



## Hudson Hockey Association Meeting of the Board June 2025 Meeting Minutes

1820 Hanley Road  
Hudson, WI 54016

### **Directors in Attendance:**

Director Name	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March
Ryan Bullis	X	X	X									
Katie Johnson	X	X	X									
Mitch Kullman	X	X										
Jessi Meyer	X	X	X									
Jake Mooney	X	X	X									
Joanne Obermueller	X	X										
Angela Seidling	X	X	X									
Jim Shimon	X	X	X									

Also in attendance:

**Meeting Called to Order at 6:09 PM by Ryan Bullis on June 23, 2025.**

### **Open Forum**

### **Consent Agenda Approval:**

- May Meeting Minutes

**Motion:** Ryan Bullis makes a motion to approve May 2025 Meeting Minutes. Second by Jake Mooney.  
**Motion carried.**

### **Board Reports**

#### Treasurer's Report – Joanne Obermueller

#### FOC Updates

- The FOC met on June 16th and reviewed the April 2025 draft financials provided by CLA.
- Bremer and the appraiser have indicated that the appraisal will be complete the week of June 23rd. Once the appraisal comes back, HHA will have a better idea of the next steps for the bank. HHA is currently in default on the loans with Bremer.
- HHA postponed the audit that was supposed to be completed by Hawkins Ash. The audit is not required under the state of WI non-profit laws but it is a condition of our loans with

Bremer. The FOC discussed the audit and decided to continue with it for the 2024/2025 year. This past year had a significant change in accountants and accounting processes and verification that everything is now in a better position is necessary.

- Additionally, the FOC will make a recommendation for registration fees for next year but I am waiting on that as well. I will send that out as soon as possible.
- The FOC is still reviewing a proposed budget; HHA is currently operating without a budget.

#### Executive Director Role

- Hiring is still moving forward slowly to make sure we have the right person for the right position.
- Ryan and Emily will be conducting final interviews with the remaining candidates next week. We initially were looking for a full-time person but a part-time option may be better or even a contract position.
- Interim Executive Directors are working hard and keeping us informed of their changes with a weekly report.

#### VPHO Report – Jake Mooney

##### PCDC -

- Would like to vote on level of play for Squirts this year based on PCDC recommendations.
- Want to consider a policy change to allow Girls U8 (final year players) the opportunity to tryout for U10s to fill two teams in advance of needing to call up players.

#### Ref in Chief

- Interested in learning about the software we use for scheduling refs (we've used Arbiter Sports) - has found an option for us to consider/compare to current software.
- Ryan to create an HHA email address for the ref-in-chief position

#### Ice Time

- Looking at restructuring of program to improve player development
- Requesting additional hours for Mite 2 & 3 level of play to have less kids on the ice at the same time
- Considering skating coach for Mite 2 & 3 level of play

#### Arena Management Report – Jim Shimon

##### AMB Report -

- Varsity locker room agreement discussion - propose a new locker room policy.

#### Operations Manager Update:

- Advertising Sponsorship & Invoicing - Still waiting on one payment from 12/1/24 invoices that were sent out. I spoke with him this week and was assured the invoice would be submitted to be paid soon. Also, this week I sent out additional invoices for a new sponsor that just came on and three others that are billed Bi-annually for their sponsorships. The new owners of Pita Pit have not responded to any contact attempts including an in-person message to the Store Manager to see if they wanted to stay on as a sponsor. I asked Joanne to write off the 4 months they were responsible for on their last invoice, and we will be taking their signs down

next week. Joe Seidling and I met and reviewed the arenas available spaces and have updated an inventory report I will be updating and sending out in the near future..

- Golf Fundraiser - Registration is on a good pace with several sponsorships and 30 of the available 40 foursomes being filled at this point. I have attached the reports I send out weekly to the committee to keep them updated. Please review and if you see any names/foursomes missing that you are aware typically participate, please reach out to them and have them contact me to get registered before the event is full.
- Sportsman's Raffle - Met with Joe Seidling and discussed several ideas to boost attendance this year. He is working with Jake to get the two gun lists we need to get registration opened up and begin selling tickets and table sponsorships.
- Invitational Tournaments - Tournament registration was opened up on April 25th, to date we have filled 65 of the 80 tournament spots, with 6 of 10 tournaments filled to capacity. The Mite/U8 Jamboree has seen 4 registrations to date but that typically doesn't see many until associations start up their seasons.
- Learn to Skate - Summer LTS is off and running, numbers are very similar to last year in the summer sessions.
- Tenants - Not much new or major to report here other than we are negotiating with FHIT/MAP on helping out in paying for the new HVAC system and insulation needed to resolve the moisture issue in the summer months.
  - FHIT/MAP/Northland/Vipers AAA Concessions - Nothing reported.
  - Hudson Havoc - They are under new ownership. New Director of Player Personnel is Greg French. They are updating their team colors to be blue/white to fit in with the community.
  - Pro Shop -
- Room Rentals - Still seeing reservations and growth.
- Off Season Ice Rentals - .
  - 2023 Ice Booking Report 3/15 to 11/15 - 2,629 hours
  - 2024 Ice Booking Report 3/15 to 11/15 - 3,002 hours
  - 2025 Ice Booking Report 3/15 to 11/15 - 2,599 (Booked to date)
- Rink Rats - The 2025 season started back on Sunday 6/8, no issues were reported back to me. 2nd session is scheduled for this coming Sunday 6/22.
- Misc. Items/Notes -
  - Gambling Licenses have been renewed, if you need copies or license numbers for any reason let me know.
  - Dustin and I took part in the Minnesota Ice Arena Managers Association Summer ice arena tour and offered our facilities as a stop as well as the space to host the lunch that was served. We toured Tartan Ice arena which is getting a new floor and refrigerant system installed, and also the Stillwater Rec Center which just had a new scoreboard and video & light show system installed in their main arena. My biggest takeaway from the tour in speaking with other arena managers and seeing what was available in both Tartan and Stillwater was that we are not getting enough out of the High School program for what we are providing them. Other managers were very surprised to find out we do not charge a locker room rental and with that we are not getting any part of the gate fees collected from spectators at the games. Neither Tartan or Stillwater had a dedicated JV locker room for Tartan, Mahtomedi, or Stillwater HS programs. They did

have them for Varsity Boys & Girls of all three programs, but they were much smaller than ours, did not have shower areas, the bathrooms were 2 toilet stalls in a couple, no bathrooms in others, and all coaches' offices were comparable in size for what we have. I passed this information on to Jim; you all should have received his locker room use agreement recommendation earlier.

### VPSHO Report – Angela Seidling

#### Equipment

- Submitted the Mite Equipment Grant Application on June 16th to WAHA. This grant would provide HHA with 10 sets of mite equipment to use for Try Hockey for Free if awarded.
- Each set of equipment includes a stick, helmet, neck laceration guard, shoulder pads, elbow pads, gloves, hockey shorts with cup, breezers, shin pads, jersey and socks. Each set is valued at \$350. Six associations in each region will be awarded.
- If awarded, the association awarded grants must agree to attend the WAHA workshops and WAHA annual meeting at the Holiday Inn in Steven's Point on August 2, 2025, to pick up. Is something scheduled to attend this meeting?
- We would like to offer equipment rental through an online link and payment, rather than save a list of names and gather checks. Wondering if this could be a question in registration or a link tied to development level registration?

#### 4v4 Hockey League 2025

- Our ice schedule was sent to Dan Gilkerson for 4v4 scheduling. Hudson ice times will be Tuesday and Thursdays August 26th-September 25th. I let Dan know that we were looking to open registration earlier than in the past – potentially July 1. Dan said that he is working on getting registration updated and would send over the link.
- Questions for logistics: Do we get our own refs through the ref-in-chief for these games, or do we get our own? What do we pay refs for these games? Are there any other volunteer hours that I should add for this?

#### Try Hockey for Free

- Plan for registration to open August 1st
- Looking for someone interested in being the THFF coordinator. Reached out to some and are currently not available to take this on.
- Plan for this month – update the web page, get link ready and begin advertising.

#### Try-Out Committee

- Next meeting week of July 7th
- Try Out schedule will be 9/27-9/28 and 10/2-10/6
- We understand this is two weekends for tryouts. The Tryout Committee has developed an improved plan for this year's tryouts, which includes the above dates for schedule. We will be scheduling the tryout dates for the 2026-2027 season early to avoid two weekends.

#### Fall Youth & Girls Pre-TryOut Clinic

- Due to the schedule for try-outs, ice for pre-season clinics was used in order to get the tryout plan implemented.
- We have ice booked for 9/22-9/25 and could offer two sessions of ice time per group (8 groups). This would include two groups for Squirts (2 sessions each), two groups for Pee Wees (2 sessions each), two groups for Bantams (2 sessions each), U10/U12 group (2 sessions), U12/U14 groups (2 sessions).

- We would like to expand on this for the 2026-2027 season and would book the pre-season ice with the tryout ice.
- I have some parent coaches who would be interested in assisting with on-ice organization and coaching for these sessions.
- Looking at cost for this – is there anything that we have done in the past to determine an appropriate cost per skater? Consider \$40-50 for the two sessions/player.

#### Jerseys/Socks

- Please review the attached PowerPoint with the proposed designs for jerseys for the 2025-2026 and 2026-2027 seasons. The Jersey Committee voted on travel level home jersey, travel level away jersey, Junior Gold home jersey, Junior Gold away jersey, and development level jerseys. Any input from the board on these top voted jersey designs?
- Jersey Coordinator is working on advertising for the practice and development level jerseys.
- Practice Jerseys – all logos will be on all practice jerseys this year. We currently have the three vendors from last year verbally committed to continue, and one additional business addition. We can fit one more business logo and are starting to reach out to vendors based on some of the jersey committee's contacts. Paul from Lunch Bucket sent over a mockup of the four current design logos and they look great, with room to add one more logo.
- Development level jerseys – There are five sponsor locations on jerseys, with four total advertisements last season. As of last week, we had two current sponsors opt in for the development jersey advertising again. We are working on filling the remaining three sponsor spots.
- Practice Jerseys, Development jerseys and Junior Gold will be ordered in July. This will help spread out our orders to avoid causing a backlog.
- Jersey Sizing and Number selection nights – We are planning to hold 3-4 jersey sizing and number selection nights. We have some dates saved as a jersey committee and were waiting to find out about the registration launch. We plan to have jersey and sock ordering done through a separate order link from registration.
- Potentially looking at having HHA warmup gear for try on during this event. Players can order this warm up gear when they purchase jerseys or during any other wave of apparel.
- Our plan is to offer the jersey sizing and number selection nights as an event at HHA. Could we get concessions open during this time and share a bit about what concession volunteering looks like? Paul from Lunch Bucket would like to have a Lunch Bucket apparel stand during the event and would give HHA 25% of all sales. Are there HHA apparel or heat presses items that we can sell during the event?

#### VPAS Report – Katie Johnson

Concessions - Volunteer Opportunities are being communicated through the Weekly E-Blast with minimal results. We will not be able to sustain concessions without increasing the number of volunteer hours.

#### Action Plan:

- Proposed increase to the number of volunteer hours per skater – 5 of those hours will be required to serve in the concession stand.
  - Family Max = 60 hours
  - Hours split between in-season/off-season
- Increase Mite 2/ Mite 3 & U6/ U8 to 20 hours per skater

- Increase Squirt/Pee Wee/Bantams & U10/U12/U14 to 30 hours per skater
- Head coaches, assistant coaches and team managers will still receive their full amount of volunteer hours and are exempt from serving concession hours.
- Add Volunteer Opportunity for a “Concessions Coordinator” - responsible for assisting with product ordering and scheduling during high traffic events – i.e. High School Varsity/JV games, tournaments, etc.
  - Would not be a paid position.
  - Would receive full amount of Volunteer Hours and a possible scholarship for their skater.

## Fundraising

### Southridge Bacon: CONFIRMED

- Price Points:
  - 1 pack – \$12
  - 3 packs – \$35
  - 4 packs – \$45
  - 5 packs – \$55
- Standard Flavors:
  - Just Bacon (Classic)
  - Sweet n Smoky
  - 1788 Black Pepper
  - Honey Habanero
- HHA-Themed Custom Flavor:
  - Parmesan Garlic

## Sales Format

- Pre-orders:
  - Players/families collect orders using paper forms or a digital platform (Google Form or online store)
  - Specify flavor selections and quantity

## Key Planning Components

- Kickoff & Communication
  - Announce fundraiser via HHA newsletters, emails, team chats
  - Create promotional materials (flyers, social media posts, sample images)
  - Set a clear start and end date (2–3 weeks suggested)
- Tasting Events - plan to host tasting sessions the 1st & 2nd Saturday of Tryout Weekends.

## Logistics

- Packaging & Fulfillment
- Central Pickup at HHA

## Payment Processing

- Prepayment required with order
- Payment methods: Cash, check, Venmo/PayPal, or via an online store

## Opportunity

- ○ HHA would receive 20% of Net Sales from Southridge

## Smiling Moose Bingo:

- Saturdays 1pm-4pm.

- Bingo does not run in the summer months; however, Smiling Moose would like HHA to pick up again in the fall & winter. I will reach out to them in early August to start the process for the upcoming season.

#### Possible Opportunities

- Culver's Night
- Hudson Chamber of Commerce Gift Card Program

#### Apparel

Reviewing possible vendors to assist HHA with design, sales & distribution of apparel.

#### Action Plan:

- Paul is currently running options for HHA. Will finalize designs once jerseys are decided.
- MAP Hockey has reached out with interest in apparel opportunities. Will schedule time with them later this week/ early next week.

#### Secretary's Report – Jessi Meyer

##### Policy Review

All policies except Tryout and Volunteer have been reviewed and approved. The tryout and volunteer policies will be sent out to the BOD via electronic form for approval by the end of the week.

##### Crossbar Updates

- Working on BOD Registration - will send link when docs are up. Everyone needs USA Hockey number, background check and Safe Sport.

#### Past Board Member Report – Mitch Kullman

Capital Campaign meeting to be held on Wednesday, May 21st.

Tryout Committee Meeting - Thursday, May 22nd.

#### President's Report – Ryan Bullis

Need to issue an RFQ for Team Photos

**Next board meeting is scheduled Monday, July 28, 2025, 6 PM.**

**Motion:** Ryan Bullis makes a motion to adjourn at 11:11 PM. Second by Jessi Meyer. **Motion carried.**

Notes taken by: Jessi Meyer