



Non Profit and Volunteers

Board Meeting Notes
Monday, June-16, 2021 | 7:00-8:30pm
Location: Hope Fieldhouse, Rosemount

Our Focus: Keeping our Organization and Community, Safe, Healthy and Engaged

Draft for approval at the next regular meeting

Attendees:

Board: Jess Smith, Peter Beaumont, Kevin Brandt, Christina Beddies,

Board-Elect: Jeremy Resler , Doug Beddies

Programs: Tracey Hammel, Travis Lee

Agenda Item

Lead

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| 1. Review and Approve April Meeting Minutes | Peter |
| 2. Review Action List | |
| 3. Election of New Board members | Peter |
| 4. Program Listening Session | Jess |
| 5. 60-90 Day Marketing Calendar Highlights | Jess |
| 6. Committee Updates: | |
| 5.1. Operations Committee | Peter |
| ▸ Projects Review | |
| ▸ Marketing | |
| ▸ Escape Key | |
| ▸ Safety (Covid & Other) | |
| 5.2. Finance Committee | Kevin |
| 7. 2021 BOD Open Positions | Jess |
| 8. Other Business | Jess |



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1. Review and Approve May Meeting Minutes

Peter

- Proposed: Jess
- Seconded: Christina

2. Review Action List

Peter

Actions Review

- Fill open Board positions - **Jess**
- Lack of coaches/volunteers and how to change that to be added to Ops Comm Project List for evaluation, discussion and recommendation to Board and Programs - **Ops Comm**
- Review SafeSports and Abuse Training as to whether we should have all programs take either be added to Ops Comm Project List. For evaluation, discussion and recommendation to Board and Programs. - **Ops Comm**
- Lack of coaches/volunteers and how to change that to be added to Ops Comm Project list for evaluation, discussion and recommendation to Board and Programs - **Ops Comm**
- Review SafeSports and Abuse Training as to whether we should have all programs take either be added to Ops Comm Project List. For evaluation, discussion and recommendation to Board and Programs - **Ops Comm**
- The Board to review a suggestion of providing votes to key EVAA sports programs and make recommendations - **In progress**
- The Finance Comm will have the fee required for 2022, by September Board meeting.

3. Election of New Board Members : Jeremy Resler | Doug Beddies

- Jess introduced Jeremy Resler and Doug Beddies.
- Both have lived in this community for a number of years and have had history with EVAA as parents, volunteers and coaches.
- Both bring renewed energy and skill sets that suit the roles they are filling. Jeremy will be taking over Nick's position as Safety Director and Doug will be taking on the new Program Liaison position.
- Jeremy and Doug had met with all Board members present prior to the meeting.



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- Jess proposed we elect Jeremy to the Board, as Safety Director. Peter seconded, there were no objections, and the vote to elect Jeremy to the Board was carried unanimously.
- Jess proposed we elect Doug to the Board, as Program Liaison Director. Jeremy seconded, there were no objections, and the vote to elect Doug to the Board was carried unanimously.
- We need to get an evaasport.org e-mail address for Doug. Peter to request from Mark - see action below.
- Jess suggested we need to update Board and Program Contact List. Peter confirmed this is already done and will send new list out. It should also be available on EVAA MS365 in SharePoint - see action below.

4. Program Listening Session

Jess

Wrestling

- Summer Camp will be operated July19-22
- Jess suggested we cross promote with other sports and Travis send details to Jess.
- Anticipating 50-60 participants.
- Should we be using Instagram to promote given the target audience?

Soccer

- Overhauled the Registration system with the help of Mark Espena.
 - Moved storage locker from 7233 155th St W to Cube Smart on Johny Cake Road.
 - Season about to finish this week.
 - Registrations already open (Jun-14) for Fall season.
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- Volunteer engagement, Player Safety programs and Field/Gym coordination are hot topics.
 - We will be publishing a list of best practices for volunteer engagement for the programs to contribute or take in as they see fit.
 - Allowing partial or full credit for the child of a volunteer seems to be a big driver but it disrupts budgets.
 - Making the process easier to register as a volunteer will bring value.
 - As the Operations Committee makes this a priority, we will look to find ways to share costs and the burden of attracting, engaging and retaining our volunteers.



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- We should continue to share your feedback with the Big Board and let us know any specific needs that we can help with - see Action below.

5. 60-90 Day Marketing Calendar Highlights

- **Fall Registrations open(ing)** – We are looking forward to an exciting Fall season and expect to maintain the momentum generated in Spring. EVAA will be promoting all registrations with an ad boost.
- **Marketing updates** – June’s newsletter will go out late next week, Fall registrations will be promoted through Facebook ads and we are always seeking content to post.
- One recommendation was to expand to Instagram, we will review that process and continue to take your input on this topic.
- **Operating Committee** – Beyond the normal priorities this group has elevated Volunteer engagement and Player safety as priorities. Jeremy and Doug to both participate. This team meets monthly now, Peter Beaumont is the chair, let him know any needs directly.

6. Committee Updates:

6.1 Operations Committee

Peter

♦ Projects Update

- 90 Day Activity Plan has been migrated to MS365.
- Job Descriptions have been created for all Board positions.
- By-Laws rewritten and are now being prepared for updates and revisions.
- Tribute Corner established on EVAA website for past Board members, to recognize their valuable contributions.
- Tracery Hammel is updating Covid-19 regulations for soccer and will share for all sports.

♦ Escape Key

- No report from Mark due to vacation.

♦ Safety Update

- Jeremy has come in and already got a summary out to sports on numbers that have taken and passed concussion checks.
- Jeremy will be looking at automating this system.
- We will also be looking at SafeSports and making a recommendation to the Board to cover all sports.



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6.2 Finance Committee

Kevin

- 2021 is a much strong year fiscally than 2020.
- We are tracking to budget with all programs performing well to their budgets.
- We will be watching a risk this summer as we explore Insurance costs and look for bids.
- Our General fund deficit has been cut nearly in half this year thanks to tightened expenses at the Board level and some 'give-back' by a few sports.
- The committee recommends that we continue to drive down the deficit as a big Board and not pass these costs down to the programs in 2021.
- 2022 EVAA Admin fees were discussed and a plan is in place to scale the fees based on size/scope and level of resources consumed by a program. This will lighten pressure on smaller, IH programs like Tennis where the current registration fee is the majority of the registration cost.

7. 2021 BOD Open Positions

Jess

3 BOD Positions are still open: VP/President Elect, Fundraising Director and Marketing Director remain open.

8. Other Business

Jess

- **Volunteer Appreciation Day** : Due to short staffing at the water park we are unable to host our event here. Back up planning is underway with Hope Fieldhouse and possibly the new EVHS stadium as places we can celebrate our volunteers. Team will continue to work through this opportunity in the coming weeks. We have a strong budget planned for fun activities including food trucks, business partner sponsorships and family fun games.
- **Hope Fieldhouse** – Did you know that EVAA made a significant investment to help bring this project in Rosemount to life in 2019? This was done to not only expand our local hard court space but to find ways to bring value back to our communities. As an example, our partnership with HFH allows any EVAA community member to benefit from a discounted membership. As Covid stifled our plans to co-promote this new relationship, we will be putting effort into this over the back half of the year and into next.



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NEW ACTION

- Jess suggested we cross promote with other sports and Travis send details to Jess - **Travis**
- Continue to share your feedback with the Big Board and let us know any specific needs that we can help with - **Programs**
- We need to get an evaasport.org e-mail address for Doug - **Peter**
- Board and Program Contact List update to be put on SharePoint - **Peter**
- Promote Board open roles where you can. <https://www.evaasports.org/boardopenings>
- Send any updates you would like featured in this upcoming newsletter to Jess - **All**
- Ensure Programs to ensure Ops Committee reviews Covid and Ops processes before opening up your seasons - **Programs**
- Programs to start reviewing Volunteer safety training compliance levels if not already. Escalate any issues or opportunities to Jeremy - **Programs**
- Programs to connect with Doug and Kevin to understand timing of budget planning this year and help align your processes so that we can complete the annual budgeting process sooner this year - **Programs**
- Please share any ideas or let us know if you'd like to help plan the Volunteer Appreciation Day event - **All**
- If programs need space for rainouts, off field/court training or even camps, contact Christina Beddies to understand what value Hope Fieldhouse can bring to your program this year - **Programs**