

GAMBLING MEETING

Call to Order Gambling Meeting

Called to order @ 6:49 PM

Board Members Present:

Possin **	Plude *	Remick *	Fleming *
Dahlseid *	Jansen *	Eason	
Miske *	Breu *	Koehler *	Hillman

Approve Minutes from Previous Meeting

MOTION to approve:

MOTION: Miske

SECOND: Koehler

MOTION APPROVED UNOPPOSED

Gambling Manager Monthly Report | Desiree Hillman

ALLOWABLE EXPENSES for May:

MOTION: Miske

SECOND: Koehler

MOTION CARRIED UNOPPOSED

LAWFUL PURPOSE for \$: 50,000

MOTION: Koehler

SECOND: Miske

MOTION CARRIED UNOPPOSED

Motion to increase payroll expenses to 27,000 every month and payroll taxes to 7,000 going forward

MOTION: Hillman

SECOND: Miske

MOTION CARRIED UNOPPOSED

Information for April 2026

Applebee's Gross Receipts	\$12,578	Prizes	\$11,000	#Games	3
Bootleggers Gross Receipts	\$535,745	Prizes	\$475,506	# Games	108
Bootleggers Meat Raffles	\$3,150	Prizes	\$2,100	# Rounds	105
BWW's Gross Receipts	\$21,561	Prizes	\$18,800	# Games	5
Furniture & Things Gross	\$0	Prizes	\$0	#Games	0
McCoy's Gross Receipts	\$114,587	Prizes	\$104,730	# Games	23

Sammy's Gross Receipts \$249,963 Prizes \$229,104 # Games 54

Applebee's Deposits	\$1,560
Applebee's E-tabs	\$6,445
BWW Deposits	\$2,760
BWW Etabs	\$21,702
Bootleggers Deposits	\$65,312
Bootleggers E-Tabs	\$44,808
Bootleggers Meat Raffle	\$3,150 (Profit \$1050)
Furniture & Things Dep	\$0
Furniture & Things Etabs	\$40
McCoy's Deposits	\$12,493
McCoy's E-tabs	\$18,597.25
Sammy's Deposits	\$22,858
Sammy's E-tabs	\$35,126
Sammy's Bingo	\$354

Total Deposits for everything: \$235,205.25

Checking Account Balance: \$98,186.70

Monthly Report:

(April 2025 and April 2026)

Bootleggers Gross Receipt was up 10%

Sammy's Gross Receipt was up 7%

McCoy's Gross Receipt was down 20%

BWW's Gross Receipt was down 16%

*City denied our permit for Mucho Loco because another Organization wanted them.

Adjourn Gambling Meeting @ 6:55 PM

MOTION to approve:

MOTION:Miske

SECOND: Morrison

MOTION CARRIED UNOPPOSED

May 2026 BOARD OF DIRECTORS MEETING

Call to Order Monthly Board Meeting

The monthly membership meeting of the Board of Directors of the ERYHA was called to order by Mike Possin @ 7:02 PM. Quorum present 12 of 13.

Welcome, Attendance, and Introductions

Board Members Present:

Possin **	Miske *	Breu *	Koehler *	Opdahl*	
Juntunen *	Plude *	Remick*	Morrison*	Dahlseid *	
Jansen *	Fleming *	Brandt	Klebs	Gatzke	
Woodworth	Molitor	Bre	Gullikson	Haney	Cole

* Voting Member ** Voting Member in Tie Breaker

Others Present:

Ben Gustafson

Amanda Tukey

Approve Minutes from Previous Meeting

MOTION to approve:

MOTION: Koehler

SECOND: Morrison

MOTION CARRIED UNOPPOSED

MOTION to approve agenda:

MOTION: Miske

SECOND: Koehler

MOTION CARRIED UNOPPOSED

D10 Upcoming Key Dates:

- June - Tier 1 Tryouts; Dates TBD

[For Reference] [Link to D10 Activity Calendar](#)

Open Mic

- Ben Gustafson: Head Boys Hockey coach
 - Offer support, brainstorming of ideas, be part of the change moving forward to grow and better the Elk River Youth program.
 - Ice time is limited, one of the biggest hurdles. What can we start doing now?
 - Commit to younger kids ice time, dryland facility time- explore more.

- Getting kids to move the full sheet of ice in practice is very beneficial. Generate ideas on this to implement.
- Morning ice times, off school days as additional ice options.
- Dryland area should be better leveraged from open to close. Agility, mobility, puck handling etc.
 - Rink/city challenges; TwoBrothers currently facing this. Band together to overcome.
- D10 limitations to consider and how to work within those bounds.

Executive Director | Ryan Eason

Written report:

- D10 meeting
 - D10 is considering moving Squirts and U10 games to 3- 15 minute stop time periods, which would mean we would need to block 90 minute slots for their games. I informed everyone at that meeting that this change would not work for us as we are already short on ice. Other larger associations agreed, also citing lack of ice, while some smaller associations said it would not be a problem for them. Nothing is changing as of yet.
 - D10 is considering raising mite games back to 10, nothing official right now, but Colleen said she would consider it
 - The ability to use flex rosters for skills coaches will not be allowed starting next season. If we want to use skills/goalie coaches, I believe we will need to have the coaches buy the ice, not youth hockey. This way roster rules don't apply.
- I attended the Minnesota Hockey leadership and Hockey Director conference. Heard a lot about the model EGF is running and would like us to consider doing something similar.
- About a month ago, I reached out to leaders at the City and School District in hopes to start a conversation about potential arena expansion. Initially, my requests were acknowledged, but they all said other initiatives are the current priority. With a little persistence, I was able to set up a meeting with some of the key people to discuss how we may be able to position this in the future. I feel the fact that they are willing to listen, is a giant step in the right direction toward adding additional ice in the future. The meeting is this Thursday afternoon. I will report back on how it goes.
- I started a draft of a move up policy for all travel aged players that follows similar, but not the exact same limitations and requirements. [Travel Aged Move Up Policy Draft](#)
- Paul Gustafson memorial bench is in the works. Katie at the rink needs to get city approval for the placement. Mikey Jackson is working on a design.
- I am working on a proposed change to how and when roster sign offs would take place. This change would allow us to potentially run a development model similar to East Grand Forks. My VERY EARLY draft of what this could look like is [HERE](#).
 - Under this model, we would run developmental practices and in-house games until December 1, at which time we would then create rostered teams. We could

continue with running 5-7 teams based on our previous seasons, OR, we could form say 4 teams(A, B1, B2, C) and any players not making one of those 4 teams would be rostered on a developmental team.

- Emails went out to Hat Trick and Geared Up for Jersey and sock bids on May 7. I have received Hat Tricks bid, but nothing from Geared Up yet.
- Tournament registration opened at 12:01 Friday afternoon and all travel tournament slots were filled by 12:03. We did have our b1 squirt tournament get overbooked due to a Crossbar error or glitch that I am working through. I have reached out to the last team that registered in hopes to let them know they will be at the top of the waitlist, but I have not heard back from them.
 - We did decide to drop the Bantam twaddle tournament for the upcoming season, and I have let the rink know that as well.

Discussion Items:

- Cotreasurer position for check signing purposes
- Move up policy for travel age players
-

Action Items:

- President appoints Kristi Fleming
-

President | Mike Possin**

Written report:

- Welcome to Angie Gullikson new Jr Gold Director and Sarah Cole Apparel Coordinator
- Change to the home benches for the high school teams next year. Youth teams to follow suit??
- Having discussions already regarding waivers for some players both incoming and exiting.
- So far I have only heard positive feedback from the move up policy. Curious to see what others are hearing.
- Discussing the possibility of having 2 Brothers Hockey rent our dryland space during June and July. Starting the week of June 8th through July language to make sure we retain the space after July \$1,308/month

Discussion Items:

- Changes to Ice allocations for the 2026-27 season. Upper teams would get more ice allocations versus lower teams.
- AM skills sessions during the week by age group. Possibly more focused on the younger ages.

Action Items:

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Vice President* | Josh Juntunen

Written report:

- Meeting on 3rd sheet of ice.
- Coach interviews & selections.

Discussion Items:

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Action Items:

- Josh to send out coaches feedback email to all level directors.
-

Treasurer* | Jake Fleming

Written report:

Balance as of 4/30/26		
General Fund	\$	244,641.84
<i>Outstanding checks - General Fund</i>	\$	(33,267.91)
Balance	\$	211,373.93
Gambling Account	\$	126,994.66
<i>Outstanding checks - Gambling Acct</i>	\$	(15,237.00)
Balance	\$	111,757.66
Savings Account	\$	172,517.48
Social Media + Waggle Hats Account	\$	18,975.05
Total Balance	\$	514,624.12
Items to consider		
General Fund Outstanding Checks		
Youth Refs/Coaches/Board Pay	\$	33,267.91
GF Outstanding Total	\$	33,267.91
Gambling Acct Outstanding Checks		
Coaches Pay	\$	13,250.00
Ice Rent	\$	1,987.00
GA Outstanding Checks	\$	15,237.00
Outstanding Summary	\$	48,504.91

Discussion Items:

- Coaches and board pay complete
- 2024 audit completed last week

Action Items:

- Complete management representation letter and payment for a furnished report of the audit
- Gambling account must be spent by May 31st
 - \$74,826 was moved to the general fund to reimburse ice fees
 - Remaining balance will be allocated after we receive the May check
- Move larger portion from socials/waggle to General Fund

Registrar* | Frank Miske

Written report:

- Things are slowing down on my end from the 25-26 season. Just need to get a few past dues taken care of. Families with past due notices were notified that if their balance is not taken care of by June 1st, we will send it to collections. past due amount is \$1844

Discussion Items:

- one family reached out regarding not completing their dibs. They stated that they participated in the mite tryout process on ice and were on the ice for all pre skates. The language on the website is very vague with what qualifies as a dib, please review the site.

Action Items:

Secretary* | Mandi Opdahl

Written report:

- Finalized transition of all things with Kristin Miller
 - Pending ELEYO access transition
- Crossbar Updates made including:
 - Uploaded to Policy and Doc Section
 - Approved Mite Move Up Policy
 - Approved updated ERYHA Bylaws
 - Voting members updated (Jake Fleming) : NonVoting members updated (Sarah Cole, Angie Gullikson)
 - Cleaned up Apparel Links which were not working.
- GroupMe review of members
 - ERYHA Board review removed 5/20 (Amanda Stanley, Bre, Christine Sargent, Cassie Stone, Chris Rustad, Lynne Bauer)

Discussion Items:

- Roles and Responsibilities doc is as of 11/24. With the new Executive Director role we should look to make updates to this. Suggest each board role review their own Roles & Responsibilities and provide updates as necessary prior to the next meeting. I will collate updates and share revised doc for further review and approval.
- ERYHA email needed for: Sarah Cole
- EMT liaison, Jayne is stepping down. Dean Olson has interest
- June Newsletter Content
 - BlueLine club wants to blast out to members about the Annual Elk River Hockey Golf Classic
 - Summer development challenges to engage youth through off season
 - Open Board roles: Tournament Coordinator, SKATE Banquet coordinators
 - Mite move up policy link it out

Action Items:

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Girls Director* | Chad Jansen

Written report:

- Met with Mike Cunningham on the direction of the girls hockey program both at the youth level as well as the high school. Working on setting up tourneys for all the girls travel teams. Numbers look good to have two teams at all levels next season. I have had one email regarding coaching next season at the U10 level from a non parent. I am researching this coach to see if it might be a good fit.

Discussion Items:

- Communication going out regarding non parent travel coaches at the top team level.
- Move up policy decisions

Action Items:

- Setup tourneys and hotel blocks

Mite Director* | Jake Koehler

Written report:

- ~112 Returning Mites Next year (excluding 2 potential grade level move ups)
 - Expecting similar numbers, however, had a large group of Little Elks (81) in the second session including both boys and girls.
 - Team sizes get uncomfortably large after 155 total Mites
- I personally have not heard much if any feedback on the Mite move up policy. Rather, have been educating people on the specifics of the few that have inquired.

Discussion Items:

- Due Rostering/Team Assignments and ice time, want to try to have HEP testing as early as possible. Unfortunately, preskates would need to be limited with this approach.
- I know that ice time is scarce but continue to get feedback about the lack of ice time for the Mites compared to other associations (Also feedback from the End of the Year Survey). I know the outdoor ice was purchased to help with this, however, it is inconsistent at best due to weather and spreading it out amongst all teams.
 - A & B mites each get an hour plus during the week in addition to their weekend ice.
 - Feedback from coaches that 40+ C Mites on the ice at the same time is extremely difficult to manage.
 - Mites are the first to lose ice when there is a tournament. We try to offset it with away games, however, it is difficult to schedule anything for C & D teams.
 - These teams get priority over outdoor ice during tournament weekends.
- Outdoor Ice
 - Set time slots so we can maximize use, 3 slots per night....
 - Observation that some teams are great and take advantage of outdoor ice availability while others not so much. What can we do to maximize the use of this investment?

Action Items:

- Move forward with starting blocks at top of hour, no mid hour starts.

Squirt Director* | Alyssa Breu

Written report:

- Planning for same team allocation as 2025 - 2026 season
- 2026 - 2027 projections includes 78 skaters and goalies
 - A, B1 Red, B1 Black, B2 Red, B2 Black, C
 - 13 - 14 players per team
- Tournament registration underway and documented in tournament spreadsheet
- Mite move up policy will impact team headcount, currently

Discussion Items:

- Slush Funds
- Squirt Tryouts

Action Items:

- Further discuss slush funds
-

Peewee Director* | Kelly Plude

Written report:

- Tourneys registered so far
 - PWAA (Woodbury, Spirit of Duluth, Roseau)
 - PWB1 (Moorhead, ER) need 1 more
 - PWB1 (Moorhead, ER) need 1 more
 - PWB2 (Greenway, Marshall, ER)
 - PWC (Owatonna, Hudson) need 1 more
- Tentative Registration Numbers
 - 71 skaters (3 potential grade level move-ups)
 - 8 goalies
- Initial Team Levels
 - AA, B1, B1, B2, C
 - 14-15 skaters/team
 - 3 teams would have 2 goalies, 2 with 1

Discussion Items:

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Action Items:

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Bantam Director* | Kurt Remick

Written report:

- Tourneys registered for so far. Hotel still needed for BAA Duluth.
 - BAA (Centennial Preview, Spirit of Duluth, VFW-Moorhead) need 1 more
 - BA (Anoka, Owatonna, VFW-Moorhead) need 1 more
 - BB1 (Gobbler-Bloomington, Fargo) need 1 more
 - BB2 (Anoka, Owatonna) need 1 more
 - BC (Winter Whiteout-Blaine) need 2 more
- (same as april info) Initial Registration numbers for 2026-27 Bantam Season
 - 76 skaters (possible grade level move ups)
 - 6 goalies (possible 7)
- (same as april info) Initial Team Levels
 - AA, A, B1, B2, C (if the C level isn't possible than a second B2 team)
 - 15 skaters per team (with a 16th skater on one team)
 - Only one (possibly two) team would have second goalie

Discussion Items:

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Action Items:

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Fundraising* | Jennifer Dahlseid

Written report:

- No updates to report.

Discussion Items:

Action Items:

Junior Gold Director | Angie Gullikson

Written report:

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Discussion Items:

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Action Items:

Volunteer Coordinator* | Mike Morrison

Written report:

-

Discussion Items:

- Members challenging volunteer hours counting as DIBS.
- Discussed charges with members when applied for final resolutions.

Action Items:

- Clean up DIBS page regarding volunteer hours.

Equipment Manager | Michelle Brandt

Written report:

-

Discussion Items:

- Start thinking about jersey design for next season
- Still missing set of quick change goalie gear.
 - Check with Ben Jeremko

Action Items:

Ryan send out quotes for jersey's.

Ice Scheduler | Jess Milless

Written report: Nothing New to Report

Discussion Items:

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Action Items:

Goalie Coordinator | Mike Gatzke

Written report:

Discussion Items:

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Action Items:

Little Elks | Heather Palumbo

Written report:

Discussion Items:

Action Items:

Rostering | Kelley Klebs

Written report: no report!

Discussion Items:

Action Items:

Dryland Coordinator | Terry Woodworth

Written report:

Discussion Items:

- No Updates

Action Items:

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Tournament Coordinator | [OPEN]

Written report:

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Discussion Items:

- See Ryan's report for tournament updates.

Action Items:

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Referee Coordinator | Marlin Haney

Written report:

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Discussion Items:

Action Items:

Game Sheet/Team Manager Coordinator | Katelyn Bland

Written report:

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Discussion Items:

Action Items:

Apparel Coordinator | Sarah Cole

Written report:

- Will connect with Ryan and Mike to discuss potential Sponsorship partners for the upcoming season. Need to determine if there are any local businesses that need to be avoided.
- Plan on coming to June meeting with the list of potential partners and approach, timing, etc.

Discussion Items:

Action Items:

Social Media Coordinator | Morgan Molitor

Written report:

The past month has been a strong growth period for Elk River Youth Hockey Association on social media — even as the organization enters the off-season. Content strategy pivoted toward storytelling and community identity, driving significant view increases across both Facebook and Instagram. All growth has been 100% organic with zero paid advertising spend.

Key Performance Highlights (Apr 22 – May 19, 2026)

Platform	Total Views	Change vs. Prior Period
Facebook	13,682	+67.5% ↑
Instagram	9,801	+13.8% ↑
Combined	23,483	+40.7% ↑

Top-Performing Content Themes

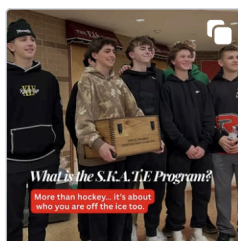
The same content themes are resonating on both platforms, confirming a consistent community identity message:

- SKATE Program spotlight — "Not just athletes. Not just students" (FB: 2.4K views / IG: 1.5K views, 67 likes)
- Brand-forward storytelling — "That's Elk River Hockey / Built in Elk River" (FB: 1.5K / IG: 1.1K, 72 likes)
- "Every player starts somewhere" first-timer series (FB: 1.5K / IG: 836 views)
- Milestone moments — "Today we're 700+ strong" (FB: 1.2K / IG: 1.1K, 45 likes)
- Welcome/origin story content — ERYHA history from 1966 with 20 kids (strong watch time)

f Top content by views

Boost content

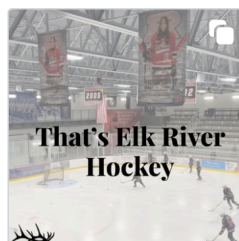
See all content



Not just athletes. Not just students....

Mon Apr 27, 4:44pm

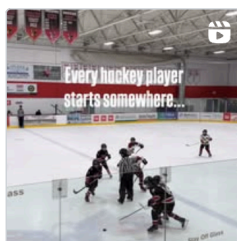
👁 2.4K ❤ 25



Built in Elk River. One season at a time....

Wed May 13, 9:23pm

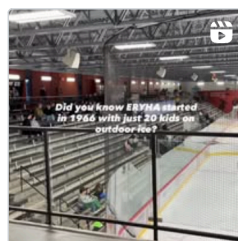
👁 1.5K ❤ 18



Every player starts somewhere... a first...

Wed Apr 29, 10:00pm

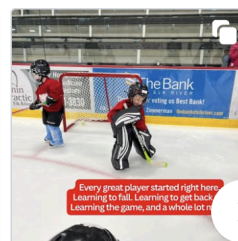
👁 1.5K ❤ 13



Today we're 700+ strong. 🙌...

Wed May 6, 11:14am

👁 1.2K ❤ 31



Every great player started right here....

Mon May 18, 1:08pm

👁 1.2K ❤ 9

📷 Top content by views

Boost content

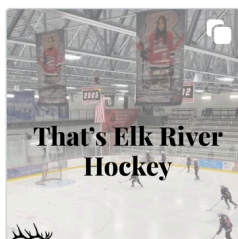
See all content



Not just athletes. Not just students....

Mon Apr 27, 4:44pm

👁 1.5K ❤ 67



Built in Elk River. One season at a time....

Wed May 13, 9:23pm

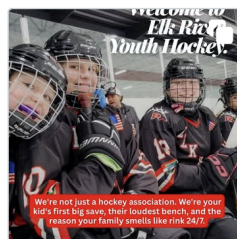
👁 1.1K ❤ 72



Today we're 700+ strong. 🙌...

Wed May 6, 11:14am

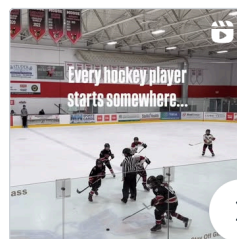
👁 1.1K ❤ 45



Welcome to Elk River Youth Hockey! 🙌🏒 ...

Wed Apr 22, 10:36am

👁 931 ❤ 34



Every player starts somewhere... a first...

Wed Apr 29, 10:00pm

👁 836 ❤ 21

Recommended Focus: June 2026

Content Ideas	Format Strategy
SKATE Program spotlight series (1 post/week)	Reels: 2–3x per week (highest reach format)
Player/family testimonials — off-ice impact	Multi-photo carousels: 2x per week
"Where are they now" alumni story	Stories: daily or near-daily
Behind the scenes: rink staff, coaches, board	Repurpose top FB content to IG same week
Off-ice summer training tips & drills	Cross-post SKATE Program content on both platforms

Evergreen / Off-Season Ideas	Pre-Season / Registration Ideas
"60 years of ERYHA" anniversary series	Registration open countdown (10-day Reel series)
Coach spotlight: why they give back to the game	Meet the board / volunteer spotlight
New player kit unboxing (first-time skater family)	Ice time at other rinks — summer skate content
Summer conditioning with ERYHA players	Partnership content with local businesses
Parent perspective: what ERYHA means to our family	Fall schedule preview / hype content
Trivia / history quiz Stories (engagement boost)	Q&A session Story: "Ask a coach"
"Frozen Memories" — archive photos from early seasons	End-of-summer recap: what we built this summer

Sponsor	Level	Deliverables	Delivered	SM Promo	Status	Notes (as of 5/20)
 STANLEY CUP LEVEL						
Power Within Chiropractic	Stanley Cup	3 Posts, 3 Stories, Logo on Website, Email	Website + Email ✓	Scheduled	In Progress	Posting monthly through summer. Capture content w/ Callie.
Hat Trick Hockey	Stanley Cup	3 Posts, 3 Stories, Logo on Website, Email	Website + Email ✓	In process	In Progress	Chatting with Adam. SM in process.
 POWER PLAY LEVEL						
Rinks & Links	Power Play	1 Post, 1 Story, Logo on Website, Email	✓	✓	✓ Complete	All deliverables complete.

Sponsor	Level	Deliverables	Delivered	SM Promo	Status	Notes (as of 5/20)
Number1zie	Power Play + Apparel	1 Post, 1 Story, Logo on Website, Email	—	—	Action Needed	Morgan needs intro.
P&B Apparel	Power Play + Apparel	1 Post, 1 Story, Logo on Website, Email	—	—	Action Needed	Morgan needs intro.
Geared Up	Power Play + Apparel	1 Post, 1 Story, Logo on Website, Email	—	—	Action Needed	Morgan needs intro.
Xcel Energy (\$2,500)	Power Play	1 Post, 1 Story, Logo on Website, Email	—	—	Action Needed	ProBono. Morgan needs contact. (2/27)
 ASSIST LEVEL						
Two Brothers Hockey	Assist	Email Blast, Logo on Website	✓	✓	✓ Complete	All deliverables complete.
iBackCheck	Assist	Email Blast, Logo on Website	✓	✓	✓ Complete	All deliverables complete.
Hometown Hockey	Assist	Email Blast, Logo on Website	✓	N/A	✓ Complete	All deliverables complete.
Rosaria Cole – Smartbase Solutions	Assist	Email Blast, Logo on Website	✓	N/A	✓ Complete	All deliverables complete.

Discussion Items:

Action Items:

Adjourn Board of Directors Meeting @ 9:05 PM

MOTION to approve:

MOTION: Koehler

SECOND: Miske

MOTION CARRIED UNOPPOSED

POST-MEETING EVENTS & NOTES