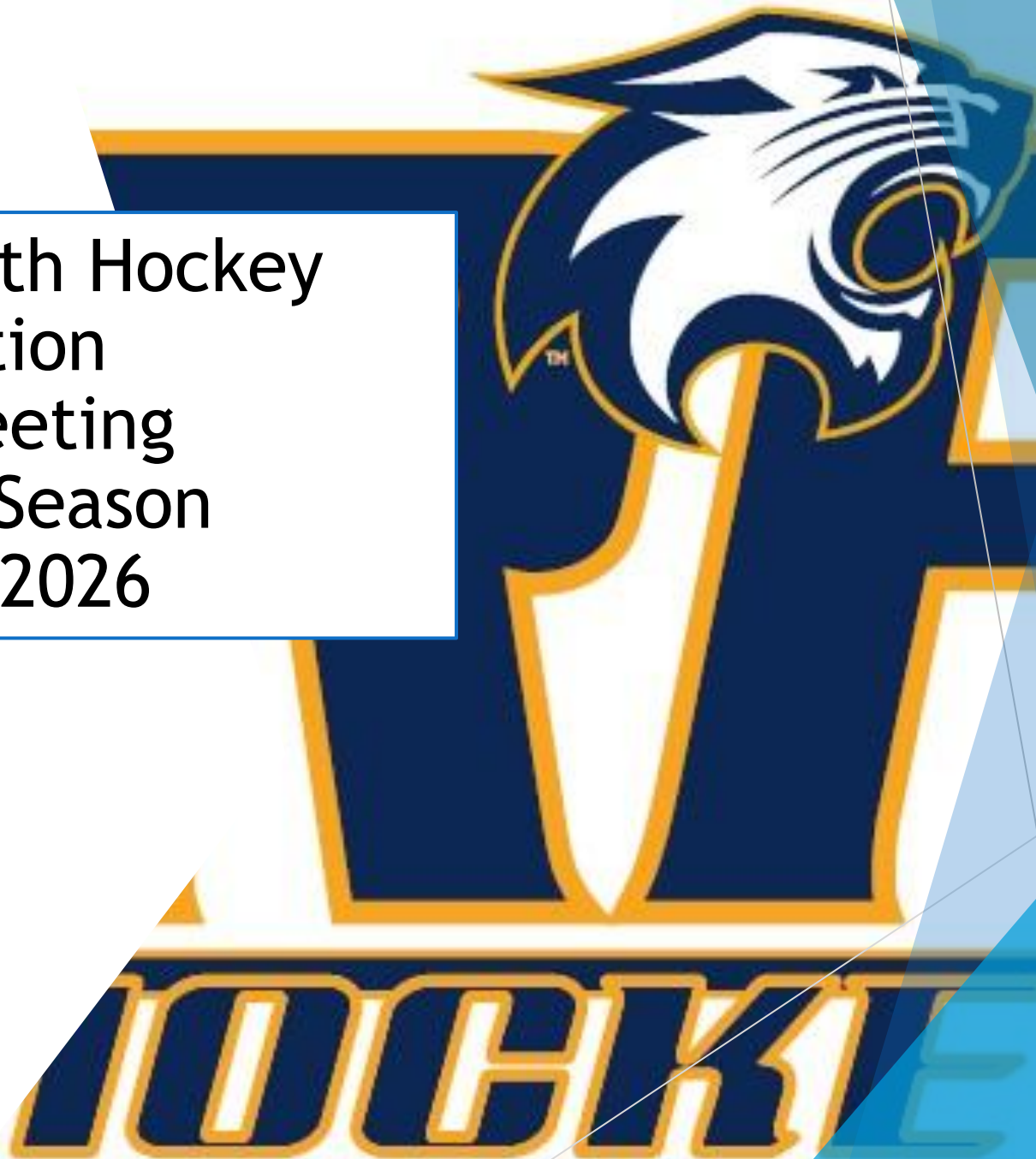


River Falls Youth Hockey
Association
Annual Meeting
2025-2026 Season
April 23, 2026





Agenda

- ▶ Call to Order
- ▶ Approve Agenda
- ▶ Overview of RFYHA
- ▶ Recognition
- ▶ Operations Committee Updates
- ▶ Board of Director Election Update
- ▶ Adjourn



RFYHA Board Priorities 2025-2026

- ▶ Focus on simplicity, communication, transparency, and setting and achieving realistic goals
- ▶ Prioritize our financial future and succession planning
- ▶ President Priorities
 - ▶ Operationalizing a successful season while planning for the future
 - ▶ Improved efficiencies in the short-term fostering success long-term



River Falls Youth Hockey Association

Wildcat Center is owned, self-funded and operated by the volunteer members of RFYHA

Operational Vision

- ▶ RFYHA is a well-financed, engaged membership organization providing quality experiences for youth, families and the community.

Organizational Values

- ▶ Leadership
- ▶ Financial solvency
- ▶ Engaged parents and community
- ▶ Quality team environment for all youth at all levels



Review & Progress of 2022 RFYHA Strategic Plan*

Goal #1: RFYHA Prioritizes On-Ice Development & Coaching

Objective #1: Build a recruitment, retention, and development plan to attain qualified coaches, both parent and non-parent coaches and a process by which to develop all coaches.

Benchmarks:

- Develop and implement a coaching selection and placement process plan conducted annually by the Coaching and Player Development Committee (CPDC) in coordination and alignment with the Board of Directors.
- Improve communication with Coaches through CPDC email to coaches including a consistent meeting (follow Hockey Director Coaching Development Plan from USA Hockey); minimum of two meetings per season.
- Continue developing plans for training of the Coaches.

*Previous Update to Strategic Plan 2017



2022 RFYHA Strategic Plan

Goal #2: RFYHA is a financially solvent organization

Objective #1: Meet operational and long-term expenses to operate youth hockey and appropriately maintain and operate the Wildcat Centre Arena.

Benchmarks:

- RFYHA annual budget is annually updated by the Finance committee and board approved to use in current season.
 - Percent to budget is included in monthly financial reports for the board and committee members to understand the role of their committees in achieving financial objectives.
- Registration continues to grow year over year through marketing and recruitment efforts including LTS, Try Hockey and the Mite program.
- Develop and execute on a building maintenance project schedule.

Objective #2: Optimize fundraising opportunities, with consideration for hours of volunteer-time invested

Benchmarks:

- Annual Fundraising Plan Outline is written by the Fundraising Committee and evaluated by the board prior to each season
- Conduct fundraising events annually that have an appropriate net income to volunteer time ratio



2022 RFYHA Strategic Plan

Goal #3: RFYHA has effective relationships with association members and community stakeholders

Objective #1: Members are adequately informed and engaged

Benchmarks:

- Operational leadership succession planning strategies implemented, including use of job descriptions and marketing open roles to the membership
- Orientation plan is developed and implemented for new families annually.
- Continue hosting an annual Welcome Back Event to get members excited about the upcoming season
- Optimize the timing and various modes of communication to members during the entire year (in season and out of season)

Objective #2: Community Stakeholder Engagement

Benchmarks:

- Develop mutually beneficial relationships with the city of River Falls, River Falls High School, and the University.

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Dream Supporter Award

Heidi Van Nurden

Heidi exemplifies what it means to be a true supporter of RFYHA. As treasurer, she consistently prioritizes the long-term financial health of the association, doing thorough research and presenting responsible, well-informed recommendations.

Beyond her board role, Heidi is always willing to step up wherever needed—often volunteering for shifts others cannot fill at tournaments and high school games, all while balancing a busy schedule with four kids.

Her everyday leadership shines through her unwavering support of the board, our members, and every guest who walks through our doors. Much of her impact happens behind the scenes, where she dedicates countless hours to strengthening the program and enhancing the experience for everyone involved.

Heidi's willingness to take on any challenge and give it her all makes RFYHA a better place for our entire community.

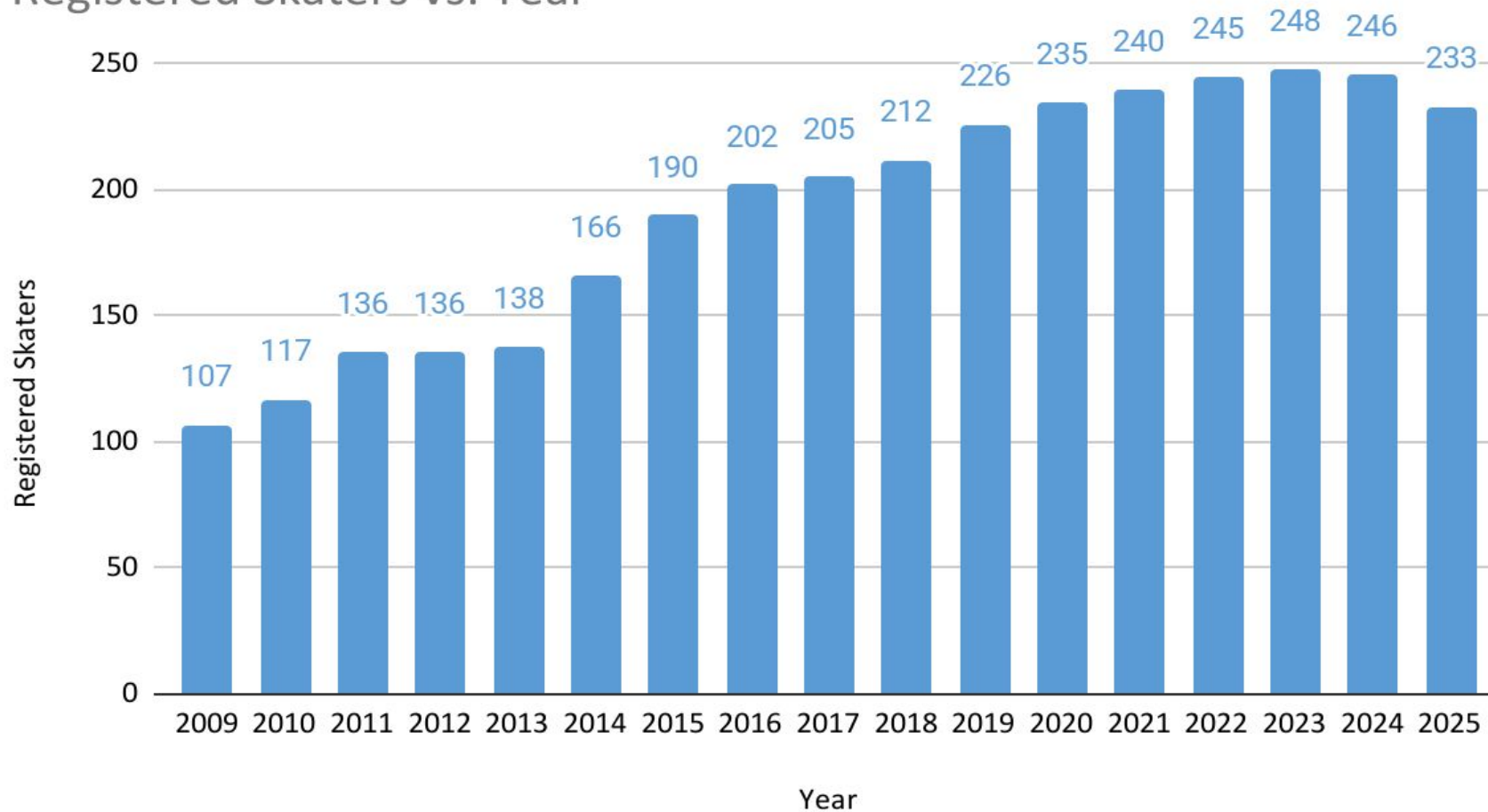
- ▶ Previous award recipients are Chad Flanagan & Kaylan Wilson, Jody Christensen, Debbie Thomas, Neil Accola, Paul Wilson, Dan Briese, Stephanie Klecker, Ryan Van Nurden, Greg Leier.





RFYHA Skaters

Registered Skaters vs. Year



Who are the Blackcats and the Fusion



The Blackcats teams are River Falls Girls Hockey Program at 12U and Above, In cooperation with Blackhawk Hockey Association in Baldwin with the intent to grow girls hockey in River Falls.

The Fusion is River Falls High School Girls Hockey Program In cooperation with Baldwin and St Croix Central High Schools



On-Ice Operations

Coaching and Player Development Committee, incepted 2021

- ❑ **Vision:** Create a structure to ensure sustainability of coaching and player development for growth and excellence into the future.

- ❑ **Purpose:** The River Falls Youth Hockey Association Coaching and Player Development Committee (RFYHA CPDC) strives to provide transparency to the on-ice program by serving the mission of River Falls Youth Hockey Association.
 - ❑ Committee of the Board representing Youth, Girls, Mites & partnership with High School
 - ❑ Oversees On-Ice Operations, specifically Coaching and Player Placement and Development Processes and Decisions for RFYHA members ensuring representation, board alignment, oversight and consistency.

Thank you: Pat Gundersen, Brian Oestreich, Nate Adams, AJ Bucchino, Ben Seiser, Matt Cranston, Tim Beres & Danny Schnacky



On Ice Operations

Coaching and Player Development Committee

General

- ▶ Focused on Strategic Priorities:
 - ▶ Recruiting & retaining talented coaches, specifically non parent coaches
 - ▶ Driving improvements on the MAP/MEGA development partnership
 - ▶ Credentialing/Rostering processes for clarity and efficiency
- ▶ Policy review and proposed updates to the board:

LTS

- ▶ Drives the maintenance and growth of skaters in our program
- ▶ LTS-coordinator: Improvements in on-ice teaching and coordination

MAP/MEGA

- ▶ First year of our partnership with MAP/MEGA



On Ice Program

Coaching and Player Development Committee

Youth Teams:

- ▶ 3 Squirt, 3 Pee wee, 2 Bantam & 1 Junior Gold team
- ▶ 6 talented, non-parent coaches
- ▶ Third Year of the River Cities Hockey Team, Jr. Gold in coop with New Richmond

Blackcats Teams:

- ▶ 2 10U, 2 12U, 2 14U teams in cooperation with Baldwin
- ▶ 6 talented, non-parent coaches

High School

- ▶ High school program continues to make the Wildcat Center their home through ice and locker room rental.
- ▶ 2nd season partnering with Boys Varsity Coach, Tim Beres and continued strong partnership with Girls Varsity Coach, Matt Cranston

2nd Annual - Growing Girls in Hockey at RFYHA



Growing Girls 8/10U Program Is Back!

54 total girls, 31 new to RFYHA

The poster is a dark blue rectangle with white and orange text. In the top left corner is the RF HOCKEY logo. Below it, in smaller white text, is 'RF YOUTH HOCKEY ASSOCIATION'. To the right of the logo, the words 'GROWING GIRLS IN' are written in large, white, outlined letters, and 'HOCKEY' is written in large, bold, orange letters. Below 'HOCKEY' is the text 'AGE LEVELS- 8U AND 10U'. In the bottom left corner, there is a QR code with the text 'REGISTER NOW:' above it and 'SCAN ME' below it. In the bottom right corner, there is an illustration of two crossed hockey sticks and a puck, with the website 'WWW.RFHOCKEY.COM' written in orange below it.

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2026 State Tournament Games

Bantam B-3rd Place

14UB-6th place

PeeWee A-2nd place

PeeWee B-Champion

PeeWee C-2nd place

Squirt C-7th place

River Cities Hockey-7th place



Off-Ice Operations

Jody Christensen

- ▶ **Tournaments**-Thank you to Rebecca Hoeft, Ashley Hickey, Pam Roberts, Tournaments were a huge success this season, full tournaments. Please thank Ashley and Pam for all their work, they will be leaving the committee, we will be adding Lindsay Curtis and Heather Kurtz to the committee for the 26-27 season.
- ▶ **Equipment**-Thanks to Mark DeBoe for all of his years of having this role he will be heading to the HS program. Ryan Paulson will be taking this on for the 26-27 season.
- ▶ **Officials**-Thank you to Carlie Christensen for being the officials coordinator, she will be continuing for 26-27, we have a great group of officials. Anyone age 12 by end of year can take the seminar to be an official.
- ▶ **Ice Schedule**-Thank you to Heather, she took over this season and did a great job, Beth stayed on and did the High School Schedules.



Off-Ice Operations

Jody Christensen

- ▶ **Zamboni coordinator**-Thank you to Dennis Rondeau for doing this job, he will be continuing on for the 26-27 season. Thank you Andy for all the great training, this year we are moving to the zam leads for the training.
- ▶ **Managers coordinator**-Thank you to Shauna Knott, she did a great job, her training on the ipad for scoring was amazing, Shauna will be staying on for the 26-27 season.
- ▶ **Locker room scheduler**-Thank you to Cassandra Gullicks, she will be leaving this role, and Missy Richert will be taking this on for the 26-27 season.
- ▶ **Service Hours coordinator**-Thank you to Staci Nelson for continuing for 26-27 season.
- ▶ **Concussion compliance**-Thank you to Carrie Torgersen, continuing for the 26-27 season.
- ▶ **Registration/Registrar**-Thank you to Heidi Van Nurdern, she will be leaving this job to focus on being the association treasurer, Ashley Hickey will be taking this role.



Building Operations

Kyle Wright

Planned Projects:

- ▶ Remodel/Organize maintenance shop
- ▶ Replace gasket at all overhead doors
- ▶ Construct “Coaches Room” in JV locker room
- ▶ Finish Upgrade to Coaches locker room.
- ▶ Parking lot repair
- ▶ Improve showers in Locker rooms
- ▶ Improve lighting in Mezz
- ▶ Repurpose/Revamp Ice machine room
- ▶ Remove Louver panel at North wall



Building Operations

Kyle Wright

Completed Projects:

- ▶ Replace water heater in Zam room and front lobby
- ▶ Upgrade plumbing in Concessions
- ▶ New Food station table in Concessions
- ▶ Install RFHS Boys Alumni jerseys and Stats display
- ▶ Install Desk/office for Rink manager
- ▶ Repainted all Locker rooms
- ▶ Repaired Dasher & Doors at players benches and penalty box's.
- ▶ Remodeled Varsity boys locker configuration
- ▶ Installed vinyl base along rink hallway
- ▶ Installed new banners & revamped layout



Building Operations

John Robinson

- ▶ **Ice Maintenance, Greg Leier**
 - ▶ System upgrades and ongoing work for compressor optimization, thank you Ben Seiser!
 - ▶ Purchased spare compressor to have on-hand
 - ▶ Recommissioned Super De-heater
 - ▶ Total Mechanical on retainer for maintenance/service
 - ▶ 4 compressors up and running
 - ▶ Ice-in mid-September
 - ▶ Maintained good ice-thickness the full season
 - ▶ Ice-in and Ice-out procedures and processes refined
 - ▶ Dasher board signs up to date with paid-up advertisers
 - ▶ no major Zamboni issues during this season
 - ▶ Off season Preventative maintenance of Zamboni scheduled



Finance Operations

Heidi Van Nurden

- ▶ Finance Operations
 - Concessions
 - Kristen Hofmeister and Maureen Koranda
 - Finance Committee
 - Jenna O'Malley, Megan Ross, Ken Bodin and Steve Pfeiffer
 - Bingo Committee
 - Nicole Ralston, Steve Pfeiffer and Mitch Steffen
 - Thank you Neil Accola and Eddie Miller for continued support with Bingo

 - What is the need?
 - HUGE undertaking
 - Pool resources and expertise
 - Delegation of duties
 - Improve succession and long term success



Finance Operations

Heidi Van Nurden

Financial Update

- With all your hard work and dedication to this association we have built up our accounts so we can continue making much needed improvements
 - Building cash reserves for future needs and improvements
 - Proposing investment policy approval
 - Elimination of family raffle tickets offset by increased registration fees in 25/26, increased tournament income, concessions and bingo
 - Net cash continues to improve

Thank you to everyone for contributing
to these results!



Finance Operations

Heidi Van Nurden

Financial Update

- 2002 - 25 year mortgage of \$1.3 million
- 2003 - Opened a Line of Credit
- 2006 - Behind in mortgage, LOC, utilities, & many other bills
 - Only a few months away from closing the doors
- 2010 - New focus and diligence of many people
- 2022 - \$0 balance on LOC
- 2024 - \$0 balance on Mortgage
- 2025 - 1st major upgrades to our building and equipment
- 2026 - Eliminated family raffle tickets and began year-round operations



Finance Operations

Heidi Van Nurden

Financial Update

- Looking forward: 2026-2027 Season
 - We can continue our focus on making the necessary upgrades to the building and our other assets
 - Will continue to refine the budget and plan for a long term replacement cycle of large ticket items
 - Continue to improve the long term health our assets (building & equipment), quality ice, and skater experience



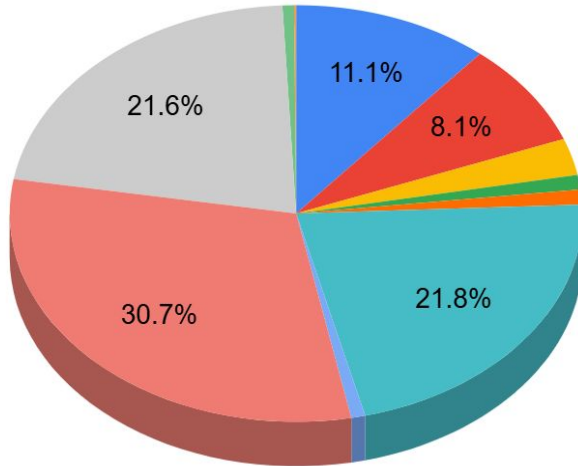
Finance Operations

Heidi Van Nurden

2025-2026 Season

RFYHA Income

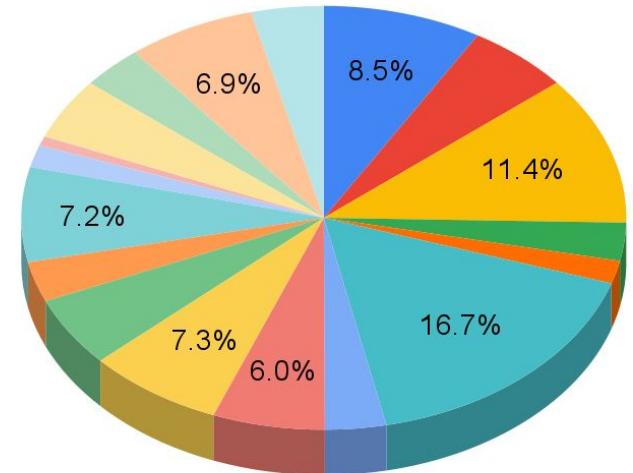
- Concessions
- HS Rent
- Dasher/Walls Ads
- Other Arena Income
- Donation Income
- Bingo Income
- Other Fundraising
- Registration Income
- Tournament Registration
- Other Tournament Income
- Other Income



RFYHA Expenses

- Building Maintenance
- Concessions
- Utilities
- Insurance
- Other
- Bingo Expenses
- Coach and Player Development
- Referee Expenses
- Ice Expenses
- Hunt Ice Rental
- Coach Expenses
- Tournament Registration

6 more



Total Income \$742,243
 Total Expenses \$636,014

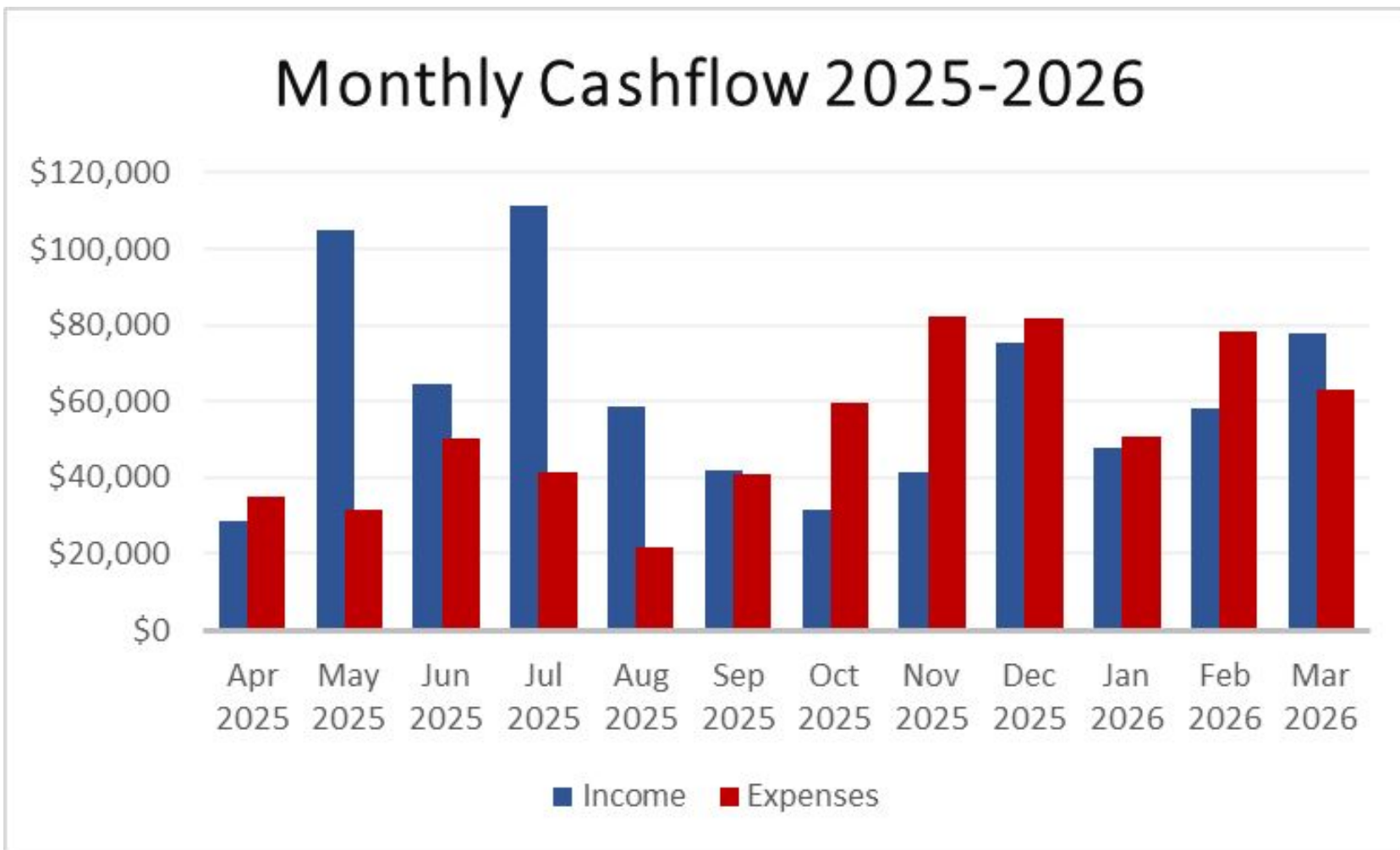
Net Income \$106,229

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Finance Operations

Heidi Van Nurden





Fundraising & External Relations

Megan Wieser

Season Kick Off Party

- coordinated kick off party joining our hockey community together to reconnect ahead of the fall season, get a sneak peek at season apparel and welcome new families

Meat Raffle

- in lieu of formal member fundraising (i.e. families selling raffle tickets), new opportunities for external promotion and fundraising are being pursued
- \$1,047 was raised for the association during a Meat Raffle held at the River Falls Golf Course on Friday, March 27

Fighting Fish Concessions *Save the date for Wednesday, June 3!*

- working the concession stand to kick off summer, fundraise for the association with any tips brought in, and advertising the RFYHA and new year-round opportunities



Fundraising & External Relations

Megan Wieser

Advertising: Heather Ewing, Brigid Burhans

- annual PipeDrive subscription to stay organized
- ongoing ad renewal with current advertisers
- signed and continue seeking new advertisers

Social Media: Brittany Peterson

- bolstered social media presence on both Facebook and Instagram with eye-catching graphics and calls to action
- promotion of teams, RFYHA updates and events, off-ice opportunities, community support



Fundraising & External Relations

Megan Wieser

Webmaster: Brent Remackel

- tidied site with updated formatting on high-demand pages
- creation of giving page “Support the RFYHA” featuring advertising opportunities and pricing, direct giving link and current sponsor listing
- added ice rental and program pages (i.e. Growing Girls)

Apparel: Elishia Dougherty

- creation of online apparel stores for Wildcats and Blackcats
- design and customization of state bound shirts

***NEW* Photographer:** Becca Sponsler

- capturing high-quality, action photos of at least one game per team, Learn to Skate, Growing Girls and other programming
- build a photo inventory that can be used for marketing, on social and the website



Fundraising & External Relations

Megan Wieser

Looking Ahead:

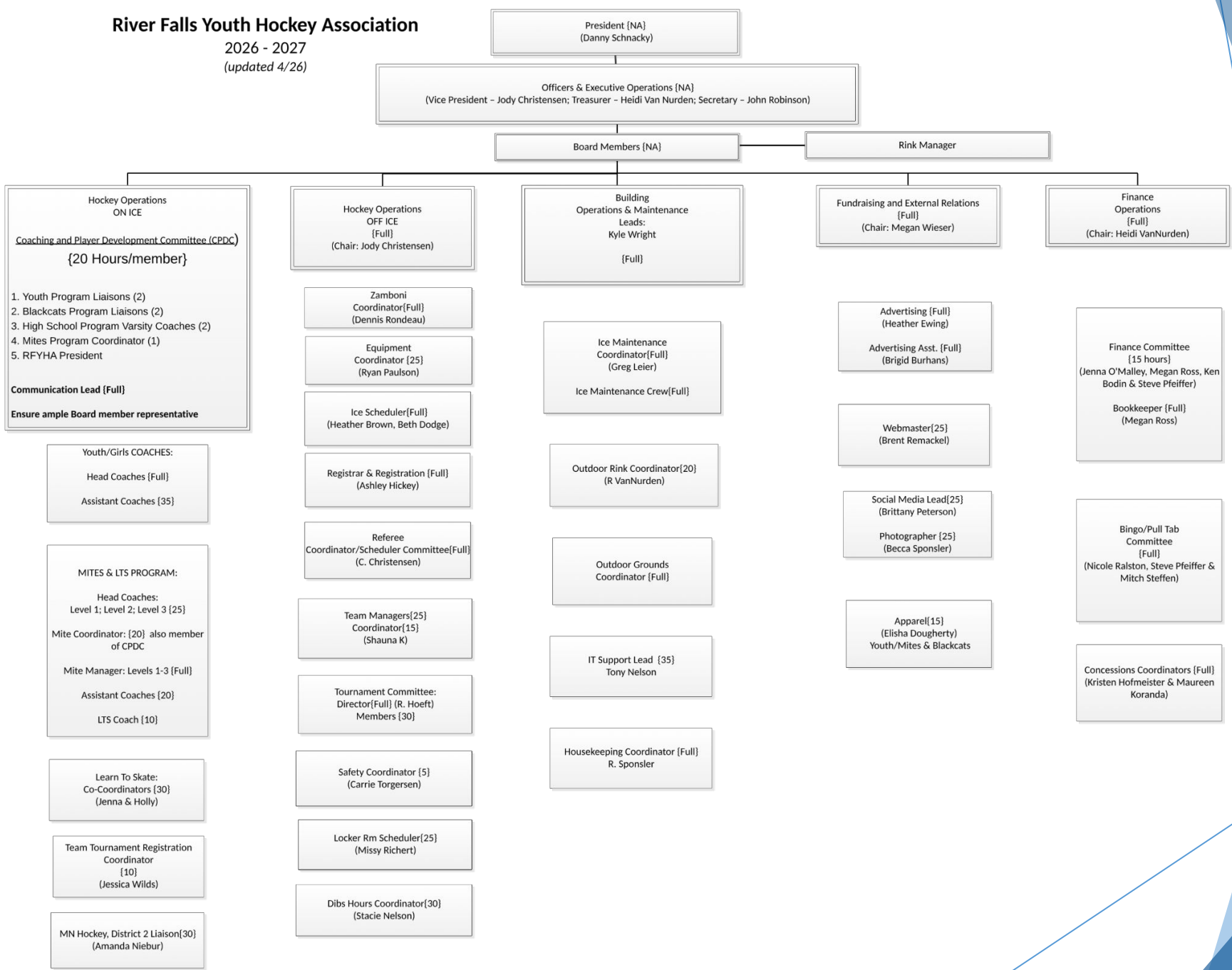
- amplified promotions of RFYHA to boost number of skaters from River Falls, Prescott and Ellsworth communities
- website transition from Sports Engine to Crossbar
- pursuit of corporate sponsorships with year round return benefits
- spotlight on culture and mission of the River Falls Youth Hockey Association:

**Where Confident Athletes Grow,
Strong Teammates are Built,
and Core Memories are Made.**



River Falls Youth Hockey Association

2026 - 2027
(updated 4/26)



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Welcome to our Rink Manager

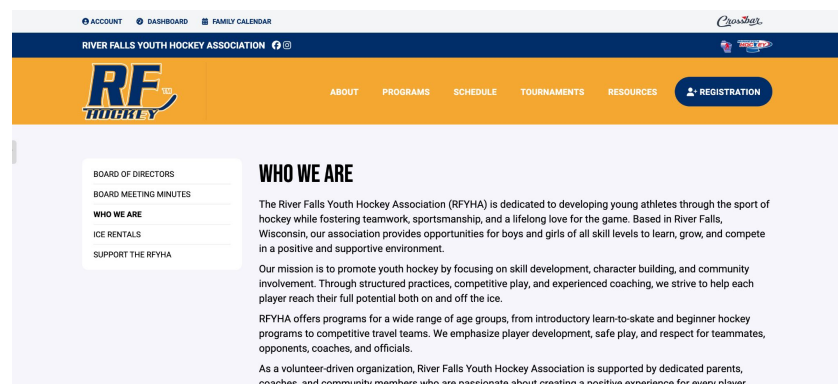
Dylan Otto

- ▶ Officially started February 16th
- ▶ Renting ice
- ▶ Zamming
- ▶ Concession Operations (offseason tournaments)
- ▶ Facilitating vendor usage
- ▶ Planning and executing on other ideas to promote hockey/skating in the community
 - ▶ HockeyFinder
 - ▶ Youth Open Skates (by age level)
 - ▶ Seeking tournaments as the host site



What's New

- ▶ 10U Wildcat Girls
- ▶ New Jerseys
- ▶ Volunteer Hours
 - ▶ Mites +5
 - ▶ Junior Gold +5
 - ▶ Mandatory 20 out of 60 must be served at a RF hosted tournament
- ▶ Crossbar





Thank You ALL!

It doesn't get said enough but THANK YOU ALL!

Without your time, talent and treasures there would not be youth hockey in River Falls.

We are looking forward to the 2026-2027 season and the excitement of continued evolution within our program.

2025-2026 RYHA Board of Directors

- ✓ Danny Schnacky, 2027 - President
- ✓ Jody Christensen, 2028 - Vice President
- ✓ Heidi Van Nurden, 2027 - Treasurer
- ✓ John Robinson, 2026 - Secretary
- ✓ Brigid Burhans, 2028
- ✓ Kyle Wright, 2026
- ✓ Pat Gundersen, 2026
- ✓ Megan Wieser, 2028
- ✓ Vanessa Withers, 2026
- ✓ Ben Seiser, 2027
- ✓ Megan Ross, 2027
- ✓ Caryn Wallin, 2028



Board of Directors Election Update

Thank you to the Board Members who have served during this last term period that is now expiring:

- ▶ John Robinson
- ▶ Vanessa Withers
- ▶ Kyle Wright
- ▶ Pat Gundersen



Board of Directors Elections, 2026

- Andy Blake**
- Pat Gundersen**
- John Robinson**
- Ryan Van Nurden**
- Jeff Wesley**
- Kyle Wright**