



Hudson Hockey Association Meeting of the Board March 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	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	X		
Nichole Kroening	X	X	X	X		N/A	N/A	N/A	N/A		X	
Mitch Kullman	X	X	X	X	X	X	X	X	X	X	X	
Jessi Meyer	X	X	X	X	X	X		X	X	X	X	
Joanne Obermueller	X	X			X	X	X	X	X	X	X	
Angela Seidling							X	X	X	X	X	
Jim Shimon	X	X	X	X	X		X	X	X		X	

Also in attendance: Bob Mueller, Tim Jaynes, Emily Toninato

Meeting Called to Order at 6:03 PM by Ryan Bullis on March 24, 2025.

Open Forum

Tim Jaynes & Emily Toninato will participate in the finance update.

Consent Agenda Approval:

- February Meeting Minutes

Motion: Ryan Bullis makes a motion to approve February 2025 Meeting Minutes. Second by Jim Shimon. **Motion carried.**

Board Reports

Treasurer's Report – Joanne Obermueller

Financials

- January Final Numbers provided.
- Joanne will get February numbers tomorrow.
- FOC and Nick Vivian have been working hard communicating with Bremer for a forbearance agreement.

- o Bremer has agreed to an 16 month forbearance agreement and reduced payments to \$25,000 per month as requested. Bremer has also eliminated the \$200,000 payment due 4/1/2025 and allowed HHA to defer payments until July 2025. HHA is also required to restart the Capital Campaign within 45 days. There are a couple other requirements to work through but HHA intends to sign the forbearance agreement as Bremer is definitely looking to help HHA succeed.
- o We need to show Bremer how we are making changes to ensure success moving forward. Reason we are here is that we didn't have an owner of P&L during construction and we didn't have an owner of P&L after construction. Part of the agreement to no payments for four months is so we can take action on the proposed changes.
- Capital Campaign will be required to be restarted. HHA needs to make significant changes to encourage donors that HHA has changed and give reasons to donate.
 - o In order to do this, the FOC has met with the Strategic Planning Committee (lead by Tim Jaynes) and recommends hiring an Executive Director to oversee daily operations and financial performance of HHA. .
 - o The Executive Director/General Manager will oversee HHA operations and organizational structure. The addition of an Executive Director was included in the attached financials presented to Bremer a couple weeks ago. These changes are necessary to put us in a position to complete Bremer's requests and prove that change is occurring to potential donors. HHA is growing and needs to have ongoing financial oversight and a designated individual with ownership of the P&L.
 - Duties will include strategic oversight of the organization and be accountable for P&L. Daily review of numbers and where we are at and responsible for reporting on it.
 - All employees would report directly to the Executive Director (ED). The ED would report to the Board of Directors.
 - The AMB would still exist to advise on building maintenance but the ED would be accountable for funds for projects and adjusting for where funds come from.
 - Will include increasing revenue and decreasing expenses that will cover their compensation. Factored in a 10% increase in membership and/or increased fees and about 200 extra hours of ice time (already have this). Also increasing expectations from concessions and vending.
 - This person could also oversee in-house bookkeeping vs. us hiring out accounting services (net savings).
 - Would like to get an interim person as we go through the process of hiring for the long term role. The interim Executive Director will be limited to not signing contracts for more than one year term without board approval. The interim Executive Director should also seek FOC approval for expenditures greater than \$5,000.
 - o Gathering data on similar organizations to ours for comparisons to fees and ice time, volunteer hours, etc.
- **Motion:** Joanne Obermueller makes a motion to hire an Executive Director as the first step in organizational changes to set HHA and the Capital Campaign up for success in the future. The

Executive Director will be involved in HHA's income and expense decisions and ultimately be responsible for the P&L. The Executive Director will report to the Board of Directors. HHA looks to move forward with hiring this individual as soon as possible. We also would like to find an Interim Executive Director immediately to begin creating opportunities for HHA to generate income/reduce expenses in order to allow us to begin the capital campaign efforts. Second by Jessi Meyer. **Motion carried.**

VPHO Report – Patrick Johnson

PCDC Updates

- Year End Coaches and Team Manager Appreciation Dinner was held last week.
- Upcoming Payments- Non-parent coaches and Dean final payment will be sent in tomorrow.
 - Dean Talafous is committed to coming back next year.
 - Patrick will transition to the PCDC role out of VPHO.
 - Evaluating paid coaches for next year and open positions.
- Non-parent coach review in preparation for the 2025/2026 season
- Level of play discussions have started for next season which includes feedback from this season.
 - Reviewing our Development Program - Need to follow USA Hockey rules, but reviewing evaluating things like the number of kids on the ice, looking at what other associations do, etc.
- Transition of the VPHO role and the PCDC committee
 - Transitioning information over to Jake for next year. Patrick will still be around if help is needed and wants to make sure Jake is set up for success in this role moving forward.

Arena Management Report – Jim Shimon

AMB Report -

- Transitioning some staff as FT employees go to summer jobs, sitting good with employees for summer.

Operations Manager Update:

- Advertising Sponsorship & Invoicing - Payments still coming in from invoices sent out in December. I sent out reminders last week to those still outstanding.
- Golf Fundraiser - The first planning meeting for this year's event will be 3/27/25. The event will be held Friday August 8, 2025 at Kilkarney Hills GC again this year.
- Sportsman's Raffle - This year's event is slated for Saturday, September 6, 2025 at Willow River Saloon.
- Invitational Tournaments - The season has wrapped up, we hosted the Girls U12 Silver and 18U State tournaments in March and the teams that came here were very generous in their comments of how nice our facilities are and also the job we did hosting the tournaments. A few "minor" issues took place during the 18U tournament and local police were called but the situation did not escalate too badly and the tournament finished up on Sunday without further incidents. See Misc items below for financial information on 2024-25 Tournaments.
- Learn to Skate - Spring 2025 sessions are in full swing, there are 113 registered participants this session. Dates for Summer and Fall/Winter have been reserved in the scheduling software.

- Tenants -
 - FHIT/MAP/Northland/Vipers AAA - All programs have started the Spring portion of the schedule. The ice for the Vipers AAA has all been paid for in advance.
 - Concessions - Submitted final invoice to Protein House last Friday, will discuss with Jesse the exit plan to vacate the space when he drops off the check. Meeting with Big Guys today to get up to speed on where they are in prep to move in.
 - The Havoc season concluded in late February and they have vacated the locker room and coaches office area. They have made payment for their January ice but still owe for their February ice.
 - Pro Shop - Current on payments, no issues to report.
- Room Rentals - Room rentals are steadily growing, we are seeing "new" customers renting them at a good growth rate.
- Off Season Ice Rentals - The dollar amount for this off season has surpassed last year's number, this is promising as we should still see significant growth to that number as the AAA tournament weekends and the Junior camp tryouts are added as well as "at large" rentals we can not forecast coming in. Invoices were sent out to all renters that have booking starting prior to June 30th asking them to pay 50% down to "secure" their ice times in an effort to help with current cash flow.
 - 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 - 2,342 hours (Booked to date, this will grow)
- Rink Rats - Registration was opened up on 2/12 and to date we have received 50 registrations.
- Misc. Items/Notes -
 - State Champion Banners are ordered.
 - The 2024/25 Tournament Financial Summary was provided. The only item missing is the revenue sharing from the t-shirt vendor for the U18 state tournament.
 - This report is something I started when I began running the tournaments as a volunteer back in the 2011/12 season. It is by no means an official HHA document for record keeping but it does give me a good idea of how our tournaments do financially so I can adjust as needed for future seasons and also the ability to answer questions related to the tournament operations better. I take into account some items that will differ from how our Quickbooks reports will show as things get entered/categorized differently than I do in this report. Examples include, I factor in the cost of paying the referees, also I add in a 50% entry fee for each Hudson team figuring that registration dollars from players each year are used to enter tournaments we enter so they should factor into ours as well. This report while not being official is very useful when planning next year.
 - **Please treat it as a useful tool but nothing official.**
 - The bid to host State tournaments in 2027 is due at the end of April. We submit a \$100 bid fee along with our 4 ranked choices in order of what level we would like to host. For 2027 I will be submitting the following ranked choices:
 - Girls U10 Gold
 - Girls U10 Bronze
 - Squirt 1A

- Squirt 1B
- Here is a list of recent State tournaments that we have hosted or are scheduled to host;
 - 2026 - Pee Wee 1A
 - 2025 - Girls U12 Silver & U18 (Jr Gold)
 - 2024 - Squirt 1C2
 - 2023 - Pee Wee 1B
 - 2022 - Bantam 1A
 - 2021 - Pee Wee 1C
 - 2020 - Bantam 1B
 - 2019 - Midget U18
 - **2018 - Did Not Host**
 - 2017 - Girls U12
 - 2016 - Bantam 1C
 - 2015 - Squirt 1A
 - 2014 - Pee Wee 1C & High School JV

VPSHO Report – Angela Seidling

Equipment

- Equipment returns - still doing some returns. 9 Development skaters continued rental through summer.
- Equipment room organization - Nichole still working on, has a goalie area that looks really good.
- New Equipment Needs - need new mite goalie equipment, pucks and some other items.
 - WAHA has two grants on site (still from last year) but looking to register for this year - Grass Roots Applications are due September 21, 2025.
- Equipment Manager Replacement
 - Bob Larson is interested in taking this on. He's worked with Try Hockey for the last couple of years, Nichole would be willing to transfer information over.

Jerseys/Socks

- Six requests for proposals (RFPs) were sent out on 3/16/25 with a due date of 4/16/25. Two companies are out of state and four are local. Sent based on previous vendors and company requests.
 - Will have all proposal details to share at the April BOD meeting.
- Jersey Committee
 - Four people interested in joining the jersey committee

4v4 Hockey League 2025

- No new updates -will connect with Dan in May

Try Hockey for Free

- No new updates - need to develop a marketing flyer for website and send to age level reps to share for recruitment purposes
- Question on coaching and practice leadership in the past for THFF

Pre-Tryout Youth & Girls

- No new updates

Try Out Committee

- Next meeting later this week.

Spring Ice - Open Hockey Options for April, May and June?

- Could we look at scheduling some full ice open hockey - buy a pass and would have days that you could come and play.

VPAS Report – Jacky Cook

Gertens Fundraiser

- I will do the sorting and handout when it's delivered

Fundraising Prizes

- All prizes given out except team movie prize
- Jersey role is fully handed over

Working to hand off items to Katie.

Secretary's Report – Jessi Meyer

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

- Designer
- Webmaster
- Social Media

Crossbar Updates

- Request for cash on hand on July 31, 2024 - Joanne provided details.
- State Tournaments Updated
- Bob Mueller and Matt Dray (Scheduler) to review if we can switch to the Crossbar ice scheduling system from RecTimes to save costs moving forward.

Apparel Popups

- Borrowed heat press from a member - had assistance from Lydia Mylnarczyk and a few other moms.
- Screen prints were a hit after people started figuring out what they were and that they could bring items in.
 - These do have a shelf life - we could consider offering a spring sale to sell some of those remaining on hand.
- Give date to Legendary that they have to collect apparel by.

Legendary Refunds

- Issued refunds through Square for the apparel committee. Only had a couple that had failures. Joanne can issue manual checks for these.
- One error where an additional item was credited back to a member by mistake in addition to their Legendary Items on the order. Reached out and have asked that member to reimburse us for the item they did receive when refund was received.

End of Season Survey

- Ryan and Patrick reviewing member end of seasons survey's tonight
- Send BOD link tomorrow for final review
- Final surveys go out in Crossbar emails on Thursday
- Coaches surveys will be reviewed at April PCDC meeting

Logo License Agreement Updates

- Two licenses issued prior to state tournaments for teams.
- Need to issue another for a team for coaches gifts with logos.

Past Board Member Report – Mitch Kullman

Registration updates for 2025-2026

- Matt Obermueller has agreed to stay on as registrar for next year.

Capital Campaign updates and future events

- Three members plus Mitch on the committee currently.
- Reaching out to another potential member for the committee.

President's Report – Ryan Bullis

Onboarding new board members and age reps

- Sent communications to new board members and age level reps
- Roles start April 1, 2025

Pull Tab Committee and summer selling plan

2025/2026 HHA policies

- New folder for the season is created in Google Drive
- Vivian is on board with helping comb through more polished policies
- Scholarship policy needs to be reviewed

Update 2025/2026 HHA activities calendar

- In Google Drive - Ryan will take a stab at updating and then send it to the BOD for review.

Next board meeting is scheduled Monday, April 28, 2025, 6 PM.

Motion: Ryan Bullis makes a motion to adjourn at 8:35 PM. Second by Jessi Meyer. **Motion carried.**

Notes taken by: Jessi Meyer