

**EASTVIEW BASKETBALL ASSOCIATION
MINUTES OF A MEETING OF THE BOARD OF DIRECTORS
SEPTEMBER 17, 2019 @ 7:30pm**

Present

Ben Goodman, President
Ross Gustafson, Vice-President
Tammy Weigel, Apparel and Equipment Coordinator
McCain Rosonke, Boys Tournament Director
Sara Hummel, Facilities Coordinator
Todd Frigstad, Treasurer
Erin Erickson, Volunteer Coordinator
Brady Nathan, Boys Traveling Director
Nick Ehrman, Girls Traveling Director
Derek Bronson, Girls Tournament Director
Alan Schafer, Player Development Coordinator

Absent

Michelle Goodman, In-house Director
Keri Williamson, Fundraising Director and Concessions Coordinator
Amy Hiivala, Web/Social Media Coordinator
Susan McGrath, Coaches Development Coordinator
Dara Bronson, Assistant Girls Tournament Director
Jude Miron, Volunteer Coordinator
Johnny Gill, EVHS Liaison

Proceedings

Meeting called to order by Ben Goodman at 7:37pm. With a quorum of Directors being present, the meeting proceeded with business. At this time, the Board approved discussed, amended and approved the meeting minutes from August 12th, 2019.

Program Updates

The Board received the following updates:

- In-house (M. Goodman)
 - Anticipating lower numbers this year
 - Registration closes on September 30th
 - Trying to send a flier in Friday folders for feeder school
- Boys Traveling (Gustafson/Nathan)
 - All teams now have 9 tournaments to play in (4th grade has 10); Rochester will open up October 4-Goal will be to register all 5th-8th grade teams
 - Reminder to be sent to coaches about sending Duluth hotel info to parents for rooms
 - All head coaches and team managers now named
 - We will be setting up coaches meeting in the next two weeks - how to be successful, share ideas, discuss parental policies, etc.
 - Hotel blocks being reserved in Rochester
 - 3v3 in Burnsville begins this weekend
 - Coaches meeting being discussed
 - Determined that late Boys entrant will be allowed to play on boys 7C team given there is one spot left – Brady to follow-up with mom
- Boys Tournament (Rosonke)
 - Trying to have everything wrapped up by end of September
 - Contacting officials
 - Contacting Doug Zook for scheduling
 - 110 teams
- Girls Traveling (Ehrman)
 - All teams now have Coaches and Managers
 - Most tournaments have confirmed registration and payment
 - Need to revisit background and concussion trainings; difficult to track

- Coach training time set for 10/2
- Need to select the Tryout date for next season and email out
- Girls Tournament (Bronson)
 - Still getting registrations for the girls tournament, 91 teams
- Player Development (Schafer)
 - Preseason trainings hugely successful. EV varsity coaches are running all sessions. Kept two or more baskets active. Coach Kyle Davis wished he had this when he was a player, and he liked the opportunity to connect with players. EV coaches connected with travel coaches about drill techniques and goals. Next year, get EV coaches on board earlier.
 - Attendance was way up from last year. Approx 75% of all grades except 5th grade (boys and girls). And 5th grade girls had a volleyball conflict. Last year was less than 50%. Scheduling multiple teams per session cut trainer and gym costs to EVBA by more than 50% compared to last year.
 - We are offering 100 shot credit for each preseason session attended. Will extend shot club thru 10/7 to accommodate. Need to update shot club tracker for 2019/20 travel players.
 - More participation from girls than boys in shot club
 - Next year, Player Dev could set up shot club with greater EV varsity connection
 - Opportunity exists to better onboard first time traveling players 5th and up. Maybe one onboarding session to make sure newbies have been introduced individually to the fundamentals of layups, shooting. Give them things to develop on their own in preseason. Especially on girls side, new players can feel intimidated.
- Facilities (Hummel)
 - Finally have 196 gym allocations, working on schedules to determine gaps
 - Need consensus from group on number of practices for certain weeks (MEA, Thanksgiving, etc)
 - Viewing FIT Academy gym on Tues to determine feasibility of space – too expensive at \$155 for 3 hours
 - Hope to have gym rental fee total estimate by next week
 - Plan is to publish October schedules by Monday, 9/23
 - No practices over MEA, Halloween, Thanksgiving (optional), week between Christmas and New Year's
- Equipment and Apparel (Weigel)
 - All uniforms are distributed
 - Coach's store was rolled out for up to 3 apparel items per team; closes 9/19
 - Logo wear store is open (the big store/big order); closes 9/19
 - Shooting shirt order has been placed
 - All of the above should arrive the same week and be distributed at the same time
 - Working on equipment bags; will be ready for allocation at the coach's meetings
 - Equipment purchase request for the program - 2 shooting straps and 2 sweep sticks; Tammy to move forward with purchasing these and will allow other coaches to use as requested
- Volunteer Coordinator (Erickson/Miron)
 - Girls Tournament - Coach Kasper interested in having Varsity and JV work clock shifts; need to follow-up with the number of shifts we would prefer them to work for us
- Web/Social Media Coordinator (Hiivala)
 - 56 current Twitter followers and 41 current Facebook followers.
 - Sent out reminders Tournament Fee link and reminders
 - Sent out parent meeting and follow up notes
 - Sent out girls hotel information
 - Updated website with parent meeting notes, 'The Parents' Playbook' link, preseason training, and tournament schedules
- Fundraising (Williamson)

- **Fundraiser Responsibilities** – Bogarts on September 28th
 - Fill out bidding sheets & put baskets together (Date TBD): Sara
 - Transport baskets/donations to Bogart's on 9/28: Tammy, McCain
 - Set up at Bogarts - beginning at 2pm: Tammy, Michelle, Alan
 - Entry tables (2) to take/sell tickets and provide beer coupons to attendees: Erin, Derek, Ross
 - Collect sheets towards end of auction, assist with payments: Todd
 - Clean-up: Brady, Ben
 - Raffle ticket sales during event: ALL
 - Lanyards with name tags: Erin
- Financials (Frigstad)
 - Reviewed budget with EVAA
 - Wrap up collection of DIBs checks
 - Sign up for credit card from Jen (EVAA)
 - Finalize Refunds - determine final refunds amounts and who will be communicating; Frigstad to get processed with Kristin

General Discussion

- Two separate board votes are required from all positions: 1) Motion to modify the bylaws to make the Player Development and Coach Development voting positions, 2) Motion to finalize bylaws; Ben to solicit both votes in writing via email
- Concussion training and Background Checks for Coaches - Nick Eull will be leading that initiative from EVAA (will be sending an email out to all coaches shortly); no additional action at this time
- Hope Field house - working on a second mortgage as the last step, we anticipate hearing a material update by the end of the month.
- EVAA board meeting - Ross, Todd and Ben attended last night. We provided our FY2020 budget and invited all board members to the Fundraiser. We also requested assistance in promoting for grades 1-3.

Brainstorming session

- Pre-Tryouts
 - Coaches fill out applications (2 weeks prior) and/or interviewed/prioritized prior to tryouts
 - Run pre-tryout skills sessions (4 sessions for \$40 to prepare for tryouts...pay for trainers)
 - Paid coach pipeline setup in advance
 - Post tryout drills/skills online in advance
- Tryouts
 - No make up tryouts - confirm tryout date for 2020 and send email out
 - Check practice numbers beforehand to eliminate duplicates
 - Teams posted within 48 hours of tryouts even if coach isn't set
 - Clearly state that parents cannot be in the gym during tryouts
 - Provide better way for evaluators to get previous years traveling coach input (bubble kids....tie breaker being work ethic!)
 - Use technology to assist with tryout evaluation
 - Set clear responsibilities for board members at each try out location (4 each)
- Parent Meeting
 - Conduct formal coaches meeting beforehand to explain what each coach needs to do
 - Eliminate need for envelopes or collecting anything (e.g. offer one payment for all fees)
 - Create smooth checkout process (if even needed)
 - Find best date that doesn't conflict with other EVHS events so attendance is maximized
 - Fund a TeamSnap account for all 20+ teams (Sara to look into cost and options for next year)
 - Do not hold jerseys while waiting for payments
 - Have paid coaches sign agreements (can still be done this year)

Board Governance

Potential topics for the next Board meeting on October 21st at 7:30pm @ Falcon Ridge

- 1) Shot Club Report Out
- 2) Monitoring Team Results
- 3) Social Media strategy
- 4) Brainstorm growth areas
- 5) Various

Adjournment

Business was concluded, the meeting adjourned at 8:56pm.