

Tornado Youth Hockey
 2020/21 Annual Board Meeting
 Meeting Minutes from Monday, April 12th, 2021
 In-person, Omni Center



Board and Committee Chairs:

Jamie Dirks (Pres)	X	Tina Severson (VP)	X	Michael Linse (Treas)	O	Kelsey Glebke (Sec.)	X
Kathy Wing	X	Katie Kohlmeier	X	Emilee Mielke	X	Denise Meyer	X
Randi Santos	O	Shane Collins	X	Naomi Bjergum	X	Brian Tillman	O
Annie Jepsen	X	Matt Baranowski	X	Chamberland/DeNault	O		

Guests: Laura Drouillard, Andrew Drouillard, Jody Adams, Lora Kirschner, Bryan Helgeson, Kristy Domenget, Jenny Keer, Stacey Anderson, Eric Anderson, Andy Meyer, Amanda Waters, Phil Downing, Denise Downing, Greg Marso, Kris Jepson, Randy Domack, Kasey Domack, Mark Moeller, Brent Johnson, Kristi Lieser-Hager, Kimberley Johnson, Adam Keer, Joan Chodur, Sean Cain, Jeff Voves, Jackie Voves, Steve Schauer, Mike Glebke, Craig Kohlmeier, Reene Sampson, Emily Kozik,

X = present, O = absent

Meeting called to order at 6:00

Reports

Executive Board

1. President's Report – Jamie Dirks
 - a) Call for nominations
 - b) President's Annual Report – See below
 - i. Positives: TYH had 9 teams and 2 groups of Mites. Exec board worked successfully with County and Omni. 4 teams made it to State and all ended on a win. TYH was awarded the bid to host Bantam 2A.
 - ii. Should focus on growing our numbers, continue with Learn to Skate, Toe Picks, Learn to Play Hockey for free. Better transition from Mite Program. Work on ice work and body checking.
2. Vice President's Report – Tina Severson
 - a) Vice President's Annual Report- See below
 - i. Handles Sponsorship
 - ii. Liaison between Omni and Board
3. Secretary's Report – Kelsey Glebke
 - a) No Report
4. Treasurer's Report – Michael Linse
 - a) Annual Financials will be presented at May meeting

Age Level/Manager / Committee Reports

- 1) Learn to Skate Report – Kathy Wing
 - a) Try hockey for free was canceled due to the Covid restrictions at the Omni Center. Covid restrictions canceled the Learn to Skate Program also this year. Hope for better days next season.
- 2) Mite Report - Emilee Mielke
 - a) See below for annual report

- 3) Squirt Report – Naomi Bjergum
 - a) No annual report
- 4) Pee Wee Report – Katie Kohlmeier
 - a) No annual report
- 5) Bantam Report – Denise Meyer
 - a) The Bantam level had 2 teams for the 20-21 season. The A team had 15 skaters and one goalie and the B team had 11 skaters and one goalie. The A team ended with a 24-12-1 record and the B team ended with a 24-18-1 record. TYH hosted the Bantam A state tournament which was a great event for our organization and community. This also gave the A team an automatic state bid, which resulted in a 3rd place finish. The B team beat River Falls in playdowns to advance to the State tournament. They brought home a trophy also as Consolation champs. Overall both teams had great seasons despite injuries and Covid quarantines. They both finished the season with 24 wins.
- 6) Coaches Report – Bryan Tillman
 - a) No annual report
- 7) Manager’s Report – Randi Santos
 - a) No annual report
- 8) Girls/League Rep Report – Shane Collins
 - a) No annual report
- 9) Fundraising Report – Annie Jepsen
 - a) No annual report
- 10) Registrar’s Report – Matt Baranowski
 - a) Annual Report

Registration

For the 2020-2021 season Tornado Youth Hockey had 142 families register 185 skaters to participate in the various age groups. The total number of skaters was down two compared to the 2019-2020 season but this was driven by the Learn to Skate program, which did not occur this season do to disruptions in the season due to Covid-19.

Registrations as of 10.26.20

Age Level	2020-2021	2019-2020	Change
LTS-Learn to Skate	7	24	-17
Mite - New	13	15	-2
Mite - Returning	47	47	0
<i>Mite - Total</i>	<i>60</i>	<i>62</i>	<i>-2</i>
Squirt	39	37	2
PeeWee	42	35	7
Girls 10U	0	1	-1
Girls 12U	0	0	0
Girls 14U	6	5	1
Bantam	31	23	8
Grand Total	185	187	-2

There were ten skaters that originally registered for the season but later backed out due to Covid-19. These skaters had their skating fees refunded if they had paid.

Results of the Election:

President: Bryan Helgeson

Vice: Brent Johnson

Treasurer: Greg Marso

Secretary: Kelsey Glebke

Bantam Rep: Denise Meyer

Coaches' Rep: Tim Hoehn

Fundraising Rep: Annie Jepson

Girls Rep: Shane Collins

Learn To Skate Rep: Kathy Wing

Managers' Rep: Kristy Domenget

Mite Rep: Emilee Mielke

Peewee Rep: Emily Kozik

Squirt Rep: Katie Kohlmeier

Registrar: Matt Baranowski

Adjourn - Motion was made to adjourn by Tina B. at 6:40 pm. Denise M. seconded the motion.
Meeting adjourned.

Minutes respectfully submitted by Kelsey Glebke, TYH Secretary

2020/2021 Onalaska Holmen Tornado Youth Hockey Association Annual President's Report – Jamie Dirks

We have come to another end of another season here at TYH and a season that we were fortunate to have. This year has been an extra challenge for all of TYH from the players to the parents and to the board.

With the challenging and shortened season we were still able to have 9 teams competing as normal as could be expected. We were also able to have 2 groups of mites even with the restrictions that we had to follow due to COVID.

Some of the accomplishments of this season include:

- After a season that was close to not happening our executive board was able to work with the county and the Omni to come up with an approved plan to meet all restrictions due to the COVID pandemic.
- Out of the 8 teams we had this season 4 of them competed or advanced to their state tournaments.
- We were awarded the bid to host the bantam 2A state tournament and it was a huge success. This took a lot of effort and coordination from the board and the parents of our bantam A team. Some things to focus on in the future:

- We need to continue our efforts on growing our numbers and this starts at our mite program. We were unable to do our free learn to play hockey week which has helped us tremendously in past years. This next season we need to get started on this as soon as possible to make up for the loss of this season.
- We need to continue with our learn to skate program as well with one on one instruction and the help of the toe picks on this. We had a lot of success with this program before this season and need to work on bringing it back.
- As I have said in the past we need to work on a better transition from our mite program to our squirt program with more hockey knowledge. With the ADM we have accomplished a lot of the skill needed to move on to the next level but we need to take that one step further and teach some game knowledge.
- TYH needs to focus more on our skating skills with edgework at all levels. I think we can utilize the toe pick instructors for this. We also need to work on body contact at all levels with teaching the proper way of body contact. We need to bring back the checking clinics at the end of the season for final year peewees and at the preseason for first year bantams.

We should be proud of our association this season as it was filled with so many challenges. I credit this to the exceptional work of our executive board. You put in countless hours of meetings and came up with so many plans to adhere to all the restrictions of this pandemic. In conclusion, I would like to say thank you to the board, the committee chairs, team managers, coaches and all of the volunteers throughout this season. You have put in countless hours for this association to make it successful. These are thankless jobs but without you we wouldn't be where we are today. I would also like to thank our skaters who have represented TYH throughout this season. You have made us proud both on and off the ice. I wish those skaters whose youth career with us is over great success in the next step in their hockey careers. For those whose youth career has not ended I hope you return with us next season. To all of the parents of these great athletes I give my biggest thanks. Thank you for all that you do for this association and for the skaters.

2020-2021 Vice President Report for Sponsorship & Omni Communications: Tina Severson

SPONSORSHIP SUMMARY:

*As you can see, we were down about \$2200 in total sponsorship revenue, when factoring in the gift certificates from Dicks Sporting Goods, as well as the additional sponsorship from Oak Forest for the State Tournament coverage.

*We lost (2) Power Play Sponsors, who both went to a smaller level (\$500 less each, netting \$1000 less overall) - Features and Siegert Dental. Both have offered to do more in 2022, just concerned initially with COVID.

*We also lost 2 hotel/lodging sponsors:

- Changeover in the hotels (old Holiday Inn Express changed hands and would not return invoice requests and our contacts at Hampton Inn also changed due to COVID and they did not return requests either.) In 2021-2022, suggest getting these relationships cemented in before June 2021. Also side note new Holiday Inn Express will not be accepting hockey teams in the future.
- Our lodging partner, Stoney Creek remains strong and paid for last year's rebate a little over \$900 and also this year's lodging rebate of over \$1600.

*Our State Bantam A 14U tournament committee also gathered donated items for welcome baskets, our skater goodie bags, and several signage items at discounted rates, along with a \$300 sponsorship from Oak Dental to offset those costs.

*Overall, considering the very late start to our season, the concerns with local businesses had in the year of COVID, I'm still happy with the 2020-2021 sponsorship results. We had budgeted for \$5000 and we came in at \$432 over that amount at \$5432.

OMNI RELATIONSHIP:

2020-2021 was a challenging year to navigate to say the least. COVID made initial season planning and procedures thereafter very complicated than anything we've seen in the past. Our Executive Committee met with each other, and the City staff, more than we have in any other season. We learned a lot about logistics, staffing concerns, and how policies onsite at the Omni Center are really driven by the City Administrator and Attorney. Dan Wick is extremely willing to work with our TYH group and demonstrated that over and over again amidst this pandemic year. A diplomatic approach, with a singular contact relaying the TYH concerns, desires, suggestions and positive feedback resulted in a positive year overall. Important steps to remember in this role for future VP's:

*Document communication via email – take meeting minutes, record action items, and be prepared to follow up

*Continue to meet with Dan monthly to address any concerns re: the building, staff, or meeting changes

Last season this was weekly, if not daily in some instances, but hoping COVID won't cause so much additional work this year, as many of the policies have been laid out, which can be adjusted if need be in future years

*Continue to remind the TYH Association that their ONLY and BEST method of communication is to route their concerns/questions/complaints/praises to the Exec Committee and that they will address it with the Omni

*Continue to send out update to the TYH Association so they are aware the conversations, meetings, and updates between our group and the Omni are happening

*Establish additional touchpoints during busy season timeframes – such as pre-season set up, mid-season, and a post-season wrap up

MITE 2020-21 SEASON RECAP: Emilee Mielke

Practice Schedule: Monday & Thursday

Parent Meeting/Season Kickoff: 11/3 (Returning- Via Zoom) 11/5 (New- Via Zoom) 11/10 (Zoom Makeup)

Practice Start Date: 11/19/20 - Practice End Date: 2/25/21 - 2012s: 3/11/21

6 Jamborees Regular Season. 1 Tournament 2012s Only:

- December 5: Sparta (all)
- January 23: Black River Falls (Team 1)
- January 30: La Crosse (Team 2)
- February 14: Onalaska (all)
- February 20: West Salem (Team 2)
- February 27: Tomah (Team1)
- March 12-14: River Falls Tourney (overnight) (2012s)

Season Notes:

- Photos -Photos were on-ice
 - 3 volunteers during each practice plus photo rep worked well. (One 'bouncer' not letting skaters on ice until their turn. One 'escort' took skater to photo booth. One "helmet helper" assisted with their helmet before/after photo was taken.) Photo rep stood near photographer taking order forms and calling out numbers.
 - Photos done early December were ready by Christmas.
 - Recommend doing it the same next year.
- Season Length
 - Did NOT experience coach or skater burn out this year, but everyone seemed ready for the season to come to a close. (perfect length= ~3 months + 1 week)
- Jerseys
 - Same color jerseys were great for skaters moving levels mid-season.
 - Everyone loved the new style. They are not reversible, however. (Only matters at the tourney).
 - Next year, perhaps coordinate with La Crosse so colors don't match. Both were black this year and come from the same vendor, so it was hard to differentiate at jamborees.
 - Pinnies for next year?? Would be nice to have on hand when jerseys are similar?
- Home Jamboree
 - No raffle/sucker pull this year (Covid)
 - Volunteer slots were mostly covered after quite a few reminders.
 - Goodie bags and medals were well-received and well-stocked due to some great donations from area businesses.
 - Omni Staff was great.
 - Chiller went out in Rink 2 which caused issues during the second round of games. Omni was quick to fix and ice was mostly frozen again by the third round of games.
 - Heard several comments that parents didn't like that our Jamboree date interfered with siblings' play-down dates.
- 2012s River Falls Tourney
 - Darren Pershall planned the tourney this year and did a great job.
 - 16 of the 18 skaters attended the tournament.
 - One out for Covid quarantine and one for personal reasons.
 - Took a few weeks to make sure all USA Hockey items were complete (Players/Birth Certificates/Coaches)
 - Skater & Coach attendance for practice was good for the 2012 portion of the season.