

## Shawano Hockey Board of Director's meeting 8/22/11

**Attendees:** Gregg Wittman, Liz Wittman, Travis Olson, Sandy Chapman, Diane Carlson, Jared Marsh, John Dillenberg, Mike Johnson, Rich Simons, Paul Gagnow

**Excused:** Gary Aschenbrenner, Abe Lundt, Tressa Dorn

**Guests:** Randy Robaidek

Call to Order

**8/8/11 Minutes Review**, items to revise/add:

- Diane Carlson is meeting soon to add plans for Tournament book
- No ones exceptionally interested in board (Paul VanDyke) is potential, Diane Carlson would consider it – but not for VP.
- Back to Hockey night = October 4/6<sup>th</sup>
- Officially sanctioned by USA Hockey for 11/5/11 – Try Hockey for Free date
- 20 Games scheduled for all the teams now.
- Pee Wees / Squirts done as of today. Bantams need 5 more.
- Abe contacted Jeremy through WAHA to get 1 additional set
- Sets to ship to Abe's house.
- Paul Gagnow made motion to approve, John Dillenberg 2<sup>nd</sup> it, and motion was passed

**Guest Comments**, per Randy Robaidek thoughts/views:

- Steve/Frank were disappointed at the change of presidential leadership. Randy told them that the vision seems to be different than it's been over the past 3 years. Randy would like to be able to sell the vision. (As well as the other past leaders of the division)
  - He resigned last year because the vision of the board seemed to be different than prior years, during the JV meeting discussion.
  - Vision / Board Decisions should make the ice center open/available to everyone, not geared towards hockey only.
- Pulaski businesses will give smaller \$ amounts for ads/signage sales or donations, for a League that is over 20 miles away and may not have much affect on sales for them.
  - Need to pursue local businesses.
- Need a community approach to marketing and financing the hockey club:
  - So the people/businesses of Shawano should come first in terms of requesting ads/signage purchases and scheduling learn to skate or open skate dates/times
- Community programs should be given prime ice time. (figure skating / learn to skate)
  - Learn to skate - currently scheduled in dead zone of ice time. (4pm on Sunday nights, right after packer games, when kids should be getting ready for school starting the next day. ) Why?
- Keep the county informed formally at the county board meeting: about number of kids in club, where we are marketing to, etc. Do whatever it takes to tell them what our plans are.
  - Humidifier money was a 1.5 year in the works, so he couldn't believe we let it go so easily.
- County has been watching the relations with high school, viewing us as charging astronomical amounts for rent. When they believe the HS is not able to get ice time during the week.

- Finances:
  - Should be using connections to improve the club. Not your club to give benefits to the connections.
  - Keep in mind the money raised is not entitled to yourself. It's raised for the next generation.
  - Need to spend money on things that can benefit everyone, not just a specific team.
  - For Example, buying flowers – rather than putting money into a new heater that benefits everyone.
- Negativity, need to get used to it, and just ignore it.
  - Get all sides of the story first, and then make the decision to the best of your ability.
  - Explain why you made the decision, so you can sell it to the League and they understand it.
- Newsletters, need to send out more info to the league, as an FYI of what you are accomplishing.
  - May help to have more detailed meeting minutes, so can understand the discussions AND the decision at the end. (To help sell the decisions to the rest of the public, as to why we made the decision we did.)
  - Emails, Randy didn't get any copies of the agenda's. (Need to double check the email lists for Mites/Pee Wees.)

### **Response to Randy's comments:**

- Per Gregg Wittman:
  - We're trying our best to make things happen according to the rules/vision of the club.
    - Our vision hasn't changed from the one agreed upon long ago.
    - We are doing the best we can with the information that we have.
    - In regards to the humidifier, we didn't know at the time that we might have any say in how the county spends their money. (As we knew nothing about the \$140K given for that express purpose)
  - We have been asking Shawano businesses for signs/ads/donations, and are planning to make a list from the invoices of last year, so that we can ask them all again this year.
  - In regards to Learn to skate, Free Skate, and Figure Skate dates/times:
    - A specific date/time was recommended to Emily (free skate), and when she said it wouldn't work, Travis and Emily met to try to pick a better date/time, and modified it to what she needed.
    - Free Skate time, Friday evening was possibility vs HS said they wanted more ice time. (Minimum 5 days a week is what HS is getting, so that was considered more than enough time based on what they asked for. Did want more Friday night games though.)
    - The reason that we wanted to have Learn to Skate on Sunday night was that is would be just before Open skate, and we thought it would help that program out.
  - In regards to HS practice/game dates/times:
    - Gregg/Jared/Tim Mayer/Travis met about the HS games, and worked out the whole season's schedule. (So if the HS parents feel differently, that's not something they were privy to.)
    - Friday nights were offered to the HS after figure skating.
    - Depending on the HS, some of the co-op CAN or CANNOT practice on a Sunday, but that is an option as well.

- Over-all HS fee, we pushed up price over and above what Randy had recommended, as we thought it needed to be higher if had both HS and JV teams.
    - Randy spoke up at this point and said that his number all ready included both teams going forward – and we didn't know that..
- Per Randy Robaidek:
  - If HS team doesn't do well, then it costs us money if they are taking up time on a weekend, when we could have had Open Skate/etc.
  - \$30,000 is amount of money that the HS Hockey team has to raise, so they need the community money as well as SHL needs the community money.
  - Learn to skate would make more money on a Friday night with the HS games or practice going later.
- Per Diane Carlson:
  - HS team will take time to build, and cannot complete with the Boys Basket ball team, to have games on Friday nights.
  - So, if Boys Basketball is going Friday night, Open Skate could probably compete against it for time.
  - If learn to skate is not good on Sundays, do we have any information to tell us what days worked better? Rich Simons is wondering if Gary has information on numbers for specific days from years past?

**President's Report** by Gregg Wittman:

- We've been talking of using a local company, rather than Direct TV.
- New Internet connection, we'll table for now.
- Open Positions
  - VP
  - Registrar
  - We'll send out a survey, to ask for new board members, just to see if anyone else would like to join the board.

**Key situation:**

- Only Gregg/Mike have the keys
- Gregg has to take possession of a bunch of keys on the day we take possession of the building.
- He'll sign for them, than have other people below him sign for them as they are needed.

**Vice President** position not filled yet, so no update

**Financial Update** by Rich Simons:

- Haven't filed 990 yet.
- Raffle license, check cleared on Friday.
  - Gary will be getting it soon.
- WIAA funds will be given to Diane to take over to the HS tomorrow.
- Regulations/licensing – as per our charitable organization, expiring on July 31, 2011.
  - Does say that we are still active though, so we hope in the next month that it'll be updated to show expiring as of July 31, 2012 on the government website.

### **Registrar Update** by Sandy Chapman:

- Have 5 additional registrations that showed up last week. (1 mini, 2 mites, and 2 bantams paid.
- Treasurer is usually there to collect the money at Registration night, plus there is usually one additional person to help the registrar?
- In order to do electronic registrations, will need a hotspot, and some additional laptops, so it can be done electronically + need a printer
  - So, will need an additional couple people to help with the laptops.
- Will also need someone there to explain and push the advertising that must happen by mid October. (Each family to try to sell (2-3) ads, select from a list of typical people that have purchased before.)
- Reserved 5 barricades, \$5 apiece for each day. Thursday – Monday afternoon? (They are going to bill us for them.)

### **Secretary Update**, per Gregg Wittman in Gary's absence:

- Wants to change BOD meetings to stay away from Mondays/Wednesdays.
- Since board is so large, it'll be hard to get a typical date/time that will work for all. Since Tuesdays don't work for others either. (Sundays an option?)
- Per Randy Robaidek,
  - At annual meeting or at Back to Hockey night, you might want to discuss bringing board down to 9 people instead of 12 people.
  - You might get more people to do stuff for the board if the BOD members are more point people that delegate work down, than having additional members that have to meet with the board a couple times a month..

### **Programming Update** per Travis Olson:

- **Scheduling** –
  - I have between 25 and 30 games scheduled for Squirt – Bantams
  - Region 3 fall meeting is on Sept 15 at Cornerstone.
  - We get rink Sept 15, will ice be in and ready to paint week of Oct 1?
  - No updates from Tim Mayer
  - Brian Holt wants to meet with me on possibly adding Saturday practices.
    - He's also asking for a 3 on 3 league, so we'll have to check the feasibility of that, since we'd need ref's, score keepers, etc.
- **Coaching** –
  - Online Age Specific classes will be available Sept 1.
  - I mailed out a list of when all of the coaching clinics will be in Wisconsin
  - Also notified those coaches that will need to attend a seminar to update coaching CEP (9/25/11 is Level 3, 9/24/11 is Level 1, he'll release list to USA hockey on 9/1/11, so that coaches don't have to register twice.)
- **Goalie Program/Clinic** –
  - Came up with (2) different options, and both allow only 8 available goalie slots.
    - 1<sup>st</sup> option: \$450 cost in October, allows to 3 hours on ice and 1 off ice, for (1) weekend only, a Saturday and Sunday, with 4 instructors. (Jim Stanaway)
    - 2<sup>nd</sup> option: \$450 cost in October, (2) separate Saturdays, 2 hours on ice, 1 hour off ice, with 2 instructors.
    - Intent is to charge goalies to offset the cost. (\$56/goaly.)

- Will be on a first come first serve basis. (First 8 people signed up.)
      - We believe we'll have (3) from HS, (1-2) from Bantams, (2) from Pee Wee's and maybe (2) from squirts.
  - John Dillenberg made a motion to go with Option #1, and Jared Marsh seconded it, motion carried.
- **New Items –**
  - Power Skating – to charge a fee of 30.00 or not? We have charged the 2 previous years, we also bring skaters in from other towns. (Decision was made that YES, we will charge for it.)
  - Girl Scouts – I was contacted by them to put on a free hockey/demonstration day. Working with on dates and fees.
  - State Tournaments – I would like to propose that the league pay the fees of State Tournaments for the teams. Cost is 550.00 most leagues I have talked to do this. This year only the Bantams for sure are trying. PeeWees ? and Squirts no.
  - We should look at an Adult Tournament – End of Feb start of March, Novice and Advanced Divisions, Fee 450.00, Beer License for the weekend.
  - Free Hockey Day – We are registered with USA Hockey and will receive all marketing materials in the next week, packets and jerseys (40 for free) etc.
  - So far each team would like a traveling tournament also
  - 1st games at Shawano are weekend of Oct 28<sup>th</sup>
- Question if League would pay for teams to go to State Tournament.
  - (3) teams can qualify for state. Bantams want to, need to decide if Pee Wees should do it. (Squirts don't qualify.)
  - We are hosting next year, so should really do it this year.
  - Jared made a motion to pay whatever teams go to state. Rich Simons seconded it, and the motion was passed.

#### **WIAA update** by Diane Carlson:

The committee met last week, and quite a few things came up:

- **Game Program** last year – sold ads, 3 different sizes, made \$4000 on that.
  - School printed the program for free.
  - Last year was almost 10 pages of ads.
  - Visiting roster was the only thing that changed each time.
  - There are 3 different tournaments this year, how would WIAA feel about sharing the program with SHL?
    - All ads must be sold by the middle of October.
    - 1<sup>st</sup> home game is first Monday after Thanksgiving
    - There would be at least 10 home HS days that we could get people into the building.
    - 3 tournaments that SHL would bring people into the building.
    - 60/40% split would be fair in their estimation for Ad sales.
- Would SHL league players get out there and sell ads before the season even starts?
  - Each Family should have to sell 2-3 and that might be enough.
  - So SHL would have to take very seriously, as it's 10% of the WIAA budget.
  - \$30/ \$55 / \$100 were the prices from last year that would go up to \$50 / \$75/ \$100 because there will be more exposure to the public.
  - 2 free passes is also something they are considering – if you buy an advertisement.
  - Cover Art, could add the Shawano lightening logo to the front.
  - Signage, list of vendors to approach to buy a sign and ALSO be in the book.

- High School can sell their own signs, made the same as we would, and we'll put them up for them.
- Incentive to selling a \$100 ad, could be a free game pass to the sellers.
- Divy up a list of current people to ask for ads.
- WIAA and SHL can sell signs separately.
- One program, and all ads will be together.
- HS team is 3 weeks away from starting to sell ads, and we'll need to sell soon after that
- Tournament add list vs HS list = need to be put into master list, so that we don't try to sell to the same people. HS has first dibs on the people on their list that weren't on our list, etc.
- The Ads/payments are due in the HS commons, sometime around 10/15/11.
- WIAA would like us to consider a reduction in rent, since they weren't able to have a Friday practice. (Unless they can get a Saturday practice instead or Sunday practice instead?)
  - 7 JV Games x 1.5 hrs = 10.5 hrs.
  - 3:30-6:30 Wednesdays =
  - Offered practice on Fridays – 5:15 – 7pm = 1 ¾ short
  - Any extra open time on Saturdays that they want, and that are open.
  - Wanted \$2000 less in rent of current \$11,000 flat rate fee.
- Also, that led into Concessions, given option to keep 40% of the gross take for HS home games. If the HS parents would consent to work. They are willing to do that.
  - The HS parents would be added to the schedule after the SHL parents have filled in their mandated hours.
  - HS boys can man penalty boxes for youth tournaments to help SHL.
  - The parents will be given a choice of which weekend or type of day to work. During learn to skate or during game date.
  - But, for scheduling – would take into consideration if they want to work during the game or after/before. But, work cannot be mandated. Should be able to count on 80% of the parents to help though.
  - Boys to help with learn to skate as well.
  - \$50 penalty is the cost if a HS person doesn't show up for their assigned time frame.
  - They'll give us a list of people to call if there are any cancellations
- Mike Johnson made a motion to accept the proposal of us to get 40% of ad book, WIAA to get 40% of gross concessions during their games, but negotiate the rent to \$10,000 instead. Sandy Chapman seconded it.

**Rink Manager Update**, by Mike Johnson:

**Chiller Tower;**

- Mike/Frank said that they wanted to have Johnson Controls test the Chiller again this year, before we had some work done on it.
- Per Randy, 2011 was the year that the money was allotted for the dehumidifier. (It took 18 months to get put in the budget.)
  - We were starting to work on putting a new front on the building for 2013
  - So, if the dehumidifier doesn't happen this year, when would it happen?
- Had a meeting with Konope, price for new chiller tower, installed and everything is \$24K. WE will save 25 – 30% less running time, so will gain a lot of efficiency in energy costs. (Since the chiller was top of the line when it was first provided.)
  - Tower would be compatible with a new chiller if we have to buy one.
  - We are past the point of getting a new chiller tower installed for this year though.

- Work on for next year, to use in Negotiations, since it will save the county money on the electric bills next year.
- Frank asked if we could get the chiller tower to make it through another year, and Knope said it should work one more year.
  - Show them that we are putting money earmarked over the next 2 years for a new chiller tower, then the County would try to get the rest of it under capital improvements for the building.
  - Building Fund Savings account: \$100.06 in it now, but could transfer a specific amount each month, so that a portion of it can be allotted for this chiller fund.

**In regards to the Dehumidifier;**

- Steve Dyer from the County (Frank too) said that the \$140K was put in a money market account, until it can be used for the dehumidifier.
- The line item to add a dehumidifier / scorers box is still in the budget.
- The roof holes at least will be fixed before the season starts.
- Frank is willing to come to one of our meetings, to answer questions.

**Rink Assembly:**

- We need to put up the rink that first weekend it's available. (We are taking possession on 9/15/11.)
  - 9/17/11 – 9/18/11 is when a majority of the work needs to be done to put it up.
  - 8am start time on Saturday morning, as many of the HS kids can help that day.
  - Boards go up and tightened first, then start the chiller up.
  - Mike needs to contact Bierhals ahead of time, as they need at least a week notice.

**Scorers Box:**

- Scott Nordeen with Nordeen Engineering said he'd work on plans for us for the player box. (Need to be state approved.)
  - John Dillenberg will talk to him.
  - Steve Dreyer should come too when Scott is looking at the space.
- Maybe for this year we could use a "topper" on our current box to keep the people warm, with the plastic freezer type hanging panels for doors?

Talked with Mason's about the Dec 10<sup>th</sup> Skate with Santa.

- Would occur during open skate time from 5-7pm, and then open skate afterwards.

**Fundraising Update** by John Dillenberg:

- Went to Clintonville parade. All magnets are gone, we have a few brochures left, and need a bunch more ordered. Gregg to get 1000 of them done ASAP, as the first open house is this Wednesday
- **School Open Houses:** bring Learn to skate registration forms / Figure skating registration / SHL Brochures, and put up USA hockey Posters on tables:
  - On 8/30/11 at Hillcrest – Troy Edwards principal will work with us. We'll use the food service, \$3/plate, Charge \$3.50 to cover our costs. Need people to man it. Need Mite parents to work the food tables. He'll get a hold of the people that he wants to work it.
  - 8/30/11 at Sunnyside 4-6pm Open house, Erik Olson principal– Rich Simons to ask if we can go to that one.
  - 8/29/11 at Fairview 4-6pm Gregg/Liz Wittman to take care of this one.

- 8/24/11 at Shawano St. James, Lori/Mike Johnson will cover.
- Bonduel, when is this Open House? Paul Gagnow, to coordinate it if it's possible to still hit it, and ask Boardman if they can work it? (Principal Margolaufski is a contact at the middle school.)
- Clintonville, contact Chris VanHoof: John Dillenberg will inquire about this one to see when it is.
- Will be scheduling workers for parking, at Shawano fair, Labor Day weekend.
  - Need to get start up money and 2 hour shifts figured out.
  - Gregg will put the prior schedule in excel for him, and send it over.

**Marketing update** by Paul Gagnow:

- Annual Signage renewal, need list of invoices from Tressa yet.
- Brochures are taken care of.
- Pulaski Parade, have a list of people that helped, and handed off to Jared.

**Website updates needed:**

- Just waiting for the updated colors/logo to update the site.
- Need to add the vision statement to the site.
- Add info about Free Hockey day and Coaching clinic.

**Volunteer Update** by Jared Marsh:

- Road side clean up, check with Pauline to see if she had logged that for 2011/2012 years.
- Also, all personnel for parades counts for next year as well.
- Contact with Pauline to figure out
- Give list to concessions scheduler, so they know who still needs hours and can schedule them in.

**Equipment Update** by Travis Olson and Mike Johnson in Abe's absence:

- Dearco is storing the nets until we take possession of the rink and they'll deliver them over to us when we're ready for them.
- Gary Como new jersey colors update:
  - Sample jersey should be ready next week
    - Sample will be White/red/black, white as main color.
    - Need to pick where we want the colors for the away jersey.
  - Sample colors should be ready by Friday of this week.
  - Then he'll work on the digital stuff.

**New business:**

- Table the laminator for next meeting. (as we didn't know what it was about.)
- Table the internet discussion (waiting until more board members are in attendance.)
- Crawford Family Christmas is 10am-Noon on Christmas Eve
- Gregg to ask Steve Dryer if we can put [www.Shawanohockey.org](http://www.Shawanohockey.org) on the Crawford sign during the Shawano Fair.

**Future Agenda Items:**

- None.

Jared Marsh made motion to adjourn and Travis Olson seconded it.

**Next meeting:** Sunday September 11<sup>th</sup> 5:00 – 7:00pm