

**EASTVIEW BASKETBALL ASSOCIATION
MINUTES OF A MEETING OF THE BOARD OF DIRECTORS
MAY 13, 2019 @ 7pm**

Present

Ben Goodman, President
Todd Frigstad, Treasurer
Michelle Goodman, In-house Director
Ross Gustafson, Boys Traveling Co-Director
Brady Nathan, Boys Traveling Co-Director
McCain Rosonke, Boys Tournament Director
Nick Ehrman, Girls Traveling Director
Derek Bronson, Girls Tournament Director
Alan Schafer, Player Development Coordinator
Erin Erickson, Volunteer Coordinator
Amy Hiivala, Web/Social Media Coordinator
Tammy Weigel, Apparel and Equipment Coordinator

Absent

Keri Williamson, Fundraising Coordinator
Jodee Jones, Concessions Coordinator
Sara Hummel, Facilities Coordinator
Dara Bronson, Assistant Girls Tournament Director

Proceedings

Meeting called to order by Ben Goodman at 7:05pm. 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 April 28, 2019.

Program Updates

The Board received the following updates:

- In-house (M. Goodman)
 - Budget was finalized; will look for ways to cut down costs for next year (for example, using a reversible jersey only for 1st - 3rd graders instead of current colored uniform)
 - Considering changes for next years program
 - Only 1 session that runs from November – February
 - Separating 5th and 6th grade boys and creating a South Suburban League for 5th grade boys and then one for 6th grade boys (Rosemount, Eagan, and Farmington are all interested in this idea)
 - FY2020 Goal = 135 girls and 300 boys
- Boys Traveling (Gustafson/Nathan)
 - Developed draft tournament schedule for 2019-2020
 - Connected with McCain on schedule to assist with reciprocity opportunities
 - Hotels for Duluth tournament are booked
 - Meeting with Mark Heurth for final hand off
 - Reviewed parent survey feedback - Brainstormed discussion topics for tryouts (August), team meetings (Sept) and possible coaches meeting (TBD)
 - FY2020 Goal = 150 players
- Boys Tournament (Rosonke)
 - Communicated with Jonathan Butwinick and Shelly Nicklay about reserving gym space, November 9 and 10 for Eastview High School (3 courts), Black Hawk Middle School (2 courts), Scott Highlands Middle School (2 courts), Apple Valley Community Center (4 courts), Not sure if Falcon Ridge needed (2 courts)
 - 14 Eastview teams
 - First round of recruiting underway with emails and phone calls to Iowa teams
 - FY2020 Goal = 150 teams

- Girls Traveling (Ehrman)
 - Try Out dates: lots of moving parts I'd be happy to talk through – I just now learned that no 196 middle schools can be permitted in late Aug. so that may be a deal breaker
 - Nick to connect with Sara on securing gym space (potentially AVCC) for August date
 - Fall Training: working with Coach Kasper on a potential plan
 - Coach evaluations: still working a better process for this, will firm up this week
 - 2019/20 schedule and how that relates to our Tournament trades: passed Derek list of where I'm at now-awaiting word back from Alexandria as if that isn't a go for early Nov. and overnight, we need to look at Plan B
 - FY2020 Goal = 80 players
- Girls Tournament (Bronson)
 - Dates and locations requested through Jonathon Butwinick for January 11th and 12th (EVHS, AVCC, SHMS, FRMS, BHMS)
 - Working with Nick regarding reciprocity of teams/tournaments
 - Tournament flyer will be complete soon to be posted on website
 - FY2020 Goal = 150 teams
- Player Development (Schafer)
 - 2019 Shot Club runs June 1 – Sept 30
 - 10,000 shot goal
 - 1 min of 2-ball dribbling = 4 shots
 - AAU/Spring BBall = 1,500 shots
 - 3v3 league = 250 shots per league (Eagan, Farmington, Lakeville)
 - Want to distribute in May
 - Propose Google Sheets with versioning – haven't mastered the technology, but should be easier to report progress
 - Advantage of online - more visibility and social pressure – compete by grade
 - Use separate tabs for each Gender/Grade – list all participants by first name, last initial
 - Is first name, last initial, grade a sufficient level of privacy if posted semi-publicly
- Equipment and Apparel (Weigel)
 - 5 Equipment bags are still checked out for spring leagues
 - 5 Teams still have checked out uniforms for spring leagues
 - Sorted all returned uniforms to date and have 4 girls and 62 boys jerseys that I'll be requesting to replace due to defective wear and tear on the lettering. (Boys uniforms are 2 years old)
 - Waiting for the remainder of the uniforms to be returned before returning/replacing jerseys
 - Orders to purchase retired/black uniforms trickle in
 - Received our dividend check from BSN for logo wear sales 2018/2019 season totaling = \$906 (sales totaled \$17,024)
- Volunteer Coordinator (Erickson)
 - Would like to start conversations late Summer/early Fall for high school teams involvement in helping take on volunteer shifts such as clock/floor sweeper
 - Status Quo on host tournament set-up - Girl's first pass at boy's tournament/boy's first pass at girl's tournament
 - Tournament schedules - this last year, there were a few girl's teams that had tournaments over the boy's host tournament, if that is the case moving forward, just want to make sure families are given enough of a heads up to be able to fulfill hours, since they will only have one weekend to do dibs hours.
- Web/Social Media Coordinator (Hiivala)
 - Started an EVBB Twitter account
 - Attempted an EVBB Facebook account, hoping to get resolve this Friday the 10th, will keep you posted
 - Sent multiple development opportunity emails
 - Focusing on keeping meeting minutes and website updated with as much information as possible
 - Will look to meet with all areas to make sure that web site is now current

- Fundraising (Williamson)
 - Moving away from Hops and Hoops name to one that does not associate with alcohol
 - Identifying dates and locations
 - 9/28 or 10/5, or other recommended dates
 - Would like to propose time change from 2-6pm to 6-10pm or 7-11pm; keep day of event on a Saturday
 - May have outgrown Celt's; still need to discuss with them. Received quotes from Bald Man Brewing, Barley + Vine, & Valleywood Golf Course; waiting to hear back from Bogarts & TCO.
 - Recommend renewing mandatory ticket purchase of 2 tickets per family (\$10 each/\$20 total) as part of annual fees; would like to propose each family sells an additional 2 tickets, or donates additional \$20
 - Allows funds to rent new space if necessary, otherwise generates additional dollars for association

Financial Update

Todd Frigstad provided the last 3 years of financials of the association. He then walked through the process for creating a budget for FY2020 for review in the July Board meeting with the next step of separating into budgets for in-house, Boys Traveling, Girls Traveling, Boys Tournament, Girls Tournament and Fundraising. Tentative agreement regarding FY2020 fees based on local market intelligence and current cost structure: Registration fees of \$225, Tournament fees (10 for all grades) \$250, Volunteer check \$300. Determining best option to accept credit cards for tournament payments.

Apparel

Discussed logo wear and selection of a new vendor located in Edina (a couple blocks from Winter Park / the former MN Vikings practice facility). Universal Athletics Followed up on any/all board referrals thru this process. Vendor references included Farmington, Prior Lake and Apple Valley programs.

- Working on logos. Hope to have those finalized by June board meeting.
- Goal is to have the online store(s) ready shortly after the 4th of July.
- Proposing we consider buying the warm up shirts for our association going forward if we have the funding. Preliminary suggestion from Universal is an \$18 (decorated and personalized) Sport Tek brand/royal blue long sleeve dri-fit shirt. Last year's black/Badger brand warm up shirt from BSN with personalization was \$28.
- Found a large bin of left over tournament t-shirts in storage; planning to sell or offer for free retired uniform and logo wear remnants at try outs (boys and girls)

Survey Results/Themes

Discussed results of parent survey sent out on Survey Monkey, and collected all data. We received 132 responses. 82 surveys considered their season a success. 100 surveyed would recommend their coach, while only 5 definitely would not. 118 will play again next year, 14 said they would not play again-11 of those are 8th graders. Themes included more transparency into tryout process (no parents attending, team formation guidelines, etc) and more development options for coaches.

Mission/Vision

Discussed the importance of having a mission and vision for the program. Proposed new EVBA Mission as the following: *To mold boys and girls into positive and confident athletes by teaching respect, teamwork and competitiveness through the game of basketball.* Proposed new EVBA Vision as the following: *To inspire our community through the game of basketball while becoming the premier youth non-profit basketball association in Minnesota.* Board discussion ensued with bylaws to reflect new Mission and Vision statements.

Board Governance

Discussed need for Coach Development Coordinator (immediate) in addition to Volunteer Coordinator for next year with the desire to fill with a parent from the Boys program. Erin Erickson will transition into Apparel and Equipment Coordinator for FY2021. Discussed topics for the next Board meeting (will be

held June 3rd): 1) Fundraising ideas and discussion (Heggies pizza, raffle tickets, etc), 2) Development – MSOB debrief, 3) High School coaches involvement, 4) Bylaws review

Adjournment

Business was concluded, the meeting adjourned at 8:46pm.