

**EASTVIEW BASKETBALL ASSOCIATION
MINUTES OF A MEETING OF THE BOARD OF DIRECTORS
JULY 8, 2019 @ 7:30pm**

Present

Ben Goodman, President
Ross Gustafson, Vice-President
Michelle Goodman, In-house Director
Nick Ehrman, Girls Traveling Director
Derek Bronson, Girls Tournament Director
Keri Williamson, Fundraising Director and Concessions Coordinator
Alan Schafer, Player Development Coordinator
Amy Hiivala, Web/Social Media Coordinator
Tammy Weigel, Apparel and Equipment Coordinator
McCain Rosonke, Boys Tournament Director
Sara Hummel, Facilities Coordinator
Susan McGrath, Coaches Development Coordinator

Absent

Todd Frigstad, Treasurer
Brady Nathan, Boys Traveling Director
Dara Bronson, Assistant Girls Tournament Director
Johnny Gill, EVHS Liaison
Erin Erickson, Volunteer Coordinator

Proceedings

Meeting called to order by Ben Goodman at 7:35pm. 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 June 3, 2019.

Program Updates

The Board received the following updates:

- In-house (M. Goodman)
 - In-house basketball working on in-house registration...1 registration where they sign up for everything all at once (in years past there have been 2 registrations which is a nightmare for me!)
 - Changes to in-house: 4th-6th grades season will be November - March. The first 6 weeks will be mandatory skills where coaches will run it and create teams based off those sessions; Kindergarten - 2 sessions this year. One in November/December and one in January/February; 1st-3rd grade - skills night during their weekly practice time as a grade level. This insures all kids are getting the same, good instruction. Games will be on Saturdays still.
 - Susan McGrath is on board for coaches development. She will run a coaches clinic in the fall for in-house coaches showing what we want them teaching the kids. We both agreed our program lacks development of the basic skills.
 - Uniforms - Tammy has gotten one quote, we are still waiting for south metro. In-house will just do reversible jerseys this year to cut back on costs.
- Boys Traveling (Gustafson/Nathan)
 - We have started submitting registrations for tournaments. Thus far we have focused on early tournaments and the tournaments that we know fill quickly (Edina). Todd is getting checks sent out.
 - Try-outs set for August 24/25 @ EVHS with Danny Olsen-Tryout dates and location have been confirmed with the Eastview staff. We are setting up a meeting with Danny to review evaluation process so this can be transparent for the parents, would like this put into the bylaws.
 - We would like to post a link to registration for the website ASAP. We would also like a way to post the teams to the website after tryouts and head coaches are confirmed and tryout philosophy.
 - Focusing on FY2020 Goal = 150 players

- Boys Tournament (Rosonke)
 - Boys Tournament nothing new to report.
 - Have confirmed Benilde (2) and East Ridge (8) participation.
 - Focusing on FY2020 Goal = 150 teams

- Girls Traveling (Ehrman)
 - August 24/25 try-outs locked down for same weekend in Aug. as Boys (thanks to Sara for help on permit and to Coaches Molly Casper (paid), Christian Spearman, Matt Frank and Johnny Gill (paid) who will be volunteering their time to run tryouts)
 - I've been contacted by four families that will miss the new date, working on options there. Setting up an alternative date, possibly the first Wednesday after tryouts.
 - Also addressed the topic about using the coaches evaluations from last year to help move a player higher. And looking at player position and overall basketball IQ.
 - Talked about a pre-tryout practice.
 - Still working on Fall Training: working with Coach Kasper on a potential plan
 - Working on Coach eval' form update so we can get them in and discuss before try-outs.
 - 2019/20 schedule: Alexandria moved their date, so back to a ripple effect on entire schedule, and we will not be able to attend. Looking "overnight" options, possibly St Cloud in February and/or Northfield in December?? Rochester doesn't work for the girls.
 - Focusing on FY2020 Goal = 80 players

- Girls Tournament (Bronson)
 - Girls Tournament nothing new to report
 - Focusing on FY2020 Goal = 150 teams

- Player Development (Schafer)
 - 2019 Shot Club
 - Would like some more press on this, spreading the word on Twitter and Facebook, also having the coaches reaching out to their teams from last year.
 - Shot Club progress spreadsheet has been optimized for mobile; Players can use the Google Sheets app to record shots and view progress
 - Shot Club update email with link and instructions being sent (via email only)
 - MSOB Shooting Form eval sessions June 1, 8 and 15 were popular; some asked if more would be available
 - Eagan 3v3 registration closes 7/17 <http://myas.org/basketball/gopher-state-3-on-3-basketball/>

- Facilities (Hummel)
 - Pictures @SHMS Café Tuesday October 29th, Time TBD

- Equipment and Apparel (Weigel)
 - Uniforms: All uniforms and equipment bags that were checked out for spring ball were returned as of June 19. Several boys jerseys need reprinting. (Uniform is 4 years old for boys and 3 years old for girls—same happened last year). Holloway rejected my request to reprint. Working with BSN on alternative options. Will bring samples of defective jerseys to July meeting.
 - Try Out Jerseys: Gathering quotes from multiple vendors. Should we collect try out jerseys at the end of the season?
 - LogoWear: Online 'big' store ready week of July 8. Online store to order shooting shirts ready the week of July 8 (Association placing order and covering cost this year). Online store for coach's apparel ready the week of July 15. The online store will open again the last two weeks of September, and finally they will re-open in November for the holidays
 - Equipment: Replaced 6 bags that house the 29.5" balls for boys grades 7 and 8. Working on equipment order, preparing to place the order week of July 15. Equipment order will be placed using the new logo wear vendor Universal Athletics.

- Volunteer Coordinator (Erickson)
 - Volunteer (DIBS) I would like to start having conversations with the high school coaches so that we can see if they are able to take clock/floor sweeper roles in our tournaments.

- Web/Social Media Coordinator (Hiivala)
 - 40 current Twitter followers and 19 current Facebook followers.
 - I have started the registration process with Sport Engine, I didn't realize this was something I was supposed to take care of and didn't know where to start, but waiting for Sports Engine to get back to Michelle, she is the point of contact. We are trying to work quick with a company that operates at a snails pace.
 - I will post as soon as I have... Tryout Philosophy, Boys Tryout times, Pre-Tryout Practice if available, What will be available during tryouts (ie... donated items, tryout jerseys, etc..), and Teams as they are available.
 - I will post teams online by weeks end after all have try'ed out.
 - I have updated the website with current information, and made an attempt for a different visual. I have changed the fundraiser to Eastview Basketball Fundraiser, without a final vote on this. Hope this works.

- Fundraising (Williamson)
 - Identifying dates and locations: lock down date/event name (previously discussed "Buzzer Beater", event on 9/28 at Bogart's, with band to follow)
 - We voted on September 28th, 5-9pm, and changing the name to Eastview Basketball Fundraiser to that all can attend, because there is no alcohol affiliation.
 - The band "Lady Luck" playing at Bogart's on the 28th is included in your ticket.
 - The ticket purchase of 2 tickets per family (\$15 each/\$30 total) as part of annual fees – will move up tournament fees to \$260 to cover
 - Discussed fundraising using Heggies pizzas; Giving the process a trial run. We will hand out order forms at tryouts, and extra if needed at the parent meeting in September. The deadline for order forms to be turned in will be October 4th, and the pizzas will be picked up at picture night October 29th.
 - Discuss potential of e-bids vs. paper sheets (opens up items to those who cannot attend, up to two wks prior to event - ideally generating more money)
 - Concessions: met with Jodee on 7/1 to get up to speed on last two years of coordinating
 - Discussed trying to get sponsors, and we will promote with corporate logos. Would also like to get them to sponsor the picture banner for the Champions.

Financial Update/EVAA Big Board Meeting Update

Ben Goodman, proposed that at the upcoming board meeting we will have a sign-up sheet for everyone on the board to attend a mandatory EVAA Board meeting at least once. Todd will send out a board email with the EVAA basketball budget for 2019/2020. Ben informed those in attendance that members of the board need to be in contact with Todd for their specific tournament/group needs.

Administrative Procedures/Bylaws Update

Ben Goodman sent out revised draft document for review explaining administrative procedures and pointed out specific areas that will require modifications and additional discussion. Additional edits will be made based on feedback and with conversations continuing in August Board meeting. Voting members was discussed.

Board Governance

Added Susan McGrath, Coaches Development Coordinator. Volunteer Coordinator was taken over by Keri Williamson for Jodee Jones, she is also the Fundraising Director. Erin Erickson will transition into Apparel and Equipment Coordinator for FY2021

Potential topics for the next Board meeting on July 8th:

- 1) Adding help for Keri with Fundraising and Volunteer Coordination
- 2) High School program/coach involvement
- 3) Finalizing September parent meeting date
- 4) Coaches Evaluations
- 5) Logowear Store availability
- 6) Tournament dates and posting them online
- 7) Tryouts-Philosophy, Pre-Tryout Practice, Extra Tryout Time, Boys times posted, Adding a donation table to offer those in the program gentle used items from previous players to help curb cost.
- 8) Bylaws review

Adjournment

Business was concluded, the meeting adjourned at 9:45pm.