

**West Madison Polar Caps  
Board Meeting Minutes  
October 6, 2025  
Madison Ice Arena**

**Attendees:**

| Name              | Role                    | Attendance                      |
|-------------------|-------------------------|---------------------------------|
| Joey Frayne       | President               | Present                         |
| Pete Lenaker      | Director of Hockey      | Present                         |
| Jed White         | VP Travel Team Coaching | Present                         |
| Joe Bartol        | VP In-House Coaching    | Present                         |
| Laura Zach        | Treasurer               | Present                         |
| Valerie Maine     | Secretary               | Present, but arrived at 6:46 PM |
| Dave Tollefson    | Bantam ALD              |                                 |
| Rico Saenz        | Pee Wee ALD             | Present                         |
| Jon Obst          | Squirt ALD              | Present                         |
| Mike Pilarz       | RWB ALD                 | Present                         |
| Rich Sullivan     | Cross-ice ALD           | Present                         |
| Meredith Milliron | LTP Director            |                                 |
| Karla Pinkerton   | Recruitment Director    | Present                         |
| Frank An          | Registrar               | Present, but arrived at 6:15 PM |
| Eric Cops         | Practice Ice Scheduler  |                                 |
| Dave Chimielewski | Game Ice Coordinator    |                                 |

|                  |                            |                                 |
|------------------|----------------------------|---------------------------------|
| Ben Hofer        | Girls Program Coordinator  |                                 |
| Ernie Pearson    | Equipment Manager          | Present                         |
| Jessica Gamez    | Volunteer DIBS Coordinator |                                 |
| Scott Beckfield  | Fundraising Director       | Present, but arrived at 6:16 PM |
| Ashley Russell   | Web Administrator          | Present                         |
| Emma Clausen     | Candy Cane Cup Coordinator |                                 |
| Corey Singletary | Communications Director    | Present                         |

### **Consent Agenda**

Motion to approve September 2025 meeting minutes made by Ashle Russell;; seconded by Corey Singletary; all in favor - motion passed.

### **Budget/Financials [Treasurer]**

Budget update provided. Still lots of money coming in, but not a lot going out yet. Have been turning around reimbursements in about a week. ~40% of families signed up to use an installment plan. Crossbar seems to be flexible enough for handling changes, second payments, fee adjustments for kids moving up. Still need to review budget vs. actual based on counts.

### **Policy Review**

No new policies, updates, or discussion.

### **Registration/Jersey Update [Ashley/Frayne]**

Still waiting on some estimates to match with some potential donors; waiting on estimates for numbers and sizes.

Registration update provided.

Will start prepping for second jersey order (to be placed before Thanksgiving).

### **Recruiting Actions [Karla]**

Try Hockey For Free (THFF) update provided. Good success for getting players into the program. Most players were West or Memorial (Peachjar works well). Friday night worked really well, lots of great volunteers, good energy. Going to investigate ice availability and then consider future THFF sessions.

### **Scheduling Update**

No current updates to Planning Calendar. I'm going through Scheduling update provided. All game ice is allocated.

### **DIBS update**

- We have the initial shifts in the system (THFF, equipment support)
- Asked Molly for some Transition documentation
- MIA Concession Proposal Overview is still waiting on MIA
- 1146 Hours to fill
- Thoughts on more impactful shifts to offer/Gameday roles earn hours
  - Should we offer DIBS for running Game Clock (discussed maybe not doing it for easy ones, like penalty box).
  - Should we pursue UW Concessions and offer DIBS
  - Organizing the storage shed, the rink
  - Split the team manager role into multiple
  - Culver's food-running (get a kickback)

### **Fundraising**

- Candy Cane Cup to be held 12/10/25.
- Scott organizing a Culver's dinner night

### **ALD Reports**

Will set something up to train ALDs on Crossbar as we move into the season.

Cross Ice/RWB ALD report - season has been kicked off, jerseys ordered; finalizing number of teams, organizing evaluations, and booking ice times. Cross Ice has extra Sunday ice - currently booked 2 hours on Sundays for games, don't need both. Can we use ice for something else.

Squirt ALD - no updates.

PeeWee ALD - no updates

Bantam ALD - teams selected; scheduling games. 19 at A, 20 at B - will lose 6-8 kids to HS (try outs in Nov).

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

Updates provided. Registrations open for shooting and scoring clinic. Power skating wrapped up. Starting second week of evals. Training next gen of coaching committee members.

### **Communications - (Corey)**

Updates provided- accounts are transferred; Social media/communications calendar; future in season updates will also be posted. Plans on establishing some guidelines for how to send posts to communications to be posted. Once established will disseminate to club members.

### **Girls Hockey (Joey/Ben)**

Updates provided. Currently at 2 teams at Squirt; will be picked this week. 18 girls at RWB.

### **Special Topics**

- WAHA Presidents Call Update - none
- MII Update - none
- Board Roster Info (USA Hockey, SafeSport, and Background Check) - just missing a few people; submit what we have, update as we go
- Spirit Wear - will have order this year; same person to do this as last year
- Update on prior transfers provided
- Review photo permission requests - can we update registration forms to opt in - check with WAHA or lawyer if we are allowed to do this.
- Coaching registration requirements - need CEP number; remind coaches they need to complete modules to get their CEP number; remove CEP module from registration, just use USA Hockey number
- compile list of requests for CrossBar updates
- Transfer discussion - discussed option to standardize process for transfers of younger siblings. Ensure families are aware that future plans to stay with club may not be guaranteed and are not completely in our control.
- Storage: Shipping container for equipment storage. Currently renting storage unit 3k/yr; may seek approval to place outside.
- Discussed option of shipping container outside for shooting practice.

### **Grants**

- Try Hockey For Free
- Won Grassroots Grant

### **President Closing Remarks**

Next Meeting November 12th at MIA.

### **Adjourn-7:29pm**

Motion to adjourn made by Joey Frayne, seconded Ashley Russell; all in favor - motion approved.

### **ACTION ITEMS:**

1. JOEY to follow-up with Eric on practice schedule allocation from MII for first week of the season - let Jed/coaches know.
2. JOEY to follow-up to see if we have ice allocation that we could use for another THFF night
3. KARLA - follow-up with Meredith on opening future LTP sessions for registration so KARLA can send out more Peachjar ads
4. ASHLEY/JOEY - Photo permissions - can we update registration forms to opt in - check with WAHA or lawyer if we are allowed to do this?
5. JOE remind coaches they need to complete modules to get their CEP number
6. ALL - Compile list of requests for Crossbar settings/updates and send to Ashley
7. ALD Crossbar training (JOEY)
8. Get final Board members to submit info for Board Roster (FRANK)
9. RICH check into extra Sunday cross ice game time and options for what to do with this
10. VAL send hockey photo link to Corey.
11. COREY/KARLA do we need meta ads?
12. JOEY follow up on storage/shipping container discussion.