

**EASTVIEW BASKETBALL ASSOCIATION
MINUTES OF A MEETING OF THE BOARD OF DIRECTORS
JUNE 3, 2019 @ 7:30pm**

Present

Ben Goodman, President
Ross Gustafson, Vice-President
Todd Frigstad, Treasurer
Michelle Goodman, In-house Director
Brady Nathan, Boys Traveling Director
Nick Ehrman, Girls Traveling Director
Derek Bronson, Girls Tournament Director
Keri Williamson, Fundraising Director
Alan Schafer, Player Development Coordinator
Amy Hiivala, Web/Social Media Coordinator
Tammy Weigel, Apparel and Equipment Coordinator
Dara Bronson, Assistant Girls Tournament Director
Johnny Gill, EVHS Liaison

Absent

McCain Rosonke, Boys Tournament Director
Erin Erickson, Volunteer Coordinator
Jodee Jones, Concessions Coordinator
Sara Hummel, Facilities Coordinator

Proceedings

Meeting called to order by Ben Goodman at 7:36pm. 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 May 13, 2019.

Program Updates

The Board received the following updates:

- In-house (M. Goodman)
 - In-house basketball has nothing new to report
- Boys Traveling (Gustafson/Nathan)
 - Try-outs set for August 24/25 @ EVHS with Danny Olsen
 - Boys Traveling nothing new to report
 - Focusing on FY2020 Goal = 150 players
- Boys Tournament (Rosonke)
 - Boys Tournament nothing new to report
 - Focusing on FY2020 Goal = 150 teams
- Girls Traveling (Ehrman)
 - Targeting August 24/25 try-out but running into gym availability issues
 - AVCC's does not have enough hours available
 - Ben/Nick to ask Sara for additional assistance to find alternative gym locations/times (e.g. Metcalf, ECC, and EHS)
 - Will also look into a longer weekend shared with the boys at EVHS
 - Secured Molly Casper for try-outs; also using head coaches on tryout coordination (Christian Spearman and Matt Frank - our two paid coaches from last year)
 - Still working on Fall Training: working with Coach Kasper on a potential plan
 - Still working on Coach evaluations: still working a better process for this
 - 2019/20 schedule: looking at Alexandria on a trade-send all teams for "overnight"
 - Focusing on FY2020 Goal = 80 players
- Girls Tournament (Bronson)
 - Secured the dates and locations for January 11th and 12th Girls Tournament and has sent out the flyer to all tourney directors/contacts with associations who played in our tourney in previous years. Also, will be reaching out to other associations to bolster team participation. (EVHS, AVCC, SHMS, FRMS, BHMS)

- Focusing on FY2020 Goal = 150 teams
- Player Development (Schafer)
 1. Meeting with MN School of Basketball
 - Alan Schafer and Ben Goodman met with Brain Ammann for coordinating and collaborating coach and player training
 - Discussed using MSOB for sessions during the season (4-5 per team)
 - Reserving Tuesday nights again; assuming we want it (need a follow-up after looking at budgets to make sure we can plan accordingly)
 - Discussed adding nights for teams on their own with team fee of \$75/hour
 - Offering a Free Coaches Clinic 8-9:15pm
 - They do like the coaches in attendance during their team sessions
 - Asked for 3 Saturday windows where players could get free shot evaluations with parents taking video – 14 players on first Saturday (feedback positive)
 - Asked to sponsor Eastview basketball in some way – Keri to follow-up
 2. 2019 Shot Club
 - Initial email distributed for 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.
 - Goal is to significantly increase participation (double number of 2018 5k and 10k shooters of 19 and have participants at every grade level)
 - Focusing on 2019 Summer Goal = 38 players
 - Working with Michelle and planning to open up Shot Club to all in-house grades 4-8
 - Increase ease-of-use (online progress tracking anticipated, less detailed reporting, easy enough that my daughter will do it)
 - Increase visibility/social motivation (see progress by peers, report progress by grade)
 - Expand activities that count toward shot club (e.g. AAU, 3v3)
 - Need to ensure our budget/(in-house and traveling fees) includes enough for 50 kids at \$40/kid (t-shirt and prize) = \$2,000; won't make a decision on prizes until we see the number of participants and those who can achieve 10k shots
 - Will keep the pizza party and the announcement during a Varsity game
 - Option suggested to do a year end banquet to do broader recognition – need to continue to discuss
- Facilities (Hummel)
 - Need Sara's help to secure gym space for August girls tryouts date. Will also look into a longer weekend shared with the boys at EVHS as well.
- Equipment and Apparel (Weigel)
 - New vendor located in Edina-Universal Athletics
 - Logos are finalized with online ordering opening shortly after the 4th of July for the pre-season sales with a wide variety of price points and options with different brands
 - The online store will open again the last two weeks of September, and finally they will re-open in November for the holidays
- Volunteer Coordinator (Erickson)
 - Volunteer (DIBS) nothing new to report
- Web/Social Media Coordinator (Hiivala)
 - Great progress being made on social media presence with Facebook and Twitter up and running. 39 current Twitter followers and 13 current Facebook followers.
 - I sent out an email blast for Shot Club and Eastview summer camps. I also promoted Bogarts kids summer bowling on Twitter and Facebook in response to their fundraising support.
- Fundraising (Williamson)
 - Already at \$1500 in donations
 - Moving away from Hops and Hoops name to one that does not associate with alcohol to potentially "Buzzer Beater"
 - Identifying dates and locations

- Honing in on 9/28 at this time with 10/5 as a backup
- Would like to propose time change from 2-6pm to 5-9pm; keep day of event on a Saturday
- May have outgrown Celt's but still need to discuss with them. Received quotes from Bald Man Brewing (\$8k), Barley + Vine (\$10k), & Valleywood Golf Course; Bogarts (\$400) may be the best option to accommodate our numbers.
- The band "Lady Luck" playing at Bogart's on the 28th is included in your ticket.
- Recommend renewing mandatory 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; Keri to investigate further and discuss this being a volunteer fundraiser and not mandatory (Costco pizzas are 2 for \$13 but Keri to explore purchasing directly from the company)

Financial Update/EVAA Big Board Meeting Update

Ben Goodman, Ross Gustafson and Brady Nathan attended the May EVAA Board meeting where the financial integration steps were presented which included the Hope Fieldhouse proposal. EVAA responded to all points with a few adjustments that may cause a significant amount of time auditing expenses. Additional discussions required with Treasurers to determine feasibility. Todd to confirm with EVAA that credit cards can be accepted for tournament payments; if not, steps to be taken to allow for this critical parent convenience.

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 July Board meeting.

Board Governance

Discussed need for Coach Development Coordinator; Michelle reaching out to a potential candidate to fill this role. Concessions Coordinator will be take over by Keri Williamson next year (FY2021) for Jodee. Erin Erickson will transition into Apparel and Equipment Coordinator for FY2021; Ross has identified a potential candidate for that role. Potential topics for the next Board meeting on July 8th:

- 1) Progress with EVAA proposal
- 2) High School program/coach involvement
- 3) Continuing fundraising discussion (Heggies pizza, location/date, raffle tickets, etc)
- 4) Bylaws review

Adjournment

Business was concluded, the meeting adjourned at 8:58pm.