

Minutes

Chiefs BOD Meeting

June 5, 2023 | 7:00pm – 9:30pm

In Attendance

BOD: Lisa Thompson, Kara Vanskike, Tracy Malvestuto, Brian Cafarelli, Shannon Miner, Nick Miner

New BOD: Cherin Whitaker, Tim Hoss, Heather Jacobs, Katelynn Clark

Members: Beth Bailey

Minutes

- Amended to add numbers from vote: Bylaws passed 23/9, Slate passed 24/8
- Minutes from last meeting: Tracy motions to accept, Shannon seconds, all approve
- Action Items from last meeting:
 - Newsletter – wasn't sent
 - Dryland – not sure what's happening since Jake isn't here
 - Danville – Lisa met with them. No professional team. They didn't understand why our practices were set up as they were. They're trying to expand a pickup league. She's new to scheduling and doesn't know a lot about hockey. No ice until first part of September. Danville doesn't practice until October. They're trying to expand – may be able to at the younger levels.
- New Business
 - Incoming/Outgoing BOD
 - Old members to create a form with all the information you use. Want to keep this info in one place to make transitions easier. Include info such as websites, vendors, etc. that you use regularly. Some positions, like treasurer, will have a formal handoff meeting.
 - Master Calendar
 - Deadlines and things coming up
 - Found several things that still need to be adjusted
 - Kara – update revision date then send to new outgoing and incoming members
 - Offseason Action Item Discussion
 - Most will be addressed during the Master Calendar review
- Officer Reports
 - President
 - Bylaws
 - Table of Contents needs to be updated once all verbiage is corrected.
 - Update job description in July
 - Will need to continue the revision process over the next couple of years
 - No other sections were impacted – only what went out for voting has been touched
 - Final copy will be ready for July meeting
 - Director of Coaching
 - Program Development Plan – Jake not here to discuss, but it breaks down by goals, advancement, what practices should look like at each level, coaching rations, etc. Extensive conversation in July. Follows ADM level. Step-by-step on website. Written guidelines to follow. Vital to all programs.

- Plan must be approved by Executive Board each year by July
 - Add to Master Calendar
- Ice
 - Tentative schedule for the year - Should be able to set tryout schedule during July meeting
- NIHL – N/A
- Secretary – N/A
- PR
 - Issues with hacking last month. Do not have access to Mail Chimp. Kara tried to get in last month and she talked to Anthony. Brian's info was reset. Anthony can reset passwords. Anthony is still in place as the IT. Brian was locked out of Mail Chimp and email. Has access to email, but not Mail Chimp. Why is Lisa just now finding out he still doesn't have access? Lisa – what do you want to happen? Brian – wants to know who went in and why. Logged in as PR and reset everything. Brian can't send out Mail Chimp stuff – still don't have access.
- Apparel
 - 8-10weeks ETA since store closed. Fall store open after tryouts. Told Adrien that Katelynn is taking over.
 - Lisa – Katelynn the numbers are the most important thing
- Equipment
 - Nick and Cherin need to meet with Marcos to see facility and see if it's a change we want to make. Bigger than what we have now, but there are stairs. Board will decide in July. Current facility is on Country Fair Road and four lockers at the rink. Equipment and apparel should go check it out together.
 - House jerseys are kept at the rink. Rest of apparel (try-on) is at the storage facility.
 - Brian – offers truck and trailer for moving
- Fundraising
 - Basket raffle
 - \$524 raised so far. Do email blast about raffle. FB is set with posts and stories. Do boost to post? Nick and do, but need to be targeted. Approx 1000 reach is \$20
 - Lisa – Need to boost to larger audience (next week or so)
 - Any other organizations that would share?
 - Katelynn – QR code? IG? Need an IG account
 - Heather – IG must be posted to multiple times per day
 - Cherin – Hates fundraising, but will share posts to friends and family
 - Pickup and delivery will be discussed with Nick.
 - Send email blast – share and purchase entries.
 - Have videos of kids talking about the baskets
 - Queen of Hearts
 - Pekin hockey is doing it
 - Giant board with 54 cards in envelopes
 - Sell entries for those cards
 - Choose number on entry. If Queen of Hearts is pulled, that person wins 50/50. Other cards get rolled over. Jokers win \$50. Must reenter every week.
 - Display is TBD – public place or FB Live (have third party present)
 - Progressive jackpot

- Buy via Venmo. Want to avoid selling door-to-door. Will investigate other payment options.
- Will need a raffle license through the city. It's \$10 up to \$5k. Over \$5k, it'll be \$100. Will have to update license.
- Will Rink let us post a flyer or do a Live in the arena? They should let us post a flyer. Maybe do the drawings during BOD meeting to encourage attendance.
- Tickets are \$1.
- Runs for 54 weeks.
- Tax forms for the winner(s). Need to talk to Molly. Money needs to be added to our account and taken from our account. Set up new account for fundraising.
- Send tax info to Molly and John – Tracy
- We do have a PayPal account
- Can we have one place for all payment options? Pick cards with they pay. Maybe create a landing page. May be able to use the site we're using for the baskets.
- Treasure
 - Ended year with \$2500 net
 - Breakdown by level (does not include Spring)
 - MH/House
 - Income \$38,266.32k Expenses \$30,168.32 Total \$8,098
 - 108 players
 - Squirt
 - Income \$15,500 Expenses \$16,400 Total -\$900
 - 14 players
 - 12u-14u
 - Income \$12,500 Expenses \$19,000 Total -\$6500
 - 16 players
 - High School
 - Income \$20,400 Expenses \$18,600 Total \$1800
 - 17 players
 - HS money back? – No
 - At this point, we're still trying to catch up. Should have two seasons (\$170k) of expenses in the bank account
 - 10% of profit on budget at each level is what's needed.
 - Need to increase prices at all levels except MH/House. We don't give money back.
 - Lincolnland reimburses, but not making money
 - Brian didn't take a coaching pay
 - Tracy – that's a donation back to the org at any level
 - Gate was taken out elsewhere
 - Brian - \$2700 - \$2800 profit is what he estimated. Doesn't think money should be given back.
 - Tracy – Gave Jen the numbers twice to share with parents. Have not been charging what we have needed to charge.
 - Lisa – We are on track to improve year over year
 - HS had three subs on the team who weren't charged
 - Heather – What is the coaching stipend/perks?
 - Tracy – Won't know how coaches will be paid. DC gets a \$6000 stipend

- Heather – Create a chart that shows coaching stipends – can have ranges. Should be completely transparent
- Tracy – If a coach doesn't take the stipend, we don't give that money back
- Katelynn – Doc to show how coaches are paid and shows where money is going
- Lisa – Have a hard doc, but keep it guarded. Budgeted amount is always available
- Heather – Bloomington rolls tournament fees into registration so must be careful how we talk about our fees being lower
- Lisa – Three-year budget, Development Pla, etc. will allow for more transparency. We're in a period of transition. When Tracy took over, she had to start from scratch. Had to build the budget and create the formulas from scratch.
- Heather – What's the sweet spot at each level?
- Brian – 10u 12 to 14, 14u 14 to 16, HS 20 (roster capped at 22) Double that for two teams to really be profitable
- Cherin – Why not allow MH to carry the program?
- Tracy – Constantly asked for money back at every level
- Heather – Wouldn't ask Park District for money back for soccer, why ask us?!
- Cherin – \$100 for MH OK or too low?
- Tracy – Too low. It's been that cost for at least seven years
- Cherin – Do we have a max for MH?
- Lisa – Yes, need a max. Will have to see how many we can manage on the ice plus gear.
- Tracy – MY made money. Other levels didn't.
- Lisa – Cost exponentially increases. Need steppingstones.
- Tracy – House and MH – no coaching fee outside of DC at this level. Last year was first time we gave half price discount to parent coaches (only head coaches)
- Tracy – Expect at 10% average at each level
- Lisa – Get away from valuing us as the cheapest. Can't be so far behind that we look pathetic.
- Brian – Work on brand to say we have great hockey. Budget-wise we did well. We did poorly with fundraising. Other orgs to better. Need to improve fundraising next year.
- Lisa – All pieces are here for a sustainable program. Never set up criteria for what 12u/14u would look like
- Brian – What did we think we'd lost on them? \$2K?
- Lisa – Teams can't function as an island. Team fees are what they are. MH and House need to be separated.
- Tracy – We need a cushion for things that come up like for the player that was injured.
- Other meetings and conversations need to be held before July. It's imperative for everyone to be at July's meeting. Reach out to people in the membership to help – Be Directors

Action Items – From this Meeting

- All Outgoing BOD Members – Create an info sheet with ALL pertinent information to handoff to the people taking over your positions
- Kara – Send out Master Calendar
- Kara – Send email regarding the basket raffle
- Lisa/Heather – Ensure Bylaws document is updated, including Table of Contents
- Jake – Have Development Plan completed and ready to present
- Michelle – Present tryout schedule
- Nick – Boost basket raffle posts, report on raffle outcome at next meeting
- Nick – Update on Queen of Hearts
- Tracy – Send tax info to Molly regarding the fundraisers

Master Calendar – June/July

- Reserve next year's Board meeting space
- Send List of BOD Meeting Dates for next season to BOD
- Attend NIHL BOD meeting
- Submit Combined HS Team application/tentative roster by June 1 to AHAI HS Committee
- Review and renew Director of Coaches, HS, and other coaches' contracts.
- Create budget subcommittee
- Make changes (as necessary) to Master Calendar for upcoming season
- Present slate of new season's coaches to BOD for approval Director of Coaching
- Draft of Member Handbook is distributed via email to BOD
- Coordinate USA Hockey Registration with online registration
- Review fundraising results for past season and discuss plans for next season
- Equipment Inventory Report presented to BOD
- Update and maintain website
- Attend NIHL BOD meeting
- Newly Elected Board of Directors take office; Board Orientation (expectations, roles, position assignments)
- Discuss committee formation/needs/chairs: (Exec; Team Rep/Scheduling)
- Determine potential league memberships for projected travel teams; submit preliminary list of teams to NIHL at their July meeting
- Get signature card taken care of at bank for changes in President/Treasurer.
- Begin contact with Blackhawks for MH programs
- Member Handbook finalized, approved by BOD (simple majority), and posted on website
- BOD Contact Sheet is emailed and posted on website
- Master Calendar is distributed via email to BOD
- Fees reviewed and approved for new fiscal year
- Present final budget for approval (during this month)
- Confirm access for upcoming season in USA Hockey Portal Gain access to AHAI webtool for upcoming season
- Confirm Goalie committed to Midget/HS team and all travel teams
- Schedule Head Coaches Meeting for August
- Determine/discuss season's apparel plan
- Deadlines determined for ordering travel jerseys and communicated to membership

- Present draft plan for marketing and advertising of hockey programs
- Review and update the website with info about the upcoming season and registration information
- Attend NIHL BOD meeting

Action Items – Off Season

- Need to establish Goals for our program
- Have a plan in place by the end of year meeting for how we classify our teams and how we retain players who are cut from travel teams
- Determine the fee for someone who doesn't want to volunteer
- Turn in requested changes to contracts
- Reach out to potential sponsors
- Develop coach fee schedule
- Continue planning for potentially offering Little Hawks program in the Fall
- Create a plan to offer an adaptive program for those with disabilities
- Plan a 3 on 3 tournament for the Fall

Next Meeting

BOD

Date: July 11, 2023

Time: 6:15pm

Location: Mahomet Christian Church