

LCAHA Meeting August 16, 2017

Attendees: Greg Kramasz, Miguel Inzunza, Melissa and Ken Belieu, Anna LeBlanc, Steve Ellison, Brian Thomas, Paul McCarthy, Pat and Jessica Westbrook, Molly and Shawn Wentworth, Jesse and Jen Short, Tracy Graffis, Bill Frei, Wendy Elliot, Heather Lee, Jessica Weber, Meghan Haryett, Kyla Ross, Jordan Evans, Jessica Bell, Reece Hewett, Bobby Hill, Justin Louchart, Paul Smith, Savannah Herbert's mom, Joleen Carper

Registration is open. Free skate pass if registered and paid in full by 9/30/17. Reminder that if you are on a payment plan, you still need to go out and sign your child up through USA Hockey to register.

Bowling tournament/fundraiser is Saturday 8/19/17 at Orchards Lanes. Two person teams at \$30/team. All ages welcome.

Old Business:

- Meeting Notes from 8/2/17 approved by Jessica Bell and Steve Ellison. Highlights of Meeting Notes discussed including Resignation of Secretary Brian Catryesse via email on 8/2/17.
- Anna Leblanc volunteered/nominated to fill Secretary. Association voted in unanimously.
- Bookkeeper has been retained to assist with Treasurer.

Finance:

- July was our best month to date for Fundraising.
 - Golf Tournament raised \$5,250. Thank you to Paul McCarthy, Brian Thomas and Shawn Wentworth and Families.
 - Yard Sale raised \$1,360
 - Special Olympic Human Foosball raised \$196 with an additional \$196 going to Special Olympics
 - Daycares have been coming in 2-3 days a week for roller skating.
- Avista bill has been down throughout the summer as the AC is only turned on when skates have been scheduled.

Ice Plan:

- 1 of 4 Compressors and 1 of 6 Fans have ceased up. We have replacement parts and Bill Scharnhort plans to come in next week to fix. In the past he has donated his time.
- It takes 1 day to get concrete cold enough to start laying down ice. Ice takes 4-5 days to put in. Bill and his kids stop by every few hours to check and lay down more water. We have rented Ice Time starting 9/10/17. Moscow has purchased ice time as their ice won't go in until November.

Approximate cost of ice installation is \$4,000, but Chris has rented ice time prior to practice starting that should cover the cost.

- Practice schedule will start October 15th, 2017, which is 2 weeks earlier than last year. Tentative schedules have been added to white board and online schedule.

Advertising:

- Radio Advertising to through Ida Vend will have 40 commercials per month during prime time on 106.9 and 105.1. We can tailor each month to fit our needs (example: Ice Skating in fall/winter/spring, and Roller Skating in summer. Steve Ellison works with the Tribune and can also assist us with getting Advertisement into the paper.
- Flyers are located at the rink desk for the coming year. Joleen has contacted the schools and our flyers are going through the review process to be handed out in all elementary schools in Lewiston, Clarkston and Asotin.
- Radio Night at the Aquatic Center on 8/18/17 where LCAHA will have a booth. Thank you to Jessica Weber, Melissa Belieu and Wentworths for volunteering.
- Rollaway closing – Contact has been made with owners and they are looking for someone to purchase the business as a whole and are not selling skates and concession items separately, but they are aware we are interested in purchasing if they choose to sell separately in the future.
- Discussion with City to put in a Bus Stop at our location. Kids ride free in the summer and could increase our Roller Skating revenue. We would need to have consistent skate times.
- With the close of the RollAway, we have had an increase of Birthday party request.
- The answering machine at the rink has had all the voicemails cleaned out and Joleen is checking them daily. We have also increased the ring time so that staff have a chance to answer when they are somewhere else in the building. We can change the message as needed to promote business hours on the website and birthday parties.
- Billboard signs have been showing up around the valley for upcoming Hockey Season. Thank you to Brian Catressye who was in contact with Lemar Outdoors. We purchased 3 billboard posters for \$300 that Lemar will put up when there is free time in between paid advertisements. These can be placed on any billboards between Couer D Alene to Grangeville at Lemar's discretion.

New Business:

- Assistant Rink Manager Chris is willing to come back. We will setting clear employee expectations for the coming ice season.
- Discussion had to approach LCSC and WWCC for possible work study or Internship within the Business Department. Miguel Inzunza volunteered to coordinate Internship.
- Monthly rental from Port has increased \$500/mo (\$6,000/year). This is based on a fair market value.
- We are currently paying \$1,800 per month to Bill Sugden. There is no current rent to own agreement. Per past conversation with Bill it would be \$80,000 to buy out lease. At last meeting Bill stated he still owes \$180,000 on his initial loan for the business.

- Parents are requesting to learn how to run Zamboni. This would assist with employee costs during practices/tournaments. Bill Frei advised that new blades cost \$240 compared to \$70/day for an employee to run.
- Parents also requesting to learn POS so they can assist during Zamboni time. Melissa suggested training parents during practice times. Prime time to sell concessions is when employee is out on the ice, in between games. Steve Ellison recommended this will assist in keeping tournaments on time as well from a ref perspective.
- Website is up and running. Melissa will be adding Meeting Notes going forward. A gear swap page is live and ready to be used.
- If you run into Registration issues, please contact Melissa Belieu for assistance. You are able to pay online or at the rink.
- September 19th at 5:30 pm will be our Welcome Back skate for hockey families. Pizza will be brought in to sell.
- Bylaws and Tournament rules are needing revised. We have obtained Missoula and Lewiston Little League bylaws to help base our revisions off of. Thank you to Jess Bell, Paul Smith, Shawn Wentworth and Wendy Elliott for volunteering to work together to revise.
- Tournament rules need to include that we have $\frac{3}{4}$ sheet of ice. Suggestion to have coaches and refs look at as well.
- We are need of more Refs. Reminder that Refs get paid. Suggestion was made for Parents to go through training so they can help ref games before or after their kids games, during tournaments. Moscow typically comes down and does the training due to our early ice. If interested, please contact one of the board members.
- Hocktober Fest – Currently on the books for September 29 – October 1, 2017. Suggestion was made to try to move to following weekend as it is the only week in between Archery/Muzzleloader and regular hunting season.
- Looking to see if we can have another Try Hockey For Free day prior to practices starting. This would be in addition to the two USA Hockey sponsored events.

Concessions:

- Brian Thomas has been in contact with Pepsi Corp to take over Concession supplies. Meeting at 10 am 8/18/17 to finalize.
- They would replace vending machines and cooler behind counter. Pepsi would restock concessions at cost. Order form would just need submitted for behind counter concessions and they would deliver (includes Commercial Keurig machine and pods). We will be able to pick products and they will send us a itemized billing and inventory. Tape and Laces will be sold behind the counter instead of in a vending machine.
- Pepsi would be able to supply us with all our tournament banners as well as \$200 worth of Gatorade water bottles. They supplies all the flyer and hole sponsor signage for our golf tournament.

- Possible sponsorship through Pepsi Corporate office, we would just need to fill out the paperwork to request.

Sponsorships:

- Hampton Inn gave us \$1,000 for the season
- Crites Seed is a potential yearly sponsor. Thank you to Brian Thomas, Pat Westbrook and families.
- Happy Day is sponsoring \$300/year but also has us on the list for Happy Day Cards. They will supply us with 150 Card that will cost \$20 each. \$10 of that will come back to the rink. These will be offered in November only. If kids sell the full cards that will increase Happy Day's sponsorship to \$1,800 annually. Happy Days will be supplying their own Sponsor Banner for rink.
- Looking for sponsor via paint donation to repaint locker rooms/doors. Jessie and Jen Short have contacts that they will be reaching out to.
- Melissa is working to consolidate sponsorships of business renewals so that they take place at one time per year instead of several each month. Most businesses have more funds in Q1 of each year. Personal sponsorships through the United Way or parents work can still take place throughout the year.
- With Business sponsorships that have been coming in from Restaurants and Hotels, we will be adding their locations and contact information to our website, flyers and tournament stuffers that will be available for incoming teams.

Jerseys:

- Jerseys have increased this year to \$110/pair. This is up from \$90/pair last year. SunWest still has sizes available but other vendors are no longer carrying current stock.
- Decision has been made to go with new Jerseys. In speaking with local screen printing company it would be easier and cheaper for us to go through online distributor K2. We will move forward with a similar color scheme that we currently have but exchanging white for grey. New cost will be \$70.50/pair (including screen printing and two pair of socks).
- Jersey replacements will start at the lower levels as they seem to be outgrowing theirs at the same time. Jersey's will be replaced at the team level with Squirts being the first to replace.
- Decision was made to have Junior Mites offered 1 practice type jersey with name and number costing \$25-\$30 per kid, supplied through a local company.

Meeting adjourned at 7:37 pm by Bobby Hill and Wendy Elliott.