

## **Minutes WAYHA Board and Membership Meeting August 31, 2009**

### **6:30 p.m. BKIA**

Welcome and Member Introduction: Kate Manor, Chris Welle, Rol Larson, Andy Robertson, Sandy Pilarski, Jennifer Vieth, Randy Galewski, Ryan King, Matt Speltz, Joe Whetstone, Steve Schoh, Mark Boberg, Jeni Arnold

Visiting: Travis Volkman, Jim Martin,

### **6:32 – 8:04 Committee Reports**

Kate welcomed everyone and expressed her desire to keep the meetings on track and moving. She also announced that Deb Reusgen, Tim Borkowski, Bill Rickoff and Fran McDevitt were not able to make the meeting,

#### **Apparel:**

Jen Vieth presented two options for WAYHA decals. One option uses the design that the Association has produced previously and one involves having a new die cut prepared for a slightly revised logo. The price of the first option would be \$3.00 per piece with a minimum purchase of 100. With option 2 there is a one-time setup fee of \$250.00 and then each decal is \$3.50. The decals are color, cling-on static plastic and we would plan to sell them out of the concession. Discussion: we should sell at cost to get them out to our members; we should stay with just the original logo. Turn-around time to be determined by Jen.

**Action:** WAYHA will order the 100 decals at \$3.00 per piece to have available for sale in the concession. There will be no mark-up in order to get the WAYHA word out. Motion by Sandy, seconded by Rol passed unanimously.

Jen then presented a new brochure with all of the apparel items. Chris Auerbach from Excel Images will be at the Arena for all registration dates. More options will be available for purchase this year with different printing. All apparel will be bought out of the Excel Images as Embroidery House and Excel Images have merged. We should consider purchasing samples and having a marketing cross-section of available items. Jen will follow up with Excel Images.

Team pictures will be Oct. 19<sup>th</sup> and 20<sup>th</sup>, during the week. Teams will be set by this date because, according to Program, tryouts will be over by October 3<sup>rd</sup>.

Level directors need to get the word out that there is a t-shirt logo competition for the Fire On Ice tournament t-shirt design. Details are on the web-site.

#### **Registration:**

Dates are:

Sat. Sept. 19<sup>th</sup> 8:30 a.m. to 12:00 p.m.

Wed. Sept. 23<sup>rd</sup> 5:00 p.m. – 8:00p.m. (should have open skate this night).

Sat. Sept. 26<sup>th</sup> 8:30 a.m. – 12:00 p.m.

Need to have volunteers for: concession, greeting, lobby, equipment and on ice supervision. We should all wear something common. Sign-up sheet will be circulating tonight.

Kate is following up with Theis Printing on calendars to have available for registration nights. We need to get these out there and we need to deliver them to the people that have pre-registered. They need to be called and reminded of their commitment. Sandy will e-mail or call these people to get them on track.

Lots of discussion on how to sell the calendars and how to get the stubs back so that they are in the draw. It was agreed that this should be a Team Manager's responsibility. They will track the calendars and chase the stubs and interact with the Calendar point person in order to get things done and handed in. Kate, as calendar lead, will create the master spreadsheet and will stay on top of the Managers to get the job done. Level directors will be in charge of the managers and keeping them on track. Sandy will do LTS. This should be discussed at the next Program meeting.

Mark is ready for registration. Checks are coming in for those registered previously. Should have a reminder on the WAYHA website about new USA hockey registration and level directors should send out a reminder to all members about this.

#### **Morrie Miller:**

Morrie Miller is looking for a donation of \$1500 for the annual Morrie Miller Golf Tournament. WAYHA has contributed to this event in past years and would like to do so again, however, we need to be cognizant of our financial situation. The proposal is that WAYHA will sponsor two holes in the 9-hole tournament at a cost of \$1500.00. This will include the opportunity to have 8 golfers represent WAYHA in the event. The date of the tournament is Sept. 13, 2009.

**Action:** WAYHA to donate \$1500.00 to the Morrie Miller Foundation in support of their Annual Golf Tournament. Motion by Jen second by Matt, passed unanimously.

#### **Ice Rates:**

Should we have off peak rates or should the rate be the rate? What about last minute rentals? Kate feels that we need to be more uniform with our approach to this and all rentals should be in writing. What about the high school for exclusive rights to the locker rooms.

Jen is in discussion with the Figure Skaters right now. Last year they paid \$115 per hour and this year is open for negotiation.

WEL League has the biggest disparity right now at \$100 per hour. The WEL has not yet settled their bill for last year and they will not be given ice until they have paid up. WAYHA should not let them ride like last year.

**Action:** WAYHA will increase ice rates to \$125.00 across the board with an additional \$5.00 per hour for dedicated locker rooms. This rate will cover the hockey season from September to March. April to end of August rates will be negotiated on a case by case basis. Motion by Matt second by Ryan. One opposed. Motion passes.

#### **Program:**

Coach interviews have started and they will continue for the next couple of weeks. Fran and Tim are leading the interviews. The next Program Committee meeting will be held Sept. 9<sup>th</sup> to discuss coaching and new Level Directors.

No coach clinics have been posted from Minnesota yet and we are working to get a clinic in town. Program is waiting to hear back from Bill McLellan, Coach Coordinator for District 8. Regarding a goalie clinic, Program is still waiting to hear back from Rob Stauber.

## Facility Report:

The financials are missing a \$20,000 deposit which was for PEAK ice time, some registrations and tournaments. Checks for Summer League were returned Friday.

Seating caps in the bleachers were delivered and installed last week.

Cost for Max Link video display board (discussed in the July board meeting) should include a \$100.00 annual fee. This will be a continuous display from the Max Ice scheduling program for the public. We control the advertising on this board and we can market using this venue. Decision on this will be deferred until we know if we can get a TV donated to the Association from Audio Design.

Outdoor boards, Chris has not heard back and will follow-up. The City should be involved with this follow up.

Meeting with the City will take place later this week on Wednesday Sept. 02 at 5:00 p.m. The purpose of this meeting will be to review progress on management of the BKIA and cooperation between the City and the Association. As many board members as possible should be there.

There are 23 teams paid and signed up for tournaments right now. Bantam teams will be 6 B and 6 C. No teams have registered for Bantam B yet. We need to decide on whether to go forward with a Bantam B tournament soon but not until after the team selection.

## Mission Statement Discussion:

The existing mission statement covers who and what we are and it is short and to the point. We like this statement and it will continue to be our mission. We need to post this at the rink and get it circulated. We also need to develop goals for the Association. WAYHA should put together a committee to address the compilation of the materials in a book format on the website so that people can print this out.

Committee will be Joe, Sandy, Randy

## Marketing:

Report was compiled and circulated by Rol. No discussion.

## 8:02 – 8:10

### Gambling:

Gambling report reviewed by all and there was no discussion.:

**Action:** Motion to approve the July gambling report by Matt seconded by Jeni, passed unanimously.

**Action:** Motion to approve amended June gambling report by Matt seconded by Steve, passed unanimously.

**Action;** Motion for pre-approval of August expenses by Chris, second by Andy, unanimously approved.

Cost of Games:	\$3000 - \$7000
Payroll Taxes:	\$250 - \$1000
Rent:	\$3000 - \$7000
Mgr. Payroll and Auditor:	\$1000 - \$3000
GCB Fees:	\$100 - \$200
Accounting:	\$100 - \$200

Pre-Approval of Lawful Expenditures:  
Excel Energy: 6,566.49

**Financials:**

July financials will be revised and sent out by Jen with the proper deposits (as per Facilities Report). This will be followed up by Kate. Jeni has asked for a review of telephone and television costs for the Apr-July period. We need to discuss this with HBC and see what we can work out. Jeni to follow up with this along with Deb.

**8:11 – 8:25**

**Old Business:**

**Action:** motion to approve the July minutes by Matt, second by Sandy; unanimously approved.

**New Business:**

Joe requested a list of all of the committees, members and chairs. Kate will send this out to all before the next meeting.

Rol had marketing meeting and sent a summary around. Since a lot of advertising will take place before the next meeting, Rol would like a pre-approval of \$1000.00 for advertising in Sept. Winona Radio will do advertising for us at \$4.00 per ad and would add matching ads to the radio station. Our total investment will be \$1500.00 and would run through the registration. Chris suggested that Kate follow up with Rich for a review of traditional advertising. We should also get someone on the Morning Cup program.

Jeni would like to put together a sponsorship package for local businesses to sponsor our registration process. She will get something on this to Rol by Sept. 1<sup>st</sup>.

**Action:** motion to pre-approve a budget of \$2000.00 for advertising of the WAYHA registration week moved by Rol and seconded by Andy. Passed unanimously.

Elementary skate will take place on the 11<sup>th</sup> and the 18<sup>th</sup> of September.

**Action:** motion to adjourn by Matt , second by Jeni, unanimously approved meeting adjourned.

**8:44 Adjourn**

Next meeting date: September 21<sup>st</sup> BKIA at 6:30 p.m.

Next Operations Team Meeting: September 9<sup>th</sup> BKIA at 6:30 p.m.

**Minutes Certified:** \_\_\_\_\_ **Date** \_\_\_\_\_  
**Secretary, WAYH**