

# Board of Directors Minutes

## 11/11/25

Nov. 11, 2025 / 6:00 PM / Woodman's Center conference room-2510 Milton Ave.

### ATTENDEES

	Present	Absent		Present	Absent
Sean Knott (VP)	x		Matt Jacobson (Equip)	x	
Kiefer Sullivan (Mrktg)	x		Dan Jensen (Pres)	x	
Inga Cushman (Mrktg)	x		Shawn Kane (Sec)	x	
Justin Wiksie (HDD)	x-virtual		Kyle Mair (Treas)	x	
Tony Dongarra (Web)	x				
			Katie Kletzien (fund)	x	
Ryan Romeo (Equip)	x		Chris Wilkins	x	

### November 2025 Agenda

1. Call Meeting to Order (Jensen)
2. Presentation by Steve Bravieri
  - a. Presentation by outside vendor to consider hockey wax.
  - b. Demo products were presented.
  - c. Cross promotion with RCBC to make hockey beer candles, as well.
  - d. Proposal will be to allow sale in our vending machine and JYH merch stand.
  - e. JYH Board approves the partnership with the vendor
  - f. Board recommendation: review a cost and donation proposal from the vendor
3. Secretary Report (Kane)
  - a. Approve October 2025 Minutes

- b. Motion to approve: D. Jensen
  - c. 2nd motion: C. Wilkins
  - d. All approved
4. Treasurer Report (Mair)
- a. Approval of Financials
    - i. Financials look strong
    - ii. Updates on the Break the Ice funds raised: approx \$7000 net gains. This includes tournament registration, admissions, beverage sales, etc.
    - iii. Hockey Beer merchandise updates provided. K. Kletzien is setting up inventory to itemize the HB merchandise sales.
    - iv. Motion to approve the October Financials: D. Jensen
    - v. 2nd Motion: S. Knott
    - vi. All approved
  - b. Additional topics from Kyle:
    - i. Tax Return
      - 1. Tax returns prepared, require 2 officer signatures. Kyle provided the 990 form for review.
    - ii. Money Market/Baird Investments
      - 1. Updates provided by K. Mair and S. Knott
      - 2. Motion to approve the purchase of 2-year CD: K. Mair
      - 3. 2nd motion: D. Jensen
      - 4. All approved
5. Equipment Report (Romeo)
- a. Goalie equipment ordered and received
  - b. Need the build out of equipment room ASAP. Ryan recommends a temporary solution if the build is still pending.
  - c. Spacesaver may contribute to the build out.
  - d. Temporary solution: Ryan will purchase bins and storage options for temp. Storage.
  - e. THFF-participants should bring a protective helmet and gloves for participation.
  - f. JYH will provide sticks, skates, limited supply of helmets
  - g. THFF equipment handout-do it in the front lobby. THFF team will discuss with SFC to distribute equipment. —S. Kane
6. Ice Scheduler Report
- a. JYH Invitational Updates
    - i. Squirt A is full
    - ii. Squirt B is 6 of 8, consider closing it because they are the first t
    - iii. Squirt C is full
    - iv. Girls Bronze-7 teams
    - v. Girls Gold- 3/4
    - vi. Pee Wee A-3 teams
    - vii. PeeWee B-4 teams
    - viii. Bantam A-3 teams
    - ix. Bantam B-1 team

- x. We are offering 50% discount to attract teams
    - xi. Board recommends a 4 game format for 4 team tournaments.
  - b. SFC game break adjustments
    - i. Chris is making adjustments to the master schedule to allow for a 15 minute break, he will update Crossbar and notify managers
- 7. Recruitment Committee Meeting Recap (Kane/Dongarra)
  - a. Updates provided by committee chair
  - b. Big Radio media promotions package (S. Knott)
    - i. Motion To approve the proposal not to exceed \$3,000.
    - ii. 2nd motion: S. Kane
    - iii. All approved
- 8. Vending Machine Update (Jacobson)
  - a. Updates provided by Matt Jacobson
  - b. Waiting on ordering, board is provided \$1K subsidy to start the stock
  - c. Matt will price out stocking the full vending machine and provide a recommendation for purchasing. Electronic motion will be provided by Matt.
- 9. Member Relations and Communications (Cushman)
  - a. THFF promotions. Which tasks will be managed by this committee?  
Contact/Point person
  - b. Inga requesting pictures and photos from all teams to share on socials/promotions. Dry land, practice, games.
- 10. Sponsorships (Sullivan)
  - a. Keifer is putting together a sponsorship committee; he will reach out to members for their participation
  - b. Tournament discussion to develop sponsorship plan to support 2026-27 schedule. Build a sustainable plan for years to come. Keifer is projecting planning committee, with a target to have plan developed &
  - c. There will be a plan to create Hockey Rocks sponsorship plan
  - d. 8U boards are available for sponsorship
- 11. HDC Report (Wiskie)
  - a. Updates provided by J. Wiskie
  - b. Budget: 35% spent for the year
  - c. On ice equipment is coming in and put to use
  - d. October Skills coaches paid out.
  - e. Communications should go out to remind them to join the Hockey Think Tank portal.
  - f. Girls Co-op and Girls programs are going well
  - g. Next HDC meeting-Week of Nov. 10-14
    - i. Recommendations from Connor on Evaluation
    - ii. Skills coaching for Dec.-Feb.
  - h. SFC partnership with JYH to take on the Learn to Skate/Learn to play hockey
    - i. Target date is January of 2026 to take on the Learn to Skate program
  - i. Equipment management at the rink

- i. Practice props need to be better managed. Recommendation to enlist off-ice parents to assist with getting the
  - j. Registrar updates-players and coaches are up to date with USA hockey
  - k. Referee updates-HDD has been working with Ed Chady to manage the right refs for the right games
  - l. Guidebook revisions
- 12. Fundraising Report (Kletzien)
  - a. Raffle Calendar Update
    - i. Approved and ordered. 3K ready for distribution
  - b. JYH merch vendor-see KK's email from 11/10/25
    - i. Board approves the move to Trending Now in Waunakee.
  - c. Cookie dough pickup 11/12/25 5-6:30pm, communications to the
  - d. State champ banners designed and ordered
- 13. Webmaster Report (Dongarra)
  - a. Have credits have been completed for multi-family discounts?
  - b. Tony will have the multi-family discounts entered and ready to take off fees on the last payment installment
- 14. President Report (Jensen)
  - a. Livebarn Update
    - i. Updates provided by board president
    - ii. Timeline for install-end of November
  - b. SpaceSaver Equipment Room Update
    - i. JYH president is meeting with Spacesaver to discuss a partial or full contribution for the equipment room
  - c. SFC Updates
    - i. JYH reps meet with SFC on monthly basis
    - ii. Concerns are funneled through point people to avoid the
  - d. Safe sports and cut compliance submitted to WAHA
  - e. State tournament payment is paid
    - i. Justin and John Petry are submitting rosters by Nov. 15 date
  - f. Jerseys have been replaced with the exception of one-two players
    - i. We will monitor and adjust the jersey plan for next year
  - g. Event management at WSCC
- 15. Open Forum
  - a. Find a person within JYH to watch WSCC calendar to make sure Hockey Beer is properly stocked. This person can also serve as purchaser for RCB
    - i. SFC is not properly stocking Hockey Beer for outside events
    - ii. Sean Knott is meeting bi-weekly with Tony Thiry
  - b. Jingle Jolly Parade-deadline past due
    - i. These types of community events-parades, festivals, farmer's markets, etc, will need to have a strong focus of recruitment/retention committee
  - c. Schedule for THFF-be mindful of the away games that are on the schedule.
- 16. Motion to adjourn: D. Jensen
  - a. 2nd motion: S. Kane All Approved