



**Roll Call:** Meeting was called to order by President Dustin Schulenburg @ 6:30 p.m.

**In Attendance:**

Name		Name	
Dustin Schulenburg	X	Jay Ryan	X
Paul Gielau	X	Bill Redman	X
Brian Knapp	X	Jason Bjornguard	X
Chris Zylka	X	Travis Kinney	X
Al Defore	X	John Wooden	X
Troy Kemmerer		John Swanson	

**Advertising Update:** It was discussed that the committee has not met since last meeting. Amy explained how the sample advertising logo was applied at the rink and how it was holding up very well. Tark commented that he feel that the proposed material will work well and he approves. The board discussed that the names of the possible businesses that would be good candidates, these will be divided up amongst the board members to seek out advertising opportunities. Amy K will continue to wait on direction from the board on how to roll out the program.

**Gambling Update:** Amy K provided up an update that all but 20 players have paid for this year's calendars. The board determined that the finance committee will meet to determine how to address this with these parents.

Amy expressed the importance and need of finding a replacement for the gambling manager role. The board discussed possible options for way of filling the role. Additional conversation will take place during the January meeting.



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**Board Discussion on Commitment:** Dustin addressed the board on the importance of supporting the hockey association functions including tournaments. Dustin also reiterated the importance that well run tournaments have on reducing the annual cost to the association members.

**Tournament Update:** Allison provided the following:

- 12U girl's team won the Anoka tournament.
- The Dibs feedback was very positive for allowing parent/board member to sign up for the various tournament positions.
- January 7<sup>th</sup> will have 2 tournaments running that weekend so we will need several board members to help support the tournament.
- C Squirt tournament was a hit and she felt that it was very well run.
- Allison was asking for board support in purchasing "Thank You" cards for the various tournaments sponsors. Travis K made the motion to approve and it was 2<sup>nd</sup> by Al D.
- Allison was asking for board approval on dropping the gate fees for unfilled tournament spots to ensure that we can offer a full tournament. The board responded with approving her request to drop the gate fees when we get inside of 30 days from the start of the tournament.

**On-Line Store update:** Susan informed the board that Carlson's will put together a line of products for sale that will help promote the Red wing Hockey Association. Carlson's responded that they were not able to offer the vast products that could be available through the proposed on-line store. The Board discussed the need to see what Carlson's could offer and the importance of keeping our association's members dollars local. There will be additional conversations about the progress during the January Board meeting.



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**Script Status:** Jessica provided an update regarding the low percentage of use from the script program but she feels that through additional team meetings the participation will increase. November activity in the Script fund was \$1,759.80. Jessica asked for permission to move to the Kwik Trip rebate program that would allow for a high return to the association members. Travis K made the motion to approve and it was 2<sup>nd</sup> by Paul G, Board approved.

**Picture Update:** Jessica updated the Board that all team pictures were completed. The pictures will be returned to the team by the middle of December. Jessica and Dave have also provided pictures to Dr. Kipers as Thank You for the donation of mouth guards.

**Dist 9 Scheduling Update:** No update provided.

**Back Ground Check Review:** Back Ground check was discussed. Dustin will follow up with teams with missing background check documentation. There was also a discussion regarding the need for team locker room attendants. Brian K will follow up with the various team managers on the need ensuring that the attendants are being used.

**Financial Update:**

Acct Type	Balance
Main Operating	\$103,410.97
Equipment	\$4,466.10
Scholarship	\$3,102.19
CD	\$25,682.98
Calendar/Gambling	\$31,182
Scrip	\$3,219.39



**New Arena Update:** Tark informed the Board that they have formed a new Arena Committee. This committee has a vast spectrum of members from the community. Tark was holding off on the kick off meeting until the school district has finalized the sale of the Bergwall Arena. Tark gave the Board some ideas of how one sheet of ice could affect ice times.

**New Business Update:**

- Tark reminded the Board on the need and opportunity of using TV's to broadcast the locker room assignments for various teams.
- Tark asked for reimbursement for the purchase of the nets and boarders that the board approved for purchase.
- The Board was made aware that the Blaney Family made the donation of a set of goalie pads.
- The board reviewed the request from a Squirt goalie for a set of goalie pads.
- Chris Z reminded to the board that we are still waiting for a creation and deployment of the corporate advertising plan.

**Old Business Update:**

- The Board had additional conversation about the need of finding a new Gambling Manager.
- The Board reviewed the Confluence Marketing bill.
- Dustin made the group aware of the need for all Coach's modules to be completed by Dec 31<sup>st</sup>.
- The decision was made to register the 8U and Intro programs with District 9.

**Meeting Adjourned at:** Paul G made the motion to adjourn at 9:04, 2<sup>nd</sup> by Jason B, Board approved.



Meeting Minutes  
Red Wing Hockey Association

December 5<sup>th</sup>, 2011  
Prairie Island Conf Room

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Minutes submitted for approval by: