



**Minutes - Board of Directors**

**July 27, 2025, 6 PM @ STMA Arena Community Room**

*Board Members Present: Adam Frost, Kristin VanHeel, Jack Rowan, Kevin Hillman, Megan McChesney, Amy Hertzog, Aaron Levin, Tim Steier*

- I. **Call to Order-** 6:01 PM
- II. **Tryout Plan-** A motion was made by Aaron Levin and seconded by Tim Steier to approve the Standard Tryout Plan and AA Tryout Plan pending date approval by 7/30. Motion approved. See tryout plan on website.
- III. **Peewee AA Coach-** A motion was made by Amy Hertzog and seconded by Aaron Levin to approve Tyson Fulton as the Peewee AA Head Coach. Motion approved.
- IV. **Mite/8U Cost-** A motion was made by Tim Steier and seconded by Kevin Hillman to charge the Mite/8U Levels the following - Gold: \$325, Blue: \$325, Silver \$325, Junior \$0 with the caveat below. Motion approved.
  - Caveat: If your date of birth is between 6/1/16 and 5/31/17, there is an additional \$175 fee to cover the cost of the Velocity program. If, through evaluations, you are placed at the Gold level, an additional \$100 surcharge will apply to cover the jersey and extra jamboree.
  - Registration opens August 4, 2025.
- V. **Weiser-** Table to next meeting.
- VI. **Advertising-** A motion was made by Jack Rowan and seconded by Tim Steier to approve the advertising agreement as proposed by the School District: a two-year agreement at \$20,000 per year, paid in two installments annually, for one row of signs. Motion approved.
- VII. **Nonvoting Approval-**
  - A motion was made by Kristin VanHeel and seconded by Kevin Hillman to approve Heather Spencer as Social Media Coordinator. Motion approved.
- VIII. **Recruitment Mailer-** A motion was made by Kristin VanHeel and seconded by Aaron Levin to spend \$2000 on recruitment mailers to households with children ages 4-7 years. Motion approved.
  - Adam Frost will send an email to the President of Monticello.
- IX. **Personal Fundraiser Policy-**
  - A motion was made by Amy Hertzog and seconded by Jack Rowan to approve the policy as follows. Motion approved.

STMA Youth Hockey Family Emergency Hardship & Support Policy

STMA Youth Hockey is committed to supporting our hockey community during times of



need. In alignment with this commitment, the following policy outlines how the association will assist STMA Youth Hockey families facing hardship:

### **1. GoFundMe and Similar Fundraisers**

STMA Youth Hockey will share GoFundMe or similar online personal fundraising efforts on the association's official social media channels under the following conditions:

- The fundraiser must directly benefit a current STMA Youth Hockey family or a family who has had players in the association within the past five (5) years.
- VP of Communications must review and approve the fundraiser link and message prior to posting.
- Fundraisers will be shared one time, with additional posts considered on a case-by-case basis.

### **2. Additional Fundraising Support (Meat Raffles, Horse Races, etc.)**

Upon request from the family, STMA Youth Hockey will coordinate a fundraising event such as a meat raffle, horse racing night, or similar gambling-approved activity. These events will be:

- Coordinated by the association's Gambling Manager in accordance with lawful gambling guidelines.
- Planned in partnership with the requesting family to ensure appropriate timing and promotion.
- Subject to venue availability, gambling schedule, and state regulations.

### **3. General Guidelines**

- All fundraising activities must align with STMA Youth Hockey's values and mission.
- The association reserves the right to decline any fundraising request that may conflict with legal, ethical, or reputational standards.

This policy is intended to provide compassion and support to our hockey families while maintaining transparency and consistency in our fundraising efforts.