

West Madison Polar Caps Board Meeting Agenda (11/12/2025)

Location: Madison Ice Arena

Attendees:

Name	Role	Attendance
Joey Frayne	President	Yes
Pete Lenaker	Director of Hockey	Yes
Jed White	VP Travel Team Coaching	Yes
Joe Bartol	VP In-House Coaching	Yes
Laura Zach	Treasurer	Yes
Valerie Maine	Secretary	Yes
Dave Tollefson	Bantam ALD	No
Rico Saenz	Pee Wee ALD	Yes
Jon Obst	Squirt ALD	No
Mike Pilarz	RWB ALD	Yes
Rich Sullivan	Cross-ice ALD	No
Meredith Milliron	LTP Director	Yes
Karla Pinkerton	Recruitment Director	Yes
Frank An	Registrar	No
Eric Cops	Practice Ice Scheduler	Yes
Dave Chimielewski	Game Ice Coordinator	Yes

Ben Hofer	Girls Program Coordinator	Yes
Ernie Pearson	Equipment Manager	Yes
Jessica Gamez	Volunteer DIBS Coordinator	Yes
Scott Beckfield	Fundraising Director	No
Ashley Russell	Web Administrator	Yes
Emma Clausen	Candy Cane Cup Coordinator	Yes
Communications Director	Corey Singletary	Yes (virtual)

Consent Agenda

Motion to approve the October 2025 Board Meeting minutes made by Rico Saenz, seconded by Ashely Russell - all approved, motion passed.

Budget/Financials [Treasurer]

Waiting on invoices for ice times. Also waiting on invoice for first jersey order. Final registration payments are coming due, which represents most of our revenue for this season.

Policy Review

No updates to current policy. Discussed need for policy regarding playing up RWB players.

Registration/Jersey Update [Ashley/Frayne]

Practice Jerseys and Pinnies - Waiting on some estimates to match with some potential donors.

Still waiting on RWB and Cross Ice Jerseys to arrive.

Plan made to open second jersey order - close it Nov 21, place order asap after that.

Recruiting Actions [Karla]

- Peachjar Ad (MMSD) - currently running
- MSCR winter ad - forthcoming

- LTP Snowman - 15 mostly new and mostly male registrants (interesting given that LTP Pumpkin is predominantly female); 5 registrants for LTP Valentine
- Any interest in meta ads? - hold for now, not needed
- Any interest in a simple winter THFF event? Could try to partner with current LTP group (e.g., bring a friend) - discussed doing a January session.
- Private School contact list - still in the works

Scheduling Update

- Scheduling Update Scheduling out as far as we can, helpful for teams and families.
- Pee Wee C State Tournament - need to appoint someone to direct organization of the tournament. Can form committee to help. DIBS offered to help with this.

DIBS update

- We have the initial shifts in the system
- DIBS Strategy - Discussed ways to add more DIBS. Up to 2 full BIDS for Team Managers per team.
- Other possible DIBS roles - ALD Assistant to help with over the summer pre-season work; Secretary Assistant to help with jersey orders.

Fundraising

- Candy Cane Cup - first registration email sent, 54 currently registered. Second email will be sent. Discussed Candy Cane Cup ads.

ALD Reports

LTP - ongoing; registration is good. Need coach director and more coaching help.

Cross Ice - still have open spots for players.

RWB - 6 teams, 2 games in. Some frustration at how girls call ups for Squirts were handled. Need to create a plan of action for call ups (policy for how we handle this); Want to organize a Girls Jamboree.

Squirt - no update

Peewee - no update

Bantam - 1 goalie dropped out, waiting to hear about HS picks; some plans in the work to look for replacement goalie.

Coaching Committee (Pete, Jed, Joe, Gabe, and Jeff)

Action review completed. Bantam B goalie withdrew. Looking for replacement options.

Communications - (Cory).

Optiscreens, social media all being updated, working on Candy Cane Promotion. Culture Champ Nomination received - put it up on the screen.

Designing a large banner for teams to take pictures in front of - to be used as a backdrop for pictures.

Right side screen above concessions broken - doing research to replace it.

Girls Hockey (Joey/Ben)

Girls Jamboree, process for moving up (make policy).

Special Topics

- MII Update - none
- Board Roster Info (USA Hockey, SafeSport, and Background Check)
- RWB Transfer Out - signed form for one year, will revisit next year.
- Unattended Kids in the rink - make sure kids are properly behaving here.
- Polar Caps Locker Room - locker room A will become a Polar Caps locker room, will be repainted.

Grants

- Try Hockey For Free Grant
- Won Grassroots Grant

President Closing Remarks

Next Meeting December 17th at MIA

Adjourn - 7:30pm

Motion to adjourn made by Joe Bartol, seconded by Jessica Gamez - all in favor, motion passed.

ACTION ITEMS:

- 1) Val to send email for second jersey orders to be submitted by 5pm November 21 (VAL)
- 2) Joey to check in with Chad/Sarah for ideas regarding PeeWee State Tournament Director. Also need to assemble a committee (JOEY).
- 3) Emma to connect with Corey regarding Candy Cane Cup advertizing (EMMA/COREY).
- 4) Set up a payment method for Candy Cane Cup - raffles tickets and donations during the event (EMMA/LAURA)
- 5) Send Joey ideas for more substantial DIBS roles (ALL).
- 6) Training video for score board use (COACHES/ALDS).
- 7) DIBS sign up instruction (JESSICA/ASHLEY)

- 8) LTP lead Coach ideas (JOEY/CHOACHES)
- 9) Create policy for how to handle call ups (ALDS/JOEY)
- 10) Give feedback about girls teams playing both girls and coed to Region 4 call (JOEY).
- 11) Replace curved board with straight board (JOEY)
- 12) Girls Jamoboree for RWB (MIKE)
- 13) Send email with expectations reset for kids behavior in the rink (JOEY)
- 14) Little Blackhawks - Joey to follow up on ice and someone to do it (JOEY)
- 15) ALD and Secretary assistant roles for over the summer - plan for next year (DIBS opportunity)
- 16) Project Plan (JOE)