



Minutes - Board of Directors

May 31, 2026, 6 PM @ STMA Arena Community Room

Board Members Present: Amy Hertzog, Adam "Woody" Schoh, Tim Steier, Kristin VanHeel, Chad Olson, Megan Huggins, Kevin Hillman

- I. **Call to Order-** 6:02 PM
- II. **Approval of Minutes-** A motion was made by Chad Olson and seconded by Adam "Woody" Schoh to approve the **May 11, 2026 Board Meeting** minutes. Motion approved. The May 21, 2026 Special Meeting Minutes were tabled to be redacted and brought to the June Working Meeting.
- III. **Jerseys-**
 - Design approval: Move forward with final tweaks to the designs below.
 - Boys: **STMA Youth Hockey 2026 - 31977**
 - Girls: **NWC Youth Hockey 2026_IP# 31978_52826_v5.jpg**
 - Tim Steier is still waiting on a quote from Gemini per request at the previous meeting. He has reached out but has not received a response.
 - Discussed jersey numbering and the possibility of implementing a multi-year jersey. Amy Hertzog and Megan Huggins will work with Crossbar to explore incorporating a jersey numbering system into the registration process. The Board discussed the both one-year and multi-year jerseys. Discussion focused on jersey quality, durability, and branding. It was noted that the current jerseys show significant wear throughout the season. The Board also discussed maintaining one-year jerseys for the upcoming season while continuing to evaluate a multi-year jersey next year, allowing time to update the association's branding and jersey design before making a long-term commitment.
 - <https://help.crossbar.org/en/articles/5509588-enabling-jersey-number-management>
 - Discussed reversible jerseys for all Mite and 8U levels and approved moving forward. Requested that pricing negotiations continue with Hat Trick Hockey to align the final cost more closely with a competing vendor's proposal while maintaining the desired quality and keeping the business in our community.
- IV. **Player Apparel-**
 - YAK Sports-
 - Pricing: Hoodie with direct heat transfer logo and player number on front: \$49, Playmaker Joggers: \$39 and Hat: \$25. Additional details are needed



to provide a more accurate quote.

- [PDF YS_STMAYouthHockey.pdf](#)
- [PDF YS_NWCYouthHockey.pdf](#)
- Waggle-
 - Chad Olson met with Waggle. [PDF Service invoice \(Blue Gradient design\)](#)
 - The Board would like to see samples before moving forward. Chad Olson will request Waggle attend the June Board meeting
- Signature Concepts- Have not received a quote yet.
- Geared Up Apparel- Tim Steier will reach out to Gear it Up for apparel quotes.
- Hat Trick Hockey- Hat Trick Hockey can source and embroider the Waggle apparel items. Reviewed samples featuring both raised puffy embroidery and patch embroidery.

V. Coaches Apparel-

- Amy Hertzog spoke with the HOC about coach's apparel. It was stated that all new coaches get a jacket and all coaches get a hat.
- In the past, the association has provided head coaches with a backpack and medical kit. Adam "Woody" Schoh will look into the cost of the medical kits.

VI. STMAYHA Website-

- All coordinator positions have been updated, except for those that remain unfilled.
- Tournament pages have been updated with 2026 tournament dates, and registration opened on June 1.
- Social media post will be published prior to the monthly Board meeting, and a follow-up post was made once the approved meeting minutes are available on the website.

VII. Documentation of Your Role-

- Amy Hertzog requested that all Board members and coordinators maintain documentation outlining the duties, responsibilities, and processes associated with their roles. [☰ Registration To Do List](#)

VIII. Handbook-

- **The following policies need to be added to the Handbook:**
 - **November 10, 2025:** Update the ice policy to include "any touches, not just home ice touches."
 - **March 9, 2026: Volunteer Gambling Policy-** Volunteers may not participate in any lawful gambling activity (including, but not limited to, paper or electronic pull-tabs, tipboards, paddlewheels, raffles, or bingo) while scheduled to work or while performing any gambling-related



duties. Volunteers involved in the conduct of paddlewheel w/o a table or tipboards with 32 tickets or less may purchase pull-tabs on days they are not volunteering. (MN Leg. Statute 349.181, subd. 3). If you are volunteering at a site for a gambling event you are not allowed to participate in any gambling at that specific site on that specific day.

- **March 9, 2026: Roster Size and Team Composition Policy**

Update-Looking for the board, given the roster size issues, to address this before next year. The number of players registered at each level will determine specific team roster sizes, subject to the following constraints:

- Maximum Capacity: Team rosters are capped at a maximum of 18 skaters at all levels of play. This limit excludes goaltenders unless otherwise specified by league-specific caps and USA
- Hockey Rule 201. In the event a team needs to have three (3) goalies on the roster, that roster will be capped at 17 skaters.
- Level Balancing: To ensure equitable development and ice time, rosters within the same age division (15U, 12U, 10U, Bantam, Pee wee, Squirt) must be balanced by volume. The player count between these teams must remain within one (1) skater of each other.
- Discretionary Adjustments: Any exceptions to these limits due to late registrations or unique circumstances must be reviewed and approved by the Executive Board. If a team does end up with a roster count of above 18 skaters due to a discretionary adjustment every player must sit before a player sits again during the regular season. If a player is suspended and misses their rotation to sit a game, they will sit their assigned game the first game they are back from suspension. If a player is injured and returns they go to the end of the rotation for sitting out a game.
- Junior Gold Roster Composition
 - If 18UA, 18UB, and 16U teams are fielded:
 - Sophomore Eligibility: High school sophomores may try out for the 18UA team. Sophomores who do not make the 18UA roster will be placed on the 16U team.
 - If the 16U roster exceeds its player limit, or the 18UB team needs players added to even out roster sizes, selection will be determined by final tryout scores.
 - If only an 18U and 16U team are fielded: Roster placement is primarily determined by age and eligibility. If player



movement between teams is required to balance roster selection will be determined by final tryout scores.

- **July 2025: Personal Fundraiser Policy-** A motion was made by Amy Hertzog and seconded by Jack Rowan to approve the policy as follows. Motion approved.

STMA Youth Hockey Family Emergency Hardship & Support Policy
STMA Youth Hockey is committed to supporting our hockey community during times of need. In alignment with this commitment, the following policy outlines how the association will assist STMA Youth Hockey families facing hardship:

- 1. GoFundMe and Similar Fundraisers
STMA Youth Hockey will share GoFundMe or similar online personal fundraising efforts on the association's official social media channels under the following conditions:
 - The fundraiser must directly benefit a current STMA Youth Hockey family or a family who has had players in the association within the past five (5) years.
 - VP of Communications must review and approve the fundraiser link and message prior to posting.
 - Fundraisers will be shared one time, with additional posts considered on a case-by-case basis.
- 2. Additional Fundraising Support (Meat Raffles, Horse Races, etc.)
Upon request from the family, STMA Youth Hockey will coordinate a fundraising event such as a meat raffle, horse racing night, or similar gambling-approved activity. These events will be:
 - Coordinated by the association's Gambling Manager in accordance with lawful gambling guidelines.
 - Planned in partnership with the requesting family to ensure appropriate timing and promotion.
 - Subject to venue availability, gambling schedule, and state regulations.
- 3. General Guidelines
 - All fundraising activities must align with STMA Youth Hockey's values and mission.
 - The association reserves the right to decline any fundraising request that may conflict with legal,



ethical, or reputational standards.

- This policy is intended to provide compassion and support to our hockey families while maintaining transparency and consistency in our fundraising efforts.

- Additions/Changes

- Updated Job Descriptions
- Ice Time Policy – Remove the sentence regarding player dedication and refer the policy to the Hockey Operations Committee (HOC) for review and recommendation.
- Extra Ice Policy – Extra ice sessions will count toward player ice touches within STMAYHA. The HOC will draft the policy for Board review.

IX. Conflict of Interest Disclosure Form-

-  **Conflict of Interest Policy** Amy Hertzog asked the Board to review this policy and the next meeting.

X. Advertising-

- Kristin VanHeel is meeting with Tom Hanson and Jared Worth on Thursday to discuss sponsorship planning and next steps.

XI. Social Media Posts List-

- The Board discussed a potential Social Media Marketing position with a proposed budget of \$2,500. Lexi Watts was shared as a potential candidate, and the Board requested a portfolio of work for review before moving forward.
 Lexi Watts 2026 Resume .docx
- Upcoming social media posts include paid and parent coach recruitment, registration reminders, hockey education content, volunteer hour information, and the June Volunteer Power Play spotlight.

XII. Gear Up MN Grant-

- Chad Olson submitted the grant application on behalf of the association. Kristin VanHeel, who has completed the application in previous years.

XIII. Volunteer Update-

- Volunteer hours concluded on May 31. Mandy Michels, Volunteer Coordinator, is reviewing final volunteer hours and preparing the list of families to be charged for unfulfilled hours in mid-June. The Board is also reviewing the Volunteer Hours Policy, including a proposal to return the requirement to 10 hours per player.

XIV. Non-Voting Approval -



- The Board discussed open positions: [+ Association Email Addresses 2026-27](#)
- A motion was made by Tim Steier and seconded by Chad Olson to approve Savannah Asbury as Ice Scheduler Coordinator, Mollie Norton as SafeSport Coordinator, Lauren Holmlund as Mite/8U Manager Coordinator, Matt Kamman and Adam Jarvinen to the Gambling Committee, and Tiffany Peterson as Travel Manager Coordinator. Motion Approved.

XV. Weiser Contract-

- Adam “Woody” Schoh emailed the Weiser contract to the Board for review. The \$25,500 contract will be included in the Cost of Hockey budget, with formal approval anticipated as part of the overall budget approval process at the end of June.

XVI. Learn to Skate-

- Kevin Hillman is meeting with Community Ed on Tuesday at 9:00 a.m. to discuss next steps and their involvement moving forward.

XVII. Email Votes for Ratification-

- A motion was made by Kevin Hillman and seconded by Adam “Woody” Schoh to ratify email votes approving Megan Huggins as Registration Director, Thomas Kohnen as Coaches Registration Coordinator, Nikki Christiansen as Travel Registration Coordinator, and Lindsey Asleson as Ice Scheduler. The motion also ratified the approved Ice Scheduler compensation of \$8,000, including \$4,000 allocated to Savannah Asbury, and confirmed that Recruitment & Retention will report to the District 5 Representative. Motion approved.

XVIII. Stipends-

- A motion was made by Kristin VanHeel and seconded by Chad Olson to approve a \$4,000 stipend for Executive Board members and a \$2,000 stipend for Voting Board members. Motion approved.

XIX. Adjourn- 8:09 PM