Webmaster

## Crossbar Updates

- Believe notes are now appearing for FHIT practices.
- Would like better process for player additions/moves after season has started
- Changes to visibility of Team Rosters (now private to rostered team only when logged in so parents will not remove last names from players as it affects systemwide)
- Added 1-9th of October 2025 on Association Calendar as tentative Tryout dates for 2025-26 season.
- Stillwater has reached out for input from us on the change to Crossbar.

## Communications Updates

- Need to do another communications list update now that registration has closed
- Did a social and eBlast "Giving Tuesday" campaign.

## Past Board Member Report – Mitch Kullman

Nothing to report

## President's Report – Ryan Bullis

Capital Campaign

- Met 12/15 to discuss history of campaign efforts, goals/priorities, roles/responsibilities
- Lots of great ideas - ready to move forward.
- Next meeting is December 26th.
- Still working to get a building name sponsor.

#### Strategic Planning Committee

- Building committee members
- Focus on growth, civic/community involvement, and overall short & long term priorities

#### WAHA Updates

- Concussion numbers are down across the state (people aren't reporting when they are happening). Reminders to our people to make sure reporting happens in a timely manner and return to play is followed.
- Safesport violations - pretty consistent with past numbers.
- Player releases - proposal from some associations to have free release to move to a lower end association.

#### Annual Meeting & Elections

- February 24, 2025 will be the annual meeting in RCU Room + Elections
- VPHO and VPAS up for election as well as all Age Level Reps

**Next board meeting is scheduled Monday, January 27, 2025, 6 PM.**

**Motion:** Ryan Bullis makes a motion to adjourn at 7:52PM. Second by Jessi Meyer. **Motion carried.**

Notes taken by: Jessi Meyer