

Minnesota State University, Mankato

Hockey Blue Line Club

Board of Directors – Meeting Minutes

Monday – September 10, 2001

A regular meeting of the Board of Directors of the Blue Line Club was brought to order at 4:09 PM by Club President Vice President Henry Okleshen. The meeting was held on Monday 10 September 2001, in the second floor conference room of the Alumni and Foundation Center at Minnesota State University, Mankato.

Board Voting Members Present – 7 of 11 Active Seats

Henry Okleshen, Vice President	Board Voting Member
David Cowan, Secretary-Treasurer	Board Voting Member
Keith Boleen	Board Voting Member
Jim Bullard	Board Voting Member
Randy Glaser	Board Voting Member
Jim Mehrman	Board Voting Member
Steve Duea	Board Voting Member

Board Voting Members Absent – 4 of 11 Active Seats

Kent Schwickert, President	(Excused)	Board Voting Member
Walter Gates		Board Voting Member
Dan Mundahl	(Excused)	Board Voting Member
Bob Bright	(Excused)	Board Voting Member

Ex-officio, Nonvoting Board Members Present – 2 of 5 Active Seats

Cheryl Regan	MSU Athletics Promotions
Margaret Healy	Student Affairs Vice President

Ex-officio, Nonvoting Board Members Absent – 3 of 5 Active Seats

Ken Anglin	Conference Faculty Rep. To WCHA
Don Amiot	MSU Athletics Director
Troy Jutting	MSU Men's Head Hockey Coach

Approval of Agenda

Director Henry Okleshen moved and Director Keith Boleen seconded that the Board approved the Meeting Agenda for 13 August 2001. Motion Carried.

Approval of Past Meeting Minutes

Director Keith Boleen moved and Club Vice President Henry Okleshen seconded that the Board approve the Meeting Minutes of 11 June 2001. Motion Carried.

Secretary-Treasurer's Report

Club Secretary-Treasurer David Cowan reported that the Club's Operating Budget ended the year with about a \$2,080.11 surplus, which includes the payoff of a \$6,060.21 carryforward shortfall from 1999-2000. Total revenues amounted to \$37,100, the bulk of which were generated from the Club's new budget formula produced membership receipt system. [Corporate Memberships of 129 x \$180 each for the Club's Operating account = \$23,220; Individual of 120 x \$95 = \$11,400; Combined total of \$34,620.]

Cowan indicated that the University has tentatively loaded the Club's Operating budget at a \$30,000 forecast level, notwithstanding the \$38,300 income and spending okayed by the Board during its 11 June meeting. Don Amiot, as Athletics Director, expressed no objection to the \$38,300 plan noting that if Club membership goals were not met the Board had better be able to quickly trim spending plans accordingly.

	2001-02 <u>Forecasts</u>	
<u>Income</u>		
Sales of Promotional Items	\$ 1,200	
Entry Fee Luncheon Collections	1,400	
Individual Blue Line Ticket Contribution	11,400	120 @ \$95
Corporate Blue Line Ticket Contribution	<u>24,300</u>	135 @ \$180
Projected Income Subtotal	<u>\$38,300</u>	
<u>Expenses</u>		
Parking Stalls	\$ 5,280	
Momentos for Blue Line Members	12,750	
Hospitality Room Prizes	2,200	
Miscellaneous Expenses	1,000	
Banner Updates	1,100	
Membership Cards	2,200	
Season Opener Kick Off Party	1,500	
Copying for <i>Hat Trick Newsletter</i> , etc.	1,000	
Postage	1,000	
Ticket Printing, etc.	2,750	
Website Maintenance	120	
Office Support Services	700	
Awards and Plaques	1,000	
Special Luncheons	1,500	
Women's Hockey Promotions	1,000	
Bus Trip to St. Cloud/U of M/ Duluth	1,000	
Miscellaneous, Amenities	1,200	
Traveling Trophy with Nebraska/Omaha	<u>1,000</u>	
Projected Expense Subtotal	<u>\$38,300</u>	

Amiot Report on Civic Center Event Parking Club Room

Athletics Director Don Amiot then presented a written report on Club parking options and what the Civic Center was prepared to do with regard to pre-game Club Hospitality Room activities. (See attached.) Amiot also presented a report on the number of parking stalls the Civic Center believed was used by Blue Line Club members during the 2000-01 season. (See attached.)

Kent Schwickert ask when, or if, the Civic Center was ever going to get a television monitor down in the new Maverick Corral corner set aside for intermissions. Amiot's report indicates that the Civic Center "is working to have TVs available in all the concession and suite areas."

Standing Committee Reports –

Student Player Committee – April Team Awards Banquets, "Meet the Players" events; etc. Members: Henry Okleshen, and Dan Mundahl. Okleshen reported on the Maverick Traveling Trophy arrangement with Un. Of Nebraska-Omaha Mavericks.

Social Committee – Home game luncheons, opening night, home game hospitality room issues, annual September memorial golf classic. Members: Kent Schwickert, Cheryl Regan, David Cowan, and Dan Mundahl. It was reported that Friday membership luncheons were planned for:

10/26/01	St. Cloud State University
11/16/01	University of North Dakota
1/18/02	University of Wisconsin – Madison

Troy Jutting hoped for a big turn out for the St. Cloud State luncheon on Friday, 26 October. All three luncheons would be open to the public using the *Free Press* local radio stations, and direct mailings to all season ticket holders. Schwickert agreed to call the Downtown Holiday Inn to ensure that the dates won't produce a conflict with their scheduled customers.

Board members again talked about a special "big tent" event Friday night 26 October for Blue Line Club and season ticket holders. A second "big tent" event could be open to the general public Saturday, 27 October. These dates are when MSU plays St. Cloud State University.

Golf Classic Task Force: Don Brose (Chairman), Steve Duea, Bob Bright, Jim Mehrman, Kent Schwickert, and Keith Boleen.

The brochure was mailed for the Dan Meyer/Blue Line Club Golf Classic to be held on 17 September at the Mankato Gold Club.

Fees range from \$125 to a \$40 social charge for those just attending the "reception and dinner".

Membership & Season Ticket Sales Committee – Member recruitment and retention, sales promotions affecting season ticket sales, etc. Members: Jim Bullard, Cheryl Regan, Dan Mundahl, Henry Okleshen and Randy Glaser. Don reported on his version of a 30 May meeting he and Jim Bullard held with the Civic Center.

Board members agreed to make local calls to membership prospects based on lists provided by Athletics Director Don Amiot.

Scholarship Endowment Committee – Works with MSU Foundation, devises and implements plans to meet \$100,000 revised endowment goal. Members: Kent Schwickert (as Club President), Steve Duea and Keith Boleen.

Schwickert reported that a special mailing would be sent out around the end of August asking for donations to the Dan Meyer Memorial Endowment Fund and pushing participation in the 17 September, 2001 Golf Classic. Schwickert indicated that he wanted pledge cards available at the Gold Classic. Kent also reported that a phonathon effort in November was planned where the Blue Line Club endowment would be featured.

Apparently the Civic Center has agreed to the installation of various plaques that would highlight donor gifts based on a tier system developed by the Club.

Tenth Annual Hockey Golf Classic – Hockey Alumni Function

Troy Jutting distributed flyers pitching the Saturday, 22 September 2001 Hockey Golf Classic being held at North Links Golf Course in North Mankato. The cost is less than the Blue Line Club's Annual Golf Classic - \$125 BLC vs. \$75 HGC. Materials will be made available at the Blue Line Club Golf Classic announcing the alumni event though use of the Blue Line Club's mailing list is not allowed at this time. The events are too close together and Club members might get confused.

Adjournment

Without objection the meeting adjourned at 5:12 PM

Respectfully submitted,

David Cowan, Secretary-Treasurer
MSU Hockey Blue Line Club