

Steve,

There has been a lot of discussion out there on the “rebranding of CYHA” to be in likeness with Chippewa High school colors by individuals that do not understand what CYHA is and the commitments we have out there. The following is what we need to understand,

1. CYHA association is a membership of youth boys’ and girls’ hockey players along with figure skaters. These individual groups are what funds our rink and association, is not the high school or the Steel JR hockey. The high school is a renter that pays about \$45,000 a year for all ice and use of the facility (varsity and junior varsity in both boys and girls). These players do not pay or are required to do any cleaning, fundraising or other tasks of the day-to-day operations that keep our facility going. The Steel JR hockey is also a renter that pays about \$65,000 a year for all ice and use of the facility along with right to sell advertising. With a budget of \$650,000 annually, their part is not enough to keep the lights on but is an important part of our association.
2. CYHA colors and logo were selected before my time but was when every team was a different color and name. It was also when each local area had a team, Chippewa, Hallie, Pinehurst to name a few. It was at that time they all came together and created one association and the sign out front is from the Lake Hallie team (it those did not know). Another fact of our association is that the South rink was built by those members which were spread out over many different areas and school districts. As one who has gotten many sponsors for many projects, I know it is important to let them know that we are one of many areas and how we benefit all different types of groups. Some may say this will not change, but how do you go to a sponsor that we are now an individual identity.
3. Back in February 2021 our current jerseys needed replacement, and we needed to order new jersey, we sent a survey out on colors and types of jersey to order (4 different options) and well over 50% of the 233 votes received was to go with the North Dakota pattern and the retain the same logo. When we went out to our current sponsors to renew their support, some of the old ones did and we had to replace some as new ones at a cost of \$1,700 per team with a life expectancy of 5-7 years. We also invested in the practice jersey thanks to Miron which will extend the life of the jerseys we purchased. The purchase was as follows,
  - 360 game jerseys at \$47.00 ea.                   \$16,920.00
  - 240 practice jerseys at \$31.00 ea.           \$ 7,440.00
  - Total cost of \$24,360

In 2023 we created a coop with Altoona, Chippewa, Eau Claire, and Menomonie, and purchased the following with the sponsors help.

- 166 game jerseys at \$60.50 ea.               \$10,043.00

If we were to purchase new jersey today along with practice jerseys in this rebranding, we would first eliminate our current jerseys that have not reached their life expectancy. This in part due to the quality of the jersey’s we purchased and do to the fact we have practice jersey for our players. I would anticipate that the new jerseys would be around \$74.00 each and practice jersey about \$60.00 each. This would require an expense of \$41,040.00 to the association or sponsors would have to pay \$3,000 each or more when it is not needed.

4. The rebranding itself is individually motivated since the only one were talking about high school boys’ hockey. The high school girls are a coop with Menomonie wearing maroon colors and going by the Sabers, so rebranding does not account for them. The Youth boy’s hockey program is currently green colors and going by the thunder. This group does accounts for the Chippewa school district, but also private schools of Chippewa, Bloomer, Colfax, Cadott, and Thorp players. So, this rebranding will not account for kids outside the Chippewa High School. The Youth girls’

hockey is a coop with Altoona, Chippewa, Eau Claire, and Menomonie wearing orange and teal colors and going by the Riverhawks, so rebranding does not account for them. And then we have the figure skating group which includes multiple school districts, so the rebranding does not account for those kids, which make up to about a 1/4 of the paid registrars.

5. The rebranding is being discussed with lack of financial responsibility to our association and its members. With a cost of \$40,000 for jerseys (which are not needed) and to repaint the rink to the new color scheme and the cost of misc. logos to be redone, this cost would be between \$75,000 and \$100,000. With a debt of \$1,300,000 and annually cost of debt repayment of \$100,000 to future of \$150,000 this lacks a sound business decision.

We need to focus our attention on the day-to-day operations and how to pay the debt down along with growing our association without alienating groups.

**3. To provide an environment where each participant, regardless of age, race, religion, color, ethnic background, or financial circumstances is treated fairly, with respect and in a positive supportive manner.**