

**EASTVIEW BASKETBALL ASSOCIATION  
MINUTES OF A MEETING OF THE BOARD OF DIRECTORS  
FEBRUARY 10, 2020 @ 7:30pm**

**Present**

Ben Goodman, President  
Ross Gustafson, Vice-President  
McCain Rosonke, Boys Tournament Director  
Brady Nathan, Boys Traveling Director  
Amy Hiivala, Web/Social Media Coordinator  
Nick Ehrman, Girls Traveling Director  
Erin Erickson, Volunteer Coordinator  
Keri Williamson, Fundraising Director and Concessions Coordinator  
Jude Miron, Volunteer Coordinator  
Tammy Weigel, Apparel and Equipment Coordinator  
Todd Frigstad, Treasurer  
Derek Bronson, Girls Tournament Director  
Michelle Goodman, In-house Director  
Susan McGrath, Coaches Development Coordinator

**Absent**

Sara Hummel, Facilities Coordinator  
Dara Bronson, Assistant Girls Tournament Director  
Alan Schafer, Player Development Coordinator  
Johnny Gill, EVHS Liaison

**Proceedings**

Meeting called to order by Ben Goodman at 7:42pm. 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 January 13th, 2020.

**Program Updates**

The Board received the following updates:

- **In-house (M. Goodman)**
  - Susan McGrath has taken over since I've been consumed with stuff with my mom. Thanks Susan!!
  - End of the Year SSYBL tournament is 3/6 and 3/7
  - Linhoff photo for the first time ever sent rebates checks to thank us for our business. We got around \$900 I think. I'll get those to Todd at the meeting.
  - **Looking to transition out of In-House responsibilities for 2020-2021**
- **Boys Traveling (Gustafson/Nathan)**
  - Boys Traveling nothing new to report
  - Provide current status of team records and team placement
  - FUTURE (February?) Board topic: End of season experience survey for families and HCs/ACs
    - What should the questions be? One survey for all or one survey for Families and a separate survey for HCs/ACs (Susan to comment on)?
    - Who will receive?
    - How can we coordinate in a timely manner?
- **Boys Tournament (Rosonke)**
  - Boys tournament thoughts on moving to a two day vs one day tournament. –Would like a 1 day, 3 game Max
  - Gym space and number of teams – want to make sure we have Hope FieldHouse

- **Girls Traveling (Ehrman)**
  - Before this weekend, our Win/Loss was 94-99  
Not sure the exact record this weekend but: 4-1 placed 3rd, 4-2 placed 3rd, 5th won a Consolation, 6-1 placed 2nd, and 6-2 won a Championship!
  - Confirmed with MYAS we are all registered and paid for State
  - I'd like approval for scholarship support for the 7th grader added to 7G2 in Jan, will play less than half of the season, prorated, will email EVAA to see if they qualify
  - We estimated ~50 girls for Travel Night/Shot Club Awards/Pizza Party/Poster Signing this Sat.
  - Girls tournament thoughts on moving to a two day vs one day tournament. –Would like a 1 day, 3 game Max
  - Coach Kasper “Happy Hour” session is still tbd - sorting some times – will most likely forgo this for the year
  - I'd like to send a "save the date" for next season August 29/30<sup>th</sup> Try Outs to avoid a Make-up session
  - I'd like for the Board to spend time revamping the end of season Program/Coach Evaluation for families
  
- **Girls Tournament (Bronson)**
  - Just a couple points that we would like to make is we used Blue Line Medical for trainers and saved 25\$ per hour. Huge savings compared to TCO.
  - Also this year we didn't give away any free spots so all teams paid an entry fee. Huge success for us.
  - Moving the 2021 girls tournament I want to discuss dates for the next girls tourney. To either Jan 9-10 or Jan 16-17 due to holiday calendar and Shakopee moving their date – Dara and Derek would like to keep it as is. Sara checked with AVCC, the district, and EVHS. AVCC would most likely not be available. Hope FieldHouse?? **We will keep Jan 9-10**
  - Need to apply for permit earlier
  
- **Player Development (Schafer)**
  - Player Development nothing new to report
  - **Looking to transition out of Player Development responsibilities for 2020-2021**
  
- **Facilities (Hummel)**
  - Facilities nothing new to report
  - Want to keep AVCC and possibly ECC along with Hope FieldHouse
  - FRMS scoreboard needs to be fixed, we will pay for bulbs
  - Need to fix having the score table on the court at EVHS during tournaments, possibly put the score table in the corner.
  - **Looking to transition out of Facilities responsibilities for 2020-2021**
  
- **Equipment and Apparel (Weigel)**
  - Shot Club prize apparel arrived and handed off to Alan.
  - In house had issues with missing jerseys on one boys team, pulled jerseys from the retired/boys stock (retired 3 years ago). Came in clutch!
  - Will be drafting an email to both boys and girls programs at the end of February with return instructions for uniforms and equipment.
  - Planning to follow the same course as last couple of years. The Tuesdays (two Tuesdays) following state tournament weekends, will hand in equipment bags, uniforms and try out jerseys at FRMS. Will ask for one person on each team to be responsible for collecting and delivering. Open to suggestions if anyone has a better idea!
  
- **Volunteer Coordinator (Erickson/Miron)**
  - **Dibs credit for assistant coaches - A LOT of pushback this year vs others do we change the bylaws? DIBS (1) for assistant coaches, max (2) assistant coaches, DIBS (1) for team manager**
  - Floater position - did it work? Changes/feedback for next year.

- Site coordinator role required to do conference call- think it helps make things a lot clearer! Not Schedule for first slot of the day for new to the program.
- **Paid coaches work 1 site coordinator shift next year.**
- **Paid coach teams should have an extra DIB, especially for the 8<sup>th</sup> grade clocks**
- High schoolers doing clock helped significantly in fulfilling spots, even with the few we'll pay for the girls tournament and our donation to the programs we are coming out ahead vs previous years. The girls varsity players had a very low presence for the clock positions, coach K might not have gotten the out and wants "300 for girls participation". Need the email sent out to all of the High School girls teams to increase participation.
- Four gym locations need a lot more help, maybe Dibs for scorekeepers?
- 20 players who did not complete DIBs:
  - 10 who did not complete ANY
  - 7 who completed 1 DIB
  - 3 who completed 2 DIBs
- List below – Determine what checks need to be cashed. If board could confirm a coach I may have missed or if player is still participating? After meeting will reach out to follow-up/let them know we are cashing check:

| First    | Last           | Team     | Dib 1 | Dib 2 | Dib 3 | Notes                            |
|----------|----------------|----------|-------|-------|-------|----------------------------------|
| Brenden  | Keys           | Boys 4A  | X     | X     |       |                                  |
| Jacob    | Neuenschwander | Boys     | X     | X     |       | Head Coach                       |
| Will     | Kerndt         | Boys 7C  | X     | X     |       |                                  |
| Carson   | Brunn          | Boys 4C  | X     |       |       | No Show for Two shifts on Sunday |
| Taylor   | Seaton         | Boys 6Cw | X     |       |       |                                  |
| Ben      | Schmitz        | Boys     | X     |       |       | Head Coach                       |
| Nicholas | Zuluaga        | Boys 7C  | X     |       |       |                                  |
| Lamar    | Hughes         | Boys 8A  | X     |       |       |                                  |
| Naomi    | Cook           | Girls 7C | X     |       |       |                                  |
| Liya     | Cook           | Girls 8B | X     |       |       |                                  |
| Spencer  | Ellwein        | Boys 4B  |       |       |       |                                  |
| Tommy    | Kodelka        | Boys     |       |       |       | Left the Program                 |
| Kaleb    | Price          | Boys 6Cb |       |       |       |                                  |
| Lucas    | Jacox-Dahl     | Boys     |       |       |       | Always Cash Out                  |
| Muhammad | Ali            | Boys 7C  |       |       |       |                                  |
| Ramon    | Rogers         | Boys 7C  |       |       |       | Head Coach                       |
| Samuel   | Ngando         | Boys 8B  |       |       |       |                                  |
| Ella     | Verkinderen    | Girls    |       |       |       | Always Cash Out                  |
| Rachel   | Hunter         | Girls 8B |       |       |       |                                  |
| Jaedin   | Boyd           | Girls 7C |       |       |       | Partial Season Player            |

- **Web/Social Media Coordinator (Hiivala)**
  - 80 current Twitter followers and 69 current Facebook followers.
  - Posted 6G2 video which received an all time high of 324 views and 10 new followers on Twitter and 3 new followers on Facebook.
  - Sent out a MYAS State registration update to both boys and girls
  - Sent out a Varsity/Pizza/Autograph night reminder to both boys and girls
- **Fundraising/Concessions (Williamson)**
  - Fundraising

- Believe it or not, work begins now for next seasons Fundraising event. Many companies run out of their donation allocation later in the year, so solicitation begins early! Need to discuss date and location ideas.
    - Would like to propose each team be responsible for donating a themed basket
  - Concessions
    - Girls tournament seemed to run smoother than the boys tournament. Having outside companies provide the main foods was a huge help, although believe the return is significantly less. Cookie dough was a huge success, and Domino's seemed to be a good choice. Review Dickey's to determine response. Continue to review possible partners for next season.
    - Would like to bring in another person to assist with concessions. Ideally a boy's team parent so there is coverage for both tournaments reducing the risk of missing any games
    - Overall concessions seemed to run smoother for this tournament vs. the boys tournament. Biggest change was removing all prepared foods (walking tacos, chili, hot dogs, cookies) and sticking with items that were already made (pizza, bbq, subs). Dickey's was slow on Saturday, but sold well on Sunday.
    - Cookie Dough Bliss was a huge hit! They said this was their largest tournament by far! We sold just under 550 units, bringing in a profit of just over \$400! For context, Shakopee's girls tournament the weekend prior to ours only sold 350 units...
    - Having runners start at 7am was a huge help, as well as scheduling 2 people per shift! Believe all shifts of runners were pretty busy for the duration of their time slots. Still some bumps in the road with Sam's pick up due to times we have gym access. Ideally we have that nailed down before dibs goes out to ensure we are starting everyone at the right times. Example on this one was that we couldn't get in to FRMS until later (around 9pm), but the dibs was listed to start at the same time as SHMS and BHMS. Likewise on AVCC, we couldn't get in there until 8am on Saturday, but start time was 7am for dibs. sync up start/end DIBS shift times better with game times...some felt there was some lost opportunity around concessions as an example with late games. Like always, need to revisit where we have shifts, who can fill them and make sure we're being most efficient with this process.
    - Setting up sites the night prior was HUGE!
    - AVCC had a concessions shift that started at 4pm, but the last games began at 5:10pm, so that was a pretty short shift for those people. There were a couple concessions sites on Sunday that shift times ended before the last games scheduled started (FRMS and EVHS) - might have been intentional, but that info would help to coordinate concessions tear down and transport of remaining items.
    - AVCC was a challenge. Night set up was not an option. Doors open at 8am for 830am games. Tough to get organized that quickly.
    - Someone buying left over concessions.
    - I welcome any and all feedback on good/bad, what we could do better. My second round was definitely easier than the first one, but still room for improvement! Would also welcome ANYONE who would like to help for the next one! :)
- Financials (Frigstad)
  - Plan for the girls tournament is \$54,000 revenue we came in at \$59,290.
  - Plan for expense was \$26,500 current it \$16,044 (missing concessions, trainers, facilities and tourneyville) I would expect the expenses to be on target to plan.
  - Paid for both girls and boys state tournament
  - Will wait until next week to pay for the girls tournament
  - Action items:
    - Keri - I need receipts for boys and girls tournaments for concessions.
    - Erin – you need to get paid for coffee and misc. expenses.
    - Dara and Derek – tourneyville, trainers and misc. expenses
    - Sara – Facility invoices.

## General Discussion

- Approval of December meeting minutes
- Paid Coaches for 8<sup>th</sup> grade, review bylaws on this point, Need (5), look for other outside coaches, not parents, unless unanimous for a parent to coach.
- Sports NGIN improvements
- Future Focus areas for our program (e.g. Coach Development in the Summer, playbook, resources)
- Ideas for using a 3rd tournament weekend available to us at Hope Fieldhouse, Feb All-Star or Oct Jamboree
- Discuss options and develop a "go forward tournament plan" for 2020-2021
- How best to celebrate a successful year in April...
- Recruit new positions for 2020-2021: In-house Director, Player Development Coordinator
- Confirm board members plans for 2021-2022, Jude-DIBS, Michelle-Player Development, Coordinator, Equipment/Apparel-Erin, Keri-Concessions/Fundraising – should split this up, Sara-Facilities (One more year??)
- Potential Board members: Jeff Pearson, Jeremy Frost, Linda McGrath, Other potential candidates?
- Confirm EVAA Board Attendance on 2/17 @ 7pm - Any folks interested in attending that haven't yet? Ben and Todd
- EVAA Jan Big Board Attendance and January Board Meeting
- Girls Tournament Lessons
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### **Board Governance**

Potential topics for the next Board meeting on March 9<sup>th</sup> at 7:30pm

- 2020-2021 Strategy Areas: 1) Competitiveness, 2) Team Formation, 3) Quality Bylaws review underway - Gustafson reviewing numerous items including parent and player behavior sign-off
- REQUEST: Please update your job description by the March board meeting
- Confirm status of all Board members for 2020-2021 Season
- Future Growth and Improvement areas for our program (e.g. Coaching Resources)
- Is a 3rd tournament weekend available to us at Hope
- It was suggested after this season we discuss some options and develop a "go forward tournament plan" for 2020-2021
- Growth opportunities for our volunteer coaches
- End of year experience surveys,

### **Adjournment**

Business was concluded, the meeting adjourned at 8:06pm