

**MIAMA BOARD MEETING**  
**Shakopee Ice Arena**  
**Wednesday, February 1, 2017**  
**9:30 am**

**1. CALL THE MEETING TO ORDER**

The meeting was called to order at 9:35am.

In attendance: John Cole, Dean Mulso, Jon Balvance, Rich Rakness, Jeff Horstman, Shayne Ratcliff, Troy Ciernia, Travis Larson, Mat Hennen, Walt Bruley, David Waabe, Mike Bauer, Rick Ragan,

**2. OPEN FORUM**

Dean Mulso discussed a yearly calendar that Jon Balvance and Dean will continue to update for tasks that need to be completed for MIAMA.

**3. APPROVE FEBRUARY 2017 AGENDA**

Motion to approve: Rick R                      2nd: Mike B

**4. APPROVE OCTOBER 2016 MEETING MINUTES**

Motion to approve: Jeff H                      2nd: Rick R

**5. ADMINISTRATIVE ASSISTANT/TREASURER REPORT**

Memberships renewal information has gone out to the membership. Dean emailed copies of renewals to board for review on who has renewed or not. Dean has been updating emails if different than what he has in current database. Board asked to contact nearby rinks on renewals if they haven't renewed. There has been numerous emails sent out in regards to the ISI conference and we will continue to drive that registration for this event. Jeff H. asked if vendors can get an invoice vs. renewing online. Dean will explore this option. 27 vendors haven't renewed as of today. We are pretty much on track for # of renewals as prior years. The price went to \$200 as of last night. Dean asked Travis to change top of renewal to Arena or Vendor name vs. person's name on the top. Financially we are doing really well overall. Larger carry-over than expected from 2016, approx. \$6,000 more due to great sponsorships for events. \$63,096.15

**6. COMMUNICATIONS DIRECTOR REPORT**

Add Jon stuff. Dean suggested a contest to drive up our miama.org registration, facebook and twitter to increase use of these mediums. If a member does all these things, they would be entered into a drawing for a prize to be determined. Shayne Ratcliff and Mike Bauer will drive this new item.

**7. ISI/MIAMA SPRING 2017 JOINT CONFERENCE**

MIAMA Board Members – Conference or Room. Dean discussed we talked about this in length at October board meeting. Board members will get a room for this conference and this conference only. Conference registration is on your own. Rick asked about what you get out of your conference fee. Board discussed options for the board to get either the room or conference. Board members will let Dean know by April 7th as that's when it's due to ISI. Motion to have each board member pick either the hotel or conference registration with class to be covered by MIAMA and let Dean know by February 28th. If board member doesn't respond to dean via email by February 28th, they are out of luck. Motion by Jeff H, 2nd by Mike B. Passes. Review breakout sessions - we had to cut out some round table discussions due to having too many. Please let Dean/Jon know if you can't make your session. Board reviewed room host assignments and if board is able to handle the assignment listed. Troy asked if we list the entire bio when we introduce presenters as room hosts at the ISI Conference. Dean & Jon will discuss with ISI before May and let everyone know. Dean explained how the daily sessions work. All attendees can sit in on any class they want, but you would have had to pay to receive a certificate. Tuesday lunch buffet is the MIAMA business meeting. Evaluation Survey will go out on Tuesday, June 13<sup>th</sup>.

**8. MIAMA FALL 2017 WORKSHOP**

Tuesday, September 5<sup>th</sup> – Board discussed a Duluth Area Arena Tour and agreed that 3pm was

a good start time. This tour would be available to all members/vendors of MIAMA. We can see 2-3 facilities in the area before the board meeting. Board Meeting at 6pm, location TBD.  
Wednesday, September 6<sup>th</sup> – DECC in Duluth  
Possible speakers from Walt: Visit Duluth, Mike Sertich, Hogy. Dean will also contact Nationally Speaking for a speaker that is within budget.  
Board discussed the potential agenda.  
We are having a SIRO class. Cost for the class is \$1,500 for up to 20 people. Additional people are ? per person. Please let Dean know you need a hotel room and he will reserve them for MIAMA.

Dean/Jon will have this all ready by July 1<sup>st</sup> with it going live on the website July 15<sup>th</sup>.

FEES – based on approved budget

Arena Personnel - \$25,  
Vendor Table - \$175,  
Extra Vendor Table - \$100,  
Workshop Sponsor - \$200,  
Extra Meal - \$25  
Non-Member Rate - \$35

BY-LAW CHANGES – if we have any we will need to present at the business meeting

Evaluation Survey will go out on Tuesday, September 12<sup>th</sup>.

## **9. COMMITTEE REPORTS**

BOARD NOMINATIONS & ELECTIONS – Dean Mulso & Jon Balvance

4 positions open in September 2017:  
Vendor Representative – Jeff Horstman  
Board Member – John Cole  
Board Member – Jon Balvance  
Board Member - Troy Ciernia

Current list of interested parties from the 2016 survey's.

Brian Christianson - Apple Valley  
John Cole - SPA  
Rory Mushlin - Breezy Point  
Joe Balzer - Richfield  
Jeff Horstman - Arena Warehouse  
Chadd Benson - Litchfield  
Troy Ciernia - Shakopee

We will also add names from the ISI/MIAMA Joint Conference Survey.

The ballot will go out to the membership by July 15th with voting done by August 30th.

MEMBER RECOGNITION – Dean Mulso

At the ISI conference, MIAMA will acknowledge Al Payne Grant winners and the James Padgett award winner during the Tuesday MIAMA lunch business meeting. We will do the main member recognition at the Fall Workshop in Duluth.

IT ADMINISTRATOR (Web Page) – Travis Larson & Jon Balvance

Online renewals - Had some minor glitches with the renewal process. Trying to collect updated information from all facilities/vendors that renew. Any additional questions on the annual survey, please let Travis know in advance. Board discussed adding: Type of refrigeration, ownership, type of resurfacers, type of edgers, air quality measuring devices, scheduling software. Board discussed if there are any items to take out. This will go out February 15th with a deadline of April 1st. Responses fluctuate each year with a better response on the short survey vs. long survey. Board discussed incentive for individuals who fill out the survey. Dean motioned, Rick R 2nd for Mike B and Shayne R to figure out an incentive up to \$300 for those who fill out the

survey. Motion Approved.

At future Spring Conference & Fall Workshop's, Jon & Travis will offer Information sessions on how to utilize the website for all renewals, registrations, rinkfinder, etc. Travis said he will pick up the rinkfinder.com update now that he's back in town. Travis was gone for a month in St. Louis for the NHL outdoor game. Travis will have something new within a month.

MN HOCKEY – Rich Rakness

MN Hockey is gearing up for districts/state, HP programs are also gearing up for spring.

SOCIAL – Dean Mulso, Jon Balvance, Mike Bauer

2017 Wild social tickets are sold out. We will explore a St. Paul Saints game for the summer 2017.

RETIREEES – Walt Bruley

It's pretty quiet right now, but will probably get more once the season ends.

BY-LAW – Rick Ragan

No report

REGIONAL MEETINGS – Walt Bruley

John Flater at the Super Rink and Walt have discussed some possible dates in late Feb/early March. Once they choose a date, Walt will get information to Jon for distribution to the membership.

FUTURE CONFERENCE SITE SELECTION – Dean Mulso & Jon Balvance

Dean discussed benefits of Sugar Lake proposal and how they went above and beyond the RFP vs. Breezy Point. Dean discussed the expenses associated with the concessions that Sugar Lake would give MIAMA. MIAMA spends approximately \$1200 yearly in golf and \$1500 for session breaks. MIAMA spends approximately \$2,000 on the trap shooting event yearly. The board discussed all proposals and narrowed it down to Breezy Point or Sugar Lake Lodge. The board discussed that the rink is more accessible at Breezy Point vs. Sugar Lake. Dean mentioned that past attendance between arena members and vendors is usually within 2-5 vendors and 5-10 members each year and location doesn't seem to matter. The board discussed wifi and phone coverage at the two locations. Motion by Dean Mulso to go with Sugar Lake Lodge. 2nd by John Cole. Vote passes 5-4. Dean/Jon will negotiate with them for a better deal and inquire about cell/wifi coverage additions at Sugar Lake Lodge.

MONTHLY BOARD MEMBER ARTICLES – Feb 17, Rick Ragan, Mar 17, John Cole, Apr 17, Dean Mulso, May 17, Travis Larson, Jun 17, Jon Balvance, Jul 17, David Waabe, Aug 17, Walt Bruley, Sept 17, Jon Balvance, Oct 17, Dean Mulso, Nov 17 New President

## **9. OLD BUSINESS**

A. VENDOR SPONSORSHIP PACKAGES

\$400 Spring Conference includes sponsoring Tues lunch, Wednesday MIAMA social and Thurs tour lunch.

B. PADGETT AWARD - The award information to the membership. The deadline will be Mid-March. The information will then go to the board for a vote. Winner will be announced during the Tuesday MIAMA Business Meeting during the ISI/MIAMA Joint Conference.

C. ALAN K. PAYNE GRANT - No report as they have already been given for the ISI/MIAMA Joint conference. Walt discussed if we can change the name to the Al Payne Grant instead of the Alan K. Payne Grant. Walt will contact Joe Balzer as he was part of the board when this decision was made. Walt will get back to the board on this subject during the May Meeting

D. 2017 MEETING DATES & TIMES

May 3<sup>rd</sup> - Rogers Activity Center, Rogers, MN

May 30<sup>th</sup> – ISI/MIAMA Joint Conference, Bloomington, MN 9:30am  
July 12<sup>th</sup> - Runestone Community Center – Alexandria, MN  
September 5<sup>th</sup> – TBD, Duluth, MN  
October 4<sup>th</sup> – Delano Sports Arena, Delano, MN

#### **10. NEW BUSINESS**

A. New board polo shirts for ISI/MIAMA Joint Conference

The board discussed purchasing different MIAMA shirts. John Cole and Mike Bauer will look into a different shirt option. The board discussed wearing a different colored shirt each day of the ISI/MIAMA Joint Conference. It was discussed to wear the blue MIAMA polo shirts on Tuesday/Thursday and a new shirt on Wednesday. Board will discuss at the May meeting. Price range per shirt is \$50 max. Need 13 shirts for the board members.

B. Spring Arena Tour - Jon will contact area rinks for a late April/early May date. Jon will contact Mike Bauer for a list of previous arena tour locations. Board discussed possibly trying Rochester or St. Cloud area.

C. MIAMA Private Facebook group - Mike B. suggested we utilize a private Facebook group in addition to the message boards. The goal would be to see if this drives more communication amongst the different facilities.

#### **11. NEXT MEETING – May 3, 2017 – Rogers Activity Center**

#### **12. ADJOURNMENT -**

Motion by Jeff H, 2nd by John Cole.

The meeting was adjourned at 12:09pm

Respectfully submitted,

Jon Balvance  
MIAMA Secretary