

Northfield Hockey Association
June Meeting Minutes
June 18, 2012
6:30 p.m.
VFW

1. Call to Order 6:37

2. Roll Call/Quorum

Present were: Christina Sinkler-Miller, Dean Kruger, Jennifer Kluzak, Jessica Van Zuilen, Jeremy Klotz, Mike Puppe, Kevin Olson

Absent were: Dawn DeBus, Chris Fink, Chris Sorenson, Chad Olson

3. Approval of April and May 2012 Minutes

Minutes were reviewed. Jessica VanZuilen made a motion to approve the minutes. Jeremy Klotz seconded it. Motion carried.

4. Reports of Officers:

President, Dean Kruger

Dean Kruger reported that he spoke with Scott LaMotte the owner of Carbone's. Currently Scott works with Burnsville Hockey Association at his Burnsville Carbone's location and was excited to think about the possibility of partnering with the NHA at his Northfield Carbone's location. Scott mentioned pull-tabs and Dean informed him that the Association was considering it. Dean brought up the requirements of having a Gambling Manager. The Gambling Manager and he would have to take a 2 day class. It is also, looking for the right location. We would have to look further into if we wanted to proceed with that and then get our permits in line.

Treasurer, Mike Puppe

Mike reported that tax returns are currently being prepared to send in to the state. Mike also presented a proposed budget to the board. He thought that the golf tourney went well. He mentioned that one credit card from the tourney expired in the process of things and that he and Terry Gruenhagen will follow up to collect those funds. Mike asked about when we had planned to set the fees for 2012-13. He proposed we go over the budget and get fees set by the next meeting. Mike reported that 2-3 families have not yet paid fees; Mike and Christina are working to collect. He informed the board that registration fees cover 60% of the budget; board members were presented with a proposal of a 7% increase of fees for this season. He also added that we need to find more ways to generate revenue since expenses are pretty much set (similar year to year). One thing that factors in the equation is ice time/dryland if we would want to adjust expenses. He asked the board if we were starting practices too early in the season. Mike suggested to Dean to write a letter to the VFW for the Bantam cost. One additional idea on cost savings is to have parents act as scorekeepers, or only pay for one rather than the current two. Mike proposed the new tournament rule of \$1400 per team. He will look into Let's Play Hockey to compare costs of tournaments. Mike asked for feedback from the board on if this is the way to go. One comment was made that all tournaments collect fees differently so currently it is difficult to know the total amount. A question was asked about how teams would get paid. Mike commented that he would cut checks to the teams and use a spreadsheet to track. Another question was asked if there was anyone looking at the Jamboree to change to longer event. It was stated that the kids like the jamboree and that there wasn't any expense outside of the pucks/awards. It was mentioned all skaters below the tier 4 level in Lakeville stay in-house. A question was asked of who was in charge of the Jamboree. It was decided the Program Coordinator but that lately it has fallen more on the parents and/or team managers. Further discussion was suggested. Mike brought up the cash calendar and if we are continuing with this or not. It is a lot of checks to cut each month. It was suggested that we

come up with a solution and try to grow our profits. It was also suggested that if we continue with the calendars that we reduce the number of times we payout each month.

A question was asked about the Burggraf Clinic. It was stated that there is no contract with Burggraf. We have used the method for 4 years. Last year it was the first year it was included in registration fees. Previous to that, it was a separate registration. A comment was made that having Burggraf teaches kids to skate all on the same page; teaches blade/edge control and utilization. Part of the process is learning to skate. Questions were brought up: Do we need him? Are players being corrected when they don't do the drills correctly? Who is in charge of Burggraf? Can the program be refined? The following comments were made: Frank Bruggraf is a resource; watches for new trends; that we were not complimenting Burggraf with other things. It is hard for parents to buy into it. Suggestions were made: We need this or similar skating progression; Burggraf is less expensive than most out there; for Burggraf or coaches to have an open discussion for parents that have questions or want more information, have PW players demonstrate drills.

The topic of goalie training was mentioned and that it would be nice to have something similar on the goalie side to make more progress and be consistent.

The discussion concluded and Dean Kruger indicated that he would speak to Skip Ruppe and Chris Fink about the concerns that were raised.

Registrar, Christina Sinkler-Miller

Christina reported to the board on the topic of increasing payment options for parents to lessen the stress of the two larger payments. She responded that we can have as many payments as we want, but that there is a \$2 fee per transaction and a 3.5% credit card charge. The board decided to offer 1, 2, or 3 payment plans that would be due in August, November, and January; but that ½ of the total amount would be due at the time of registration. Christina commented that we would need to set the registration fee rates by the July meeting. Questions were asked if we were still considering a later mini mite registration, and if we would keep Burggraf the same at that level. It was suggested that we bring the Hockey Operations back, have them discuss, and bring a proposal to the board to make those decisions.

Vice President, Jeremy Klotz

Jeremy reported that NHA was awarded 170 jerseys (10 sets of 17) through the Degree Youth Hockey Jersey Program. These jerseys to be used for tryouts. The only cost to the association would be the printing on the jerseys. The three quotes he received were:

Rocky Top \$3/per jersey

Champion \$4.25/per jersey

Champion (doing it in-house, not as good quality) \$1.25/per jersey

The board made the decision to go with the least expensive option since the jerseys would only be used for two weeks out of the season, and have Champion do it in-house. Jessica VanZuilen made the motion to approve, Mike Puppe seconded it.

Jeremy also reported that we would need to purchase game jerseys for three teams (Squirts & U10s), 108 jerseys. He presented some samples from First Star. The equivalent to what we have now was First Star's top of the line. Cost would be \$34.78/jersey (screen printed) or \$53.00/jersey (twill tweed patch). It would take 7-10 weeks to receive and we would need by October.

There is also a need to purchase pucks and pinnies.

Discussion was moved to the subject of needing sponsorships. There was some confusion about the sponsors obtained through the golf tournament and separate association sponsors. It was noted that the golf tournament sponsors are told that they wouldn't be contacted again that season. It was suggested that we seek out sponsors to help cover the costs of the new jerseys.

A sponsorship of 5 years for \$1500 was discussed. Also, to have businesses sponsor our 3 on 3's and have their name in front of "3 on 3" and put on the pinnies. A suggestion was made to have a "Thank you to our sponsors..." area at the arena. Dean mentioned that this would have to go through the city.

Jeremy also offered the suggestion of having players names put on a patch that transfers from jersey to jersey. Then at the end of their career with NHA, they can keep the patch for a memento. The board was interested in considering it, and Jeremy stated that he would look into pricing.

Secretary, Chris Sorenson

No Report.

Fundraising Coordinator, Jessica VanZuilen/Jennifer Kluzak

Jessica presented the board with coffee mug options. Mugs would cost \$3-4 dollars each and NHA would sell at the concession stand for approximately \$15 which would include a cup of coffee. Each refill would be \$1. Jessica has also been looking in to tumblers and water bottles and asked if the board thought there was a market for those. It was suggested to just start with purchasing a low amount to see what sells.

Jessica and Jennifer were planning to meet with Dakota Logo, an apparel supplier that works with the Farmington and Lakeville associations. They would like to get back to the uniform look for our teams. They are also looking at additional options for hockey mom, dad, grandparent, etc., and also Northfield Hockey items to appeal people outside of NHA. They will report back to the board at the July meeting.

Jennifer presented numbers to the board of what the proposed raffle (alternative to the current Cash Calendars) would look like. A question was raised that if this would be considered forcing members to gamble. It was also asked if there was a certain amount that had to be paid out. It was commented that it would allow members or NHA to sell additional tickets and more sales outside of NHA families.

Jennifer obtained an application for the waste recycling bins through the city of Northfield. NHA would have to answer to the city how the funds received would help environmentally. She also presented a fundraising option of bagging groceries at Cub Foods. This year's schedule was full but that we should call them back in January if we wanted to get on next year's schedule. This fundraiser would have to be parents volunteering, as the minimum age limit is 15.

Another fundraising idea was working at Xcel Energy during Wild games. Jennifer is waiting to hear back from them on payment and availability. A similar option at Target Center pays out \$60-70 per volunteer. Selling programs at Wild games was another possibility.

Other fundraising ideas:

Jesse James Days Bingo tent – Jessica would contact Mike Stowe to see if we could do this.

Papa Murphy's or similar coupon cards.

Scrip Program – we would need a point person to handle the cards.

Concessions Coordinator, Chad Olson

No Report.

PR & Communications – Kari Scheurer

Kari brought a draft of the Summer Program brochure ad for the board to review. Changes were made and Kari will submit it by the Friday deadline. Kari reported on the cost of posting a

banner outside of the arena for advertisement of NHA registration. Since a 4x8 banner would cost about \$185 and the board thought that the size would not be sufficient, discussion was moved to opting possibly for a smaller banner on the corner of Ames Park. Kari will contact the city on how to proceed with getting a banner posted there. It was mentioned that the association should publish a thank you in the newspaper for the golf tournament. Kari will submit.

Program Coordinator, Dawn DeBus

No Report

Coaches Coordinator, Christopher Fink

No Report

Ice Chair, Kevin Olson

Kevin reported that he has been a conversation with Allison Watkins. He stated that he would start using the ice times that are available to us. He also has the dryland times and will get started on those assignments. He will need the start time for mites. Right now we have Shattuck on Thursdays but he was going to look in to getting Tuesdays as well. He was going to look at Sunday ice times to see how he could make them work, possibly 1-2 times per month per team as it is tough to schedule then.

A question was asked about board member attendance requirements. It was not known if there are any, but it was suggested that upon absence a board member should still be required to submit a report. The discussion was continued to the bylaws which are outdated and it was suggested that amendments to them be made.

Jennifer Kluzak made a motion to adjourn the meeting. Jeremy Klotz seconded that motion. Meeting was adjourned at 9:42.

Next Meeting will be held: July 16, 2012, 6:30 p.m. at the V.F.W