

<b>Eagan Athletic Association - Board Meeting Minutes</b>			
<b>Thursday, January 26, 2023 6:30 p.m.</b>			
<b>Eagan City Hall, Eagan Room</b>			
President, J.J. Kirby	X	Director of Basketball, Troy Tatting	X
Vice President, OPEN	-	Director of Cross Country, Tina Wrucke	X
Treasurer, Megan Brewster	X	Director of Football, Bob Keeney	X
Administrative Officer, Nathan Krahn	X	Director of Lacrosse, Jason Oberhamer	
Secretary, OPEN		Interim Director of Soccer, Mike Langley	
Director of Sponsorship, OPEN		Director of Softball, TJ Fletcher	X
Director of Facilities, OPEN		Director of Track, TJ Rice	X
Director of Program Initiatives, Amanda Becker	X	Director of Rugby, Eric Curtin, Proxy Carla Parrish	X
Director of Marketing, Elizabeth Kmety	X	Director of Volleyball, Annette Scribner	X
Director of Public Relations, OPEN	X	Director of Wrestling, Erin Day	X
Director of Sport Programs, OPEN		Director of Baseball, Rob Emerson	X
Director of Coaches, OPEN		Director of Ultimate Frisbee, Alicia Carr	X
At-Large, Matt Lilleboe	X	At-Large, OPEN	
Director of Web Strategies and Social Media, Elizabeth Reddall			
Financial Assistant, Briana Klaus		Guests: Jonathan Moore	X
Business Interface Rep, Heather Lorentz	X	Guests: Dan Sagstetter, At Large Candidate	X
Administrative Assistant, Erikka Anderson		Public Attendees: none	

Meeting Minutes – Thursday, January 26, 2023

X – indicates attendance

Meeting was called to order by J.J. Kirby at 6:30 p.m.

### **City of Eagan Update** – Jonathan Moore

- Needs field information by mid to late march from sports.
- Fields will be ready to go by May 1.
- Some fields need to be rested and will come up with a list. Should only affect two fields at a time up to half a season. May start as soon as 2024 – primarily irrigated fields.
- EAA gets priority to field usage.

### **Approval of Minutes**

Troy Tatting motioned to approve the September 29, 2022 board meeting minutes. T.J. Fletcher seconded the motion and the vote carried. The minutes will be posted on the EAA website.

### **Program Updates:**

#### **Baseball** – Rob Emerson

Registrations opened early January with numbers as expected. Travel teams for 10U- 14U tried out in the fall with overall good feedback. Programs for 9U and 15/16+ will have spring tryouts. Currently working on uniform design, coach clinics and alumni day. Finalizing field upgrades for travel and in-house by replace pitching mounds at DHMS, dugouts at EHS fields, extending fences along baselines and installing permanent benches where needed.

#### **Basketball Update** – Troy Tatting

Mid-season reviews conducted via Survey Monkey. Out of town tournament is in Brainerd this year for both boys and girls. May try to rotate out of town tournaments to different locations. Little Hoopsters program will start in February. Eagan Basketball Academy will be held again this year in April. In-house 4-6 had strong numbers. Will increase in-house program investment next year, along with coach development and recruitment for paid coaches. Noted issues with multi-sport athletes missing practices and games due to out of season activities.

#### **Cross Country** – Tina Wrucke - ABSENT

T.J. Rice provided update for program. Currently in the offseason. Tina would like to be done as director at the end of this season and has tried recruiting for a replacement, but unable to find anyone. Is seeking EAA's assistance with promoting and recruiting.

#### **Football** – Bob Keeney

Currently in the offseason. Helmet maintenance has been scheduled. Attended the first SSYFL meeting where 2023 planning was discussed. New sub directors Dallas West for the 6<sup>th</sup>-8<sup>th</sup> grade program and Chris Thole for the 3<sup>rd</sup> -5<sup>th</sup> grade program. This will be the second year offering a free clinic in March on Sunday's. Eagan is a host for my 7 on 7 league for five Sundays in April/May, hoping to keep momentum going from the clinic into spring. Seeking a concrete slab estimate to refurbish 9<sup>th</sup> and 10<sup>th</sup> grade shed that is also used by 7<sup>th</sup>/8<sup>th</sup> grade EAA players.

**Lacrosse** – Jason Oberhamer ABSENT (sent in update)

Hosted our try lacrosse for free session, with over 80 kids in attendance. Boys registration is up and running, with girls registration to be opening soon. Marketing efforts are currently in full swing.

**Rugby** – Carla Parrish, Proxy

Taking a team to Scotland end of March during spring break. Try it free camp K-5 already showing strong numbers with 20 signed up. Registrations are also open for middle and high school programs. Will host three fundraising events.

**Soccer** – Mike Langley – ABSENT (sent in update)

Registration for spring season is open and numbers are looking good so far. Will be partnering with Eastview for the 7<sup>th</sup>/8<sup>th</sup> grade season to provide more game opportunities, when we typically only have 2-3 teams. Have partnered with Burnsville in the past, but some complaints in the past year had us look for a new partnership.

**Softball** – T.J. Fletcher

Fastpitch registration are now open and are closing January 31<sup>st</sup>. Will do a survey after team selections are complete. Expecting one more team than last year. In-house and slowpitch also opened up mid-January with registration numbers as expected to date. In-house level now includes 4<sup>th</sup> grade. Player evaluations will occur mid-February and done with FLEX sports who will handle all aspects. Players get access to player locker that will give access to some of their scores so they can monitor growth and compare year to year. Currently seeking quotes to get nets at fields from Midwest Fence to spend down fund balance. Program would supply the poles and City installs the nets.

**Track Update** – TJ Rice

Registration opened January 2. Looking to hire middle distance coach this year to be available to those who want to work on it. Looking into sponsorships from hockey and have secured one from a local realtor. Considering starting a social media account for the program, hiring a photographer and may increase the award ceremony to include other categories to be more inclusive.

**Ultimate Frisbee** – Alicia Carr

Registrations opened in January. Selling Pure Vida bracelets to raise awareness for the program and as a fundraising event.

## **Volleyball Update – Annette Scribner**

Currently mid- JO season, with three teams. Spring In-house signup is open now and will close Feb. 19. Season starts after spring break. Program starting to plan for travel tryout dates and times.

## **Wrestling – Erin Day**

Hosted a one-day free girls camp and had 40 participants. Three girls have qualified for state. Seeing average boys' registration numbers. Hired a new coach who quit after a day. Have leads on new coaches but only 2 coaches for 40 PreK -2 kids. Season wraps up in March.

## **Executive Committee**

- **At Large Director vote:** Dan Sagstetter (Action)
  - Motion was made by T.J. Fletcher to elect Dan Sagstetter to the second at-large position on the EAA Board of Directors. Nathan Krahn seconded the motion and the vote passed unanimously.
  
- **Board Members, Orientation and Committee Assignment Updates** (J.J. and Amanda)
  - Two resignations from the EAA Board of Directors – Craig Pluff and Kathy Jalivay. Craig will move to soccer board to assist Mike as their treasurer.
  - New member training and orientation was held, and all newly elected directors attended along with Dan Sagstetter.
  - Concern over the number of board openings as well as number on the executive committee. Need to recruit harder to fill roles. Marketing committee will prioritize advertising open board positions.
  - Feedback needed as to why are people resigning, considering doing exit interviews. In the interim some of these open position duties could fall into marketing or spread some tasks around until get dedicated people to fill the role.
  - Committee Assignments – Dan Sagstetter will be assigned to the Marketing Committee. Due to open roles some of the marketing committee members may be reassigned to the finance committee.
  
- **Concussion Testing Update** (Amanda)
  - Used to hold in person at EHS, but the past year stopped doing them in person. There is a link of the website now. EAA is no longer running it, just promoting it. Possible could go back to in person once there is enough staff to do it that way. Will ask about having it in person again next time.
  
- **Proposed support plan for boards without permanent Director update** (J.J.)
  - Talked about it at the July meeting.
  - J.J. sent out a draft of the policy and asks everyone to look at and give feedback.
  - Purpose – what happens when there is no director of a sport, plan, support, operation plan, recruiting, final consequence – gives EAA governance to get through without ad hoc along the way – follow the policy, crisis management and succession plan. Will revisit again in March.

- Should there be a support plan for Executive Committees when there are not enough members? It is under consideration.
- **Audit Update** (J.J. and Nathan)
  - EAA is currently being audited by the MN Dept. of Revenue regarding withholding taxes paid in the past.
  - EAA does not have employees, has independent contractors, but in past had two employees.
  - Auditors believe contractors should have been employees and taxes should have come from EAA, not the contractors.
  - Want EAA to pay back taxes from 2018 to 2021 for any paid coaches, officials, referees, contractors etc.
  - Contacted law firm to appeal the Dept of Revenue's decision by their auditor.
  - Have had discussions with neighboring associations and they are supportive of EAA's perspective since they conduct business in the same manner.

### **Finance Committee** - Megan

- January 2023 Meeting Recap
  - End of 2022 Admin Budget recap included participant numbers were over budgeted amount, but miscellaneous expense higher than budgeted mainly due to legal fees.
- Administrative Budget Approval
  - Finance committee reviewed and recommended the admin budget be brought and voted on at EAA Board Meeting, noting they approved audit proposal from MMKR, with minimal increase in cost.
  - Budgeted Participant Fee was based on 6,280 participants.
  - Motion to approve the 2023 Administrative Budget was made by Rob Emerson and seconded by Dan Sagstetter. Motion was unanimously approved.
- CD Renewal
  - EAA has two CD's one with Genisys and one with Affinity Credit Union.
  - One of the CD's matured last October and was renewed for three months, matured January 11<sup>th</sup> and EAA renewed it for 18 months rate at a 3.445% rate.
  - CD's are a tool used by EAA to bring in more money to help offset admin costs for all sports
- Food Licensing and Gambling Permits
  - Gambling licenses - please check with Megan if planning to do any gambling, raffles, bingo etc.
  - Food Licenses are required if selling concessions at tournaments or events.
  - EAA has ten calendar dates per license with the State of MN.
  - Baseball and softball utilize their high school booster club to obtain a license.
  - Megan will follow up with those sports that typically require a license or permit (Basketball and Lacrosse).
- Miscellaneous
  - Spring sports please send Megan coaches contracts.
  - Lock box is where uniform and deposit checks go, sports should not hold onto them.
  - Treasurer financial training meeting in February for new directors and treasurers.
  - Golf car rental contracts are needed.
  - BCBS rental contract is up for renewal.

- 1099's for 2022 have been e-filed and sent out.
- Amazon Smile program ending February 22<sup>nd</sup>.

### **Marketing and Technology Committee - Elizabeth Kmety**

- New Committee Members and Expectations
  - Had first committee meeting to discuss historically what was done, what are 2023 objectives (will finalize next mtg).
  - EAA Brand, hierarchy of the brand and how all sports align with that, including logos.
  - Focus on getting more participation – board or volunteer.
  - Create a clear understanding of what EAA is and sports under the umbrella.
  - Social media templates for all sports, content calendars, sharing other sports posts etc.
  - Considering adding a photo consent in registrations.
  
- Sponsorships – J.J./Megan
  - Dick's Sporting Goods
    - Dick's Sport Goods has reached out to EAA regarding sponsorship in 2023.
    - Sponsorship is typically for \$4,500 where \$2000 must be used in their equipment store, the rest in gift cards but still have \$2,225 in gift cards to hand out.
    - Don't usually use the full amount of gift cards given to EAA in one calendar year and typically baseball and softball are the only sports that can find things in the AD Starr store to purchase.
    - EAA pays unrelated income business tax of about 40% on this sponsorship.
    - In return EAA promotes shop events
    - Need to look at ways to better utilize this sponsorship. Can EAA use the gift cards in other ways, decrease amount given or increase gift cards to eliminate equipment store credit?
  
  - Sports Star Photography
    - Contract expired end of 2022.
    - Typical sponsorship agreement includes how much of net sales is returned to EAA, pricing and complimentary items.
    - Matt Lilleboe agreed to be the contact for EAA for this sponsorship and will reach out to Sport Star for more information.
  
  - Other
    - Target Field MN Twins Fundraising
      - Volunteers must be 16+ to work and 18+ to serve alcohol.
      - Paid per volunteer and how much the stand sells, grill vs non grill, location and tips (if applies). \$125 per volunteer minimum guaranteed.
      - Megan will email directors to see what dates they are interested in along with any other necessary details.

- Open-Air (all)
  - No open-air items discussed.

Meeting was adjourned by J.J. Kirby at 8:56 pm.

**Reminders:**

<b>Marketing Committee</b> 7:00 p.m. Zoom (3rd Monday, Odd Months)	<b>Finance Committee</b> 7:00p.m. Zoom (2 <sup>nd</sup> Monday, Odd Months)	<b>EAA Board</b> 6:30 p.m. City Hall (last Thursday, Odd Months)
March 13 May 15 July 24 September 25	March 13 May 8 July 10 September 11	Mar 23 May 18 July 27 Sept 28

**Committee Assignments:**

	<b>Finance</b>	<b>Marketing</b>
<b>Chair</b>	J.J. Kirby (President)	Elizabeth Kmety (Director of Marketing)
<b>Vice Chair</b>	Megan Brewster (Treasurer)	Elizabeth Reddall (Director of Web Strategy)
	Rob Emerson (Director of Baseball)	T.J. Fletcher (Director of Softball)
	Bob Keeney (Director of Football)	Annette Scribner (Director of Volleyball)
	Nathan Krahn (Admin Officer)	Eric Curtin (Director of Rugby)
	Troy Tatting (Director of Basketball)	T.J. Rice (Director of Track & Field)
	Alicia Carr (Director of Ultimate Frisbee)	Mike Langley (Director of Soccer)
	Erin Day (Director of Wrestling)	Tina Wrucke (Director of Cross Country)
	Matt Lilliboe (At Large)	Jason Oberhammer (Director of LaCrosse)
		Amanda Becker (Director of Program Initiatives)
		Dan Sagstetter (At Large) *pending board election*