

EASTVIEW BASKETBALL ASSOCIATION
MINUTES OF A MEETING OF THE BOARD OF DIRECTORS
February 13, 2023

Present

Ben Goodman, President
Sue Newton, Vice President
Derek Bronson, Girls Tournament Director
Tom Madden, In-house Director
Dan McGrath, Assistant Boys Tournament Director and Social Media Coordinator
John Grosse, Treasurer
Rachel Swanson, Apparel and Web Coordinator
Scott Sikich, Player Development Coordinator
Jude Miron, Assistant Boys Traveling Director
Travis Day, Coach Development Coordinator
Ross Gustafson, Boys Tournament Director
Brad Newton, Boys Traveling Director

Absent

Michelle Goodman, Girls Traveling Director
Erin Hanson, Fundraising Director
Erin Erickson, Facilities Coordinator
Jo Seaton, Assistant Volunteer Coordinator
Dara Bronson, Assistant Girls Tournament Director
Kate Schwartz, Assistant Girls Traveling Director and Equipment Coordinator

Proceedings

Meeting called to order by Ben Goodman, at 8:00pm. A motion was made by Michelle Goodman, to approve the January 9, 2023 board meeting minutes. Brad Newton seconded the motion, with no board members opposed.

Program Updates

The Board received the following updates:

1. In-house Update – Madden

- 3rd-6th Grade Season (SSYBL) is entering tournament weekends. We start our end of the season tournament this Saturday (2/18) and finish next Saturday (2/25).
- I received a complaint about team formation and coaching. In-House usually begs to get coaches to volunteer so I am happy with having a consistent coach, even if they have little to no experience. Coaches have a meeting at the start of the year and are sent the coach development website but I do not provide much follow up. Might be something to consider in the future. Teams are usually made based on schools and friend requests if desired. SSYBL asks that teams are balanced but usually In-House lacks superstar players (they are on travel) which makes school teams easier.
- Referees for SSYBL games have been receiving many complaints this year from coaches, not limited to EV. I need to look at providing more guidance to coaches as to how to talk to refs.
- In-House Skills Sessions for 1st-2nd Grade have been more challenging than previous years. I asked EVHS teams if they would be interested in providing coaches to run the sessions. We had good experiences last year with 2 high school girls running a few of the sessions so I went that route this year. The players have rotated each week. Instead of 2 consistent coaches who get to know the players it varies week to week. Per reports, the coaches have struggled with "classroom management" especially with the 2nd Grade boys. I watched one of the sessions and the coaches did not do themselves any favors with how they structured the session. I need to provide more guidance and structure for these sessions, and set clearer expectations. I still like the idea of having HS players there because it gives the younger boys and girls someone to look up to, especially if they attend the HS games.

- I will most likely be looking for a new photographer next year because of multiple complaints about Linhoff. Not returning emails, missing pictures for younger grades, etc.

-

2. Traveling updates – B. Newton and M. Goodman

- Determining the right number of teams due to gym capacity
- Paid coach pipeline for next year
- Girls travel - we have ECC booked for tryouts, but I'm trying to get at AVCC instead because of location. Still waiting on confirmation for that. Otherwise all teams are registered and seeded for state. State, 2/25-26 will be our last tourney! We are hosting a pizza night with the girls varsity team the day after state, Monday 2/27. High school players will sign posters for the girls and eat dinner with them. Boys do this after a bball game, but the girls side has gotten away from it due to negative feedback with how late the night gets. Rachel and I will also collect practice jerseys and uniforms here so the managers don't have to! John - we'll connect on paying for this!
- I was approached on the girls side for presenting the idea of having 3rd grade travel as part of our association since our neighboring associations all do (lakeville south, farmington, rosemount, and Eagan). I am against it mainly because we don't have the gym space to allow for it. I like the idea of taste of travel, where they start in January, and only play in a few tournaments, but after helping Erin with scheduling this year, it would mean teams are sharing gyms a lot more often than they did this year. Ben knows more about the situation and can speak on my behalf, but I'm curious what others thoughts are!
- Great job Rachel and Scottie on shot club stuff
- Brad/Boys:
 - Boys travel update – all teams registered and seeded for State. Overall records at about .500
 - Boys tryouts will be at EVHS in August 26-27th. Dan is running the evaluations. Would request a 4th evaluator. Would prefer the paid coaches to be part of the process which would be a change for next year.
 - Rachel to get dates for tryouts on website and year end communication.
 - Brad sending out end of season evaluations

3. Social Media Update – McGrath

- Twitter/Instagram/Facebook followers:
 - Instagram - 154 followers
 - Twitter - 141 followers
 - Facebook - 286 followers
- Up to week 8 of Teammate of the week, greater flow of teams pictures coming in - primarily from the same programs. Getting some Inhouse stuff too (Especially teammate of the week) - plenty to build on.
- Will prioritize each platform for different ideas - Instagram easiest for photos/quick push out. Facebook has the greatest reach - varying age groups on each platform.
- Social media release form (can we have it part of registration process - up front)

4. Financials Update – Grosse (see appendix)

- Some top level highlights:
 - Our income is up over \$22K over budget and our fundraising and boys & girls tourneys were all huge successes!
 - We will have a little more income from apparel commissions but that should be about it.
 - We have also done a great job managing expenses! Shout out to Erin Erickson, she's been doing a great job with managing the gym time/locations
 - I estimate somewhere in the range of @ \$40K in additional expenses for the year including:
 - Second half of paid coach payments.
 - Some Girls Tourney expenses that were submitted in early Jan and AVCC gym charge.
 - Other practice time locations from 196 gyms & HFH.
 - In House contribution for SSYBL gym space.
- If we hit these numbers we will have approx an \$80,000 - \$85,000 cumulative balance with EVAA built up.
 - Ideas for excess funds:

- Extend our agreement with Hope / pre pay for space
- Fund (partially?) one grade level to play a game at the Target Center
- Volunteer appreciation?
- Do we want to pay for external evaluators for team formation? Sounds like engagement from the evaluators on the girls side is stronger than that on the boys side.
- Pay for technology that could help out our coaches...a way to diagram plays and send them out to families as an example
- video cameras - maybe 1 or 2 of them - (similar to what they have for soccer teams) where coaches could record games and/or practices and then get the video to review with their team
- Donation to the HS Booster clubs in exchange for greater participation from the HS players with our youth programming (in house and younger travel grades)
- Floor resurfacing in elementary schools
- Reduced program fee
- More gym space

5. Other items

- Final DIBS update - list of families that did not complete volunteer work – Jo is almost done
- Communication strategy - year end and go-forward – Ben, Sue and Rachel to meet and plan
- Shot club award feedback – loved the sweatshirts and mini basketballs
- Board governance for 2023-2024 – Ben will be talking with each about plans for next year
- Note - EVAA Board President transition to Jason Petti
- Boys tournament: Ross putting transition document together for Dan for next year's boys tournaments and goal is to lock down boys tourney date in the next 2 months
- Practice start times for 7/8 grade during school basketball season.
 - I watched another team practice for about an hour leading up to my team's practice recently, and it raised some concerns about making sure we are always utilizing the gym time we do have to help teach/develop our players. I was disappointed in what I saw both from a coaching perspective, and a player development perspective.
- Erin – will work on a fundraiser date for next year and coordinate with Ben for Hope.

Adjournment

- Business was concluded and the meeting adjourned at 9:00pm.

