



West Madison Polar Caps Board Meeting Agenda (10 September 2025)

Location: Madison Ice Arena Rosavere Room

Attendees:

Name	Role	Attendance
Joey Frayne	President	Yes
Andy Mendyk	Past President	No
Pete Lenaker	Director of Hockey	Yes
Jed White	VP Travel Team Coaching	Yes
Joe Bartol	VP In-House Coaching	Yes
Laura Zach	Treasurer	Yes
Valerie Maine	Secretary	Yes
Dave Tollefson	Bantam ALD	Yes
Rico Saenz	Pee Wee ALD	Yes
Jon Obst	Squirt ALD	Yes
Mike Pilarz	RWB ALD	Yes
Rich Sullivan	Cross-ice ALD	Yes
Meredith Milliron	LTP Director	Yes
Karla Pinkerton	Recruitment Director	Yes
Frank An	Registrar	Yes
Eric Cops	Practice Ice Scheduler	Yes
Dave Chimielewski	Game Ice Coordinator	Yes

Ben Hofer	Girls Director	Yes
Ernie Pearson	Equipment Manager	Yes
Jessica Gamez	Volunteer DIBS Coordinator	Yes
Scott Beckfield	Fundraising Director	Yes
Ashley Russell	Web Administrator	Yes
Cory Singletary	Communications Director	Yes

Consent Agenda

A motion to approve the minutes of the August Board meeting was made by Jon Obst; seconded by Ashley Russel; all in favor - motion passed unanimously.

Budget/Financials [Treasurer]

Update provided. The current biggest expenses are ice fees. Treasurer has move money to saving to earn interest. Working on streamlining the reimbursement system. Discussed options for QR code system to make paying club easier. The Treasurer's plan is to give quarterly financial updates to the Board (budget to actuals). Treasures also plans to track scholarship donations.

Policy Review

No current updates. The Board reviewed locker room postings which will need to be checked.

Registration/Jersey Update [Ashley/Frayne]

Update provided on practice jerseys and pinnies. The Board President is waiting on some estimates to match with some potential donors. Board President will follow up with the vendor.

Registration Update - update provided on Cross Ice and RWB registration status. Reviewed current status of travel team registrations.

Recruiting Actions [Karla]

Update provided on recruitment efforts. The club purchased a Peach Jar flier, went to 16 MMSD schools. The timing of the flier was helpful as we are seeing good registrations rates for the Play Hockey for Free events. The Board discussed additional recruitment opportunities, to include more targeted marketing efforts (i.e., facebook ads) and options for recruiting from private schools in our area.

Scheduling Update

Update provided on planning calendar. No current changes. Reviewed game and practice ice allocation plan and current status. - The Polar Caps received our ice allocation this past weekend. The next step is for the Practice and Game Ice Schedulers to follow up with ALDs, Girls Director, and Club President to get the ice allocated to teams.

DIBS update

DIBS update provided. The initial DIBS shifts have been added to the system. Transition documentation has been requested from Molly. Revived MIA concession proposal. Two options considered: profit share vs. offer volunteer hours that they pay us for (offer \$15/hour; negotiate down to \$10). The Board is leaning toward option to volunteer options. The Board discussed other options for DIBs if we choose not to proceed with concession stand option (Candy Cane cup, equipment organization and upkeep, rink improvement ideas, etc.). The current estimated number of DIBs available to fill based on 12 hours per family is 1222 hours. There are some upcoming projects to paint parts of the rink as donation to the club by PC families.

Fundraising

Golf Outing update provided. The event went well. There was a total of 52 golfers. Pleasant View Golf Course in Middleton was great to work with. The Board discussed future plan to expand the event next year. The Board also discussed option of forming a Committee to work on this to assist Fundraising Director (TBD on if this will be necessary). Discussed timing for reserving a date for next year's event.

Update provided by club President on Candy Cane Cup. The planning is proceeding. There is ongoing interest in connecting with a local bank sponsor for this event. Treasurer and President to share names of bank options with coordinator.

ALD Reports

LTP update provided. Cross Ice and RWB to communicate with LTP Director as season begins and opportunities to move kids from LTP to teams arises. LTP director noted it is helpful to keep moving kid from LTP into programming when able to encourage enrollment in the club. Discussed LTP age range of 3-8 years old, maybe 9 years old in some circumstances, in order to facilitate registration on club teams. Open Registration for Pumpkin session half way through Back to School session.

Cross Ice ALD - no updates.

RWB ALD update provide - plan in place for teams and to begin planning.

Squirt ALD - provided update on Squirt numbers and likely plan to have 4 coed teams.

Other ALDs - no updates. Family meeting scheduling and initial planning for the season in process.

Coaching Committee (Pete, Jed, Joe, Gabe, and Jeff)

Brief update provided. Planning for season is underway.

Communications - (Ashley/Joey)

A motion to appoint Corey Singletary as Communications Director was made by Laura Zach; seconded by Joe Bartol; all in favor - motion passed unanimously.

Girls Hockey (Joey/Ben)

Update provided on Squirt girls registration numbers and plan. Currently there are 16 girls signed up. Have conducted outreach to others who registered in the past to boost numbers for having 2 teams. There is one more that might register which would bring it to 17. We need 22-24 for 2 Squirt girls teams. Provided update on plan to explore playing up 8U girls to boost numbers.

Special Topics

Brief updates were provided on WAHA Presidents Call, MII, Board Roster Info (USA Hockey, SafeSport, and Background Check), and Spirit Wear. The Board was also provided with update for plan for 2016 player, Ciro, to play for PC and Timberwolves.

Transfers In

Lillian Foss 2011 (Janesville) - motion to transfer in made by Jessica Gamez; seconded by Rico Saenz - all in favor - motion passed unanimously.

Hannah Rasmussen 2012 (Monroe/Verona Mavericks) - motion to transfer in made by Rico Saenz; seconded by Ashly Russell - all in favor - motion passed unanimously.

Beck Dybevik 2013 (Stoughton) - motion to deny the transfer made by Ashley Russlel; seconded by Eric Cops. Motion to deny the transfer passed with an 11 to 9 vote.

Luke Oakland 2013 (Stoughton) - motion to deny the transfer made by Val Maine; seconded Jessica Gamez - all in favor - motion passed unanimously.

Transfers Out

Paxton Blaney 2012 (Verona) - motion to transfer out made by Laura Zach; seconded by Joe Bartol - all in favor - motion passed unanimously.

Grants

- Try Hockey For Free
- Waiting on Grassroots Grant

- Always on the lookout for more

President Closing Remarks

Next Meeting October 8th at MIA

Adjourn - 8:47pm

Motion to adjourn made by Val Maine; seconded by Joe Bartol - all in favor - motion passed unanimously.

Action Items

- 1) Figure out club Venmo or how to use square to pay for things with QR codes (ASHLEY/LAURA)
- 2) Check on policies posted in locker rooms re: cell phones, etc (COACHES)
- 3) Monitor RWB registration (JOEY/MIKE)
- 4) Outreach to RWB families who have not registered (MIKE)
- 5) Cross Ice and RWB ALD to meet with Joey to coordinate on sizing and practice jersey orders (JOEY/MIKE/RICH)
- 6) Look at marketing to private school PTOs/make some kind of contact list (KARLA)
- 7) Explore FB ads for marketing (COREY/KARLA)
- 8) Develop DIBs ideas to help improve/beautify rink (JESSICA/ALL)
- 9) Schedule meeting to teach new ALDs how to schedule (ALDs)
- 10) Circle back to Emma to get her more DIBS for CCC (JOEY/JESSICA)
- 11) Connect Emma to banks for sponsorships (JOEY/LAURA)
- 12) Decide on a closing registration date for Cross Ice and RWB (JOEY/MIKE/RICH).
- 13) Start individual reach outs to Cross Ice and RWB who have not registered (MIKE/RICH).
- 14) Send reminder to Board that everyone needs to do Safe Sport and Background check; need to register as volunteer with USA Hockey member (JOEY)
- 15) ALDs/coaches to reach out to 8U girls (5-8 players) who could play up to discuss option of trying out for 10U Bronze team (JON/MIKE/RICO).
- 16) Schedule follow up meeting with ALDs for ice time allocation (DAVE/ERIC/ALDs)
- 17) Open LTP Pumpkin registration have way through Back to School session (MEREDITH/ASHLEY)