

EVHA Board Meeting August 31, 2005

Call to order: 7:20pm

Guests: Lynda Kaye

Golf Tournament

The Board began with a discussion of the Eastview Golf Tournament and fundraiser. There were a few less golfers this year than last year, but the weather was good and the tournament was still considered a success. The revenue from the tournament was about \$7,800 and expenses were about \$3,600, resulting in \$4,200 for the hockey association. There was general agreement that this event needs to be organized earlier next year.

Rob Kleven made a motion to designate \$500 in golf tournament proceeds to the girls' blue line club for their assistance at the tournament. Dan Williams seconded the motion. The motion passed unanimously.

Registration

At the August registration there was a poor turnout. The light turnout was due in part to the ability to register on-line, but there were also a few other problems. There was no apparel at registration and the equipment exchange was light on equipment. The newspaper ad to announce the registration did not go out in the local papers, so new mites and potential new members of the association were unaware of the event. All of these factors need to be improved before next year's registration. There are opportunities to increase new registrations using a book bag flyer in the elementary schools and advertising the hockey expo. The Board also discussed having apparel at the mite MEA clinics and EVHA tryouts.

Fundraising

Vic Zukanoff reported that Club's Choice is expanding their product line and would like EVHA to think about doing fundraising a little differently. Their proposal is to enter into a 4-5 year contract and use funding target points rather than number of items sold. The Board discussion leaned toward the Club's Choice proposal. Vic also recommended that we consider using some better prizes (like IPODs) for top selling fundraiser families this year. The Board agreed.

Concessions

Lynda Kaye was present to provide an update on concession operations and revenues from last season. AVHA has recently provided EVHA with an adjustment check of \$750 in additional revenue because they have had difficulty managing their concession revenues. The Board discussed whether or not to continue to offer concessions this year given that the revenue from concessions was only about \$2000 last year. After some discussion, the Board decided that the service offered to EVHA parents and visitors is also valued and that EVHA should continue to do concessions similar to last year. EVHA will not pursue concessions at St. Thomas due to their hesitation and reluctance to work with us on concessions.

SKATE Program

Lynda also provided an update on proposed changes to the SKATE program that will increase the cost of the program to EVHA on a per player basis. The products of the SKATE Program are a bag tag and a certificate. Lynda will investigate whether or not to have an independent program and will report back to the EVHA Board with a recommendation.

Move Up Application

The Board considered a move up application request from Pee Wee to Bantam. The Board chose not to address the move up application at this time until registration is complete and the Board could evaluate team sizes and consider the application with respect to existing EVHA policy.

Photos

EVHA will be staying with Varsity photo this year but expressed appreciation of the Sunshine Photo proposal.

AVR Donation

Mark Stillings reported that Apple Valley Ready mix has offered to donate \$3000 to the EVHA mite program. The Board thanked Mark for pursuing the donation and recommended that Kathy Ritacco send a charitable donation form and number to AVR for tax purposes.

Team Levels

The assessment of team skill, review of last year's record/tournament results, and discussions with parents, suggest that EVHA could have B1 teams at the Pee Wee and Bantam levels this year. The Board discussed registering teams at the following levels:

Girls U14A

Girls U12A and B if combined with Apple Valley

Girls U10B

Bantam A, B1, C

Pee Wee A, B1, C

Squirt A, B, C

Tryouts

Paul Edston reported that he is preparing for tryouts. He discussed the need for volunteers, jerseys, and pucks. Rob Kleven reinforced the message that all EVHA Board members need to be present and help with tryouts.

D6 Meeting

D6 is considering changing the playoff format to allow more teams to make the playoffs at the B and C levels. The proposed changes could also mean using a double elimination format vs. a single elimination format. The EVHA Board considered the new format but did not take action except to recommend that the new format not further shorten the regular season, which is too short already in the opinion of most EVHA Board members.

It was also noted that D6 should be notified that Eagan Ice Arena is one of EVHA's home rinks.

Ice Purchase

Due to changes in size of membership of AVHA and EVHA, the city of Apple Valley is changing the distribution of ice time between the hockey associations at city arenas. EVHA will be offered 60% of the available youth hockey ice time (vs. 40% for AVHA) for the upcoming season. The Board discussed the implications of this change, creating less dependency on the more expensive ice time that we have had to purchase from St. Thomas over the past several years.

Adjourn

Dan Williams made a motion to adjourn, seconded by Paul Edsten. The motion passed unanimously.