



## Hudson Hockey Association Meeting of the Board February 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	X	X	X	X	X	X	X	X	
Jacky Cook	X	X		X		X	X		X			
Patrick Johnson	X	X	X	X	X	X	X	X	X	X		
Nichole Kroening	X	X	X	X		N/A	N/A	N/A	N/A		X	
Mitch Kullman	X	X	X	X	X	X	X	X	X	X	X	
Jessi Meyer	X	X	X	X	X	X		X	X	X	X	
Joanne Obermueller	X	X			X	X	X	X	X	X	X	
Angela Seidling							X	X	X	X	X	
Jim Shimon	X	X	X	X	X		X	X	X		X	

Also in attendance:

**Meeting Called to Order at 8:08 PM by Ryan Bullis on February 24, 2025.**

### **Open Forum**

### **Consent Agenda Approval:**

- January Meeting Minutes

**Motion:** Ryan Bullis makes a motion to approve January 2025 Meeting Minutes. Second by Mitch Kullman. **Motion carried.**

### **Board Reports**

#### Treasurer's Report – Joanne Obermueller

#### Financials

- January Financials

#### Highlights

- Working with Nick Vivian on our current financial struggles and putting together a plan to talk to the bank.
- Cash flow continues to be the biggest concern with HHA currently. At the current level of cash, HHA will likely be unable to make the large principal loan payment due 4/1/2025.

- Capital campaign and Strategic Planning are working with the FOC - every line of expenses will be evaluated. Both have begun work on revenue and expenses and re-evaluating how HHA is operating. Both are working hard to solidify HHA for future years. Mitch is leading the Capital Campaign and Tim Jaynes is leading the Strategic Planning.
- Zamboni loan was approved by First State Bank and Trust and disbursed allowing us to pay for the Zamboni (\$152K loan)

#### 2024-25 Audit

- Recommend we move to Hawkins Ash CPAs for a three year engagement for HHA's audit unless the final proposal I am waiting on is less. Expect the final proposal that I expect by the end of next week (they asked for more time) and if that comes in less, I would recommend that one. HHA is required to do an audit in the State of WI since we have annual contributions in excess of \$1,000,000.

#### VPHO Report – Patrick Johnson

##### PCDC Updates

- The season is winding down but are putting plans in place for 25/26 for the new VPHO to use if they want. Dean Talafous had Woodbury inquiring if he would like to come to their Association to do the same thing he is doing here. I confirmed HHA would like him back this coming season and he agreed to be back. Very excited to keep him with HHA.
- At the last PCDC meeting, level of play was discussed for the upcoming season based on this year's results. Squirts is being looked at very strongly in regards to fielding a D2 A team. The top Squirt team would play A in WI for the upcoming season but discussion has started about our teams playing a level down in D2. The entire Squirt program had 2 total wins in D2 this season and were outscored by over 400 goals. With development being the key focus, the PCDC is looking at playing down as an option to improve overall development for all Squirts. Squirts is challenging at D2 as there is no AA option like PeeWees and Bantams.

Preparations have started to transition to the new VPHO. Once the election is completed, those will formally start.

##### Year End Coaches and Team Manager Appreciation dinner

- March 18th 6PM at The Willow.

#### Arena Management Report – Jim Shimon

##### AMB Report -

- Heater - hoping to be replaced soon.
- Insulation - working to try and get this donated and/or covered by tenant.
- Matt Dray will be new schedulers

##### Operations Manager Update:

- Advertising Sponsorship & Invoicing - Payments still coming in from invoices sent out in December. I did send reminders out early this week for the payments are still outstanding. We will be adding a new advertiser in the near future that has opted to go with an in-ice logo in both arenas.
- Golf Fundraiser - The committee has set 3/27 as the date of the 1st planning meeting for this year's event. The event will be held Friday August 8, 2025 at Kilkarney Hills GC again this year.

- Sportsman's Raffle - This year's event is slated for Saturday, September 6, 2025 at Willow River Saloon.
- Invitational Tournaments - The Mite/U8 Girls Jamboree was held here February 14-16 concluding the Invitational portion of our tournament season. We still will be hosting the WAHA Girls U12 Silver (Mar 1-2) and the U18 (Mar 15-16) State tournaments here. The tournament operations and our facility continue to get high praise from the patrons that are here for them. The Tournament Committee co chaired by Jessica Mertz & Jill Lipinski have done an outstanding job with the decor and setting up lobby games and activities. Please let them know how much their efforts are appreciated when you see them.
- Learn to Skate - Spring 2025 registration was opened up on 1/9, as of today we have had 95 registrations come in.
- Tenants -
  - FHIT/MAP/Northland/Vipers AAA - I have been told they will have at least 7 AAA teams in the new Viper program and all anticipated ice reserved for that is going to be used.
  - Pro Shop - current on payments, have been open as needed on busier times. Business is doing better, December was good when apparel sales were allowed.
  - Concessions - AMB Report will address this.
  - The Havoc had a rough season, last practice is today. As of today we have been paid on all ice used through December with January & February ice invoices still owed. I have been told those last two invoices will be paid this coming Tuesday 2/25.
- Room Rentals - Using the sort features on our scheduling system I have discovered that we have brought in or have future bookings for this fiscal year significantly higher than what we budgeted for.
- Off Season Ice Rentals - The 2024 numbers were off last month as the Room Rental numbers had not been removed when the report was pulled. Jessi contacted me and looking into it was when I discovered room rentals were doing better than I thought.
- Future bookings have slowed down a bit but we did get a good jump on them by starting the process and reaching out to customers back in November. This has allowed us to schedule bookings efficiently leaving us with a good inventory of attractive ice times still available for those still reaching out and looking to book. You will notice below we are fast approaching our numbers from last year and they will be surpassed significantly as no AAA tournaments have been booked and entered into the system yet. There are only "Blocked" placeholders entered currently. Once we receive the schedules from the renters those times and rental rates are entered. We currently have 5/6 of those reserved and each of them should yield about \$8/9 K additional to the numbers below.
  - 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 - 2,304 hours (Booked to date, this will grow)
- Rink Rats - Registration was opened up on 2/12 and to date we have received 35 registrations.
- Misc. Items/Notes -
  - The 2024/25 Tournament Financial Summary was provided. State tournaments are missing items and do not appear as final numbers in the upper graph summary.
    - The Misc expenses is a best estimate of receipts from items purchased and reimbursed to the committee members as they needed things. I will add the finalized version of this report to my March Operations report.

- This is something I started when I began running the tournaments as a volunteer back in the 2011/12 season. It is by no means an official HHA document for record keeping but it does give me a good idea of how our tournaments do financially so I can adjust as needed for future seasons and also the ability to answer questions related to the tournament operations better. I take into account some items that will differ from how our Quickbooks reports will show as things get entered/categorized differently than I do in this report. Examples include, I factor in the cost of paying the referees, also I add in a 50% entry fee for each Hudson team figuring that registration dollars from players each year are used to enter tournaments we enter so they should factor into ours as well. This report while not being official is very useful when planning next year.

### VPSHO Report – Angela Seidling

#### Equipment

- Coordinating with Nichole on equipment returns for the season.
- We had our first equipment return last night which captures most Mites after their last skate. Next return night will be Wednesday April 26<sup>th</sup> 6-8 in the lobby.
- Equipment room organization. Nichole has shelving that still needs to be put together. She is planning a deep clean/organization of the room with new shelving.
- Need to find an Equipment Committee Chair replacement.

#### Jerseys/Socks

- Jacky and I met last week to pass over the Jersey/Socks process and documents.
- Request For Proposals – sending out RFPs within the next week for 2025-2027 design and order process.
- Need to find Jersey Committee members.

#### Try-Out Committee

- Meeting held February 10th – reviewed notes from committee.
- Mike Cekosh will co-chair with Mitch Kullman for 2025 tryouts.
- Next Meeting March 20<sup>th</sup> at 6pm.

### VPAS Report – Jacky Cook

- All volunteer hours for committees are in
- Gertens will be delivered on May 15th and we will need volunteers to accept delivery and be there for pick-ups
- Meeting with Angela about jersey handoff
- VPAS docs will be placed in the Google Drive folder of my role
- Fundraising will end this week on the 21st. All reports will be sent out Friday and winners announced next week. (I will send an update of amounts on Friday)

### Secretary's Report – Jessi Meyer

Committee Needs - write up job descriptions for the roles and send out through Mite level age rep.

- Designer
- Webmaster
- Social Media

Articles of Incorporation

- Joanne provided a copy.

Crossbar Updates

- Joanne provided an updated form for the website.

State Bound Tees

- Design was hired out.
- Order was placed through Ink n' Threadz and shirts were completed last week. A couple of errors by parents selecting the wrong team - will remember to send a second reminder review to managers next year.

### Past Board Member Report – Mitch Kullman

- Considering opening an early registration for next year.

### President's Report – Ryan Bullis

WAHA Updates

- Meeting February 17, 2025 - Stevens Point - Ryan attended. Did have some good goalie info and focus on development.

Annual Meeting & Elections

HHA Policies

**Next board meeting is scheduled Monday, March 24 , 2025, 6 PM.**

**Motion:** Ryan Bullis makes a motion to adjourn at 9:15PM. Second by Jessi Meyer. **Motion carried.**

Notes taken by: Jessi Meyer