



EVAA 2019 October Meeting Notes

Meeting called to order: 7:35pm (Jess Smith)

Agenda:

October BOD Agenda – AV TEEN CENTER

7:30-8:30pm EVAA BOD ALL BOARD Meeting

- Welcome 5 mins
- Minutes Approval 5 mins
- Financial Update 5 mins
- Program Updates 15 mins
- Budget approvals (Basketball) 5 mins
- Committee Reports 15 mins
- New Business Topics 10 mins
- Adjourn

8:30-9:00pm EVAA BOD Actions Meeting



President’s Report:

President’s Message - It’s time for change

- 2019 Priorities
 - Elevate the role of EVAA BOD
 - Build trust across the community
 - Strengthen infrastructure
- 2020 Goals
 - Re structured BOD
 - Program and community calendar
 - Budget approval process
 - Community Engagement
 - Bylaws
- 2020 proposed committees
 - Finance
 - Engagement
 - Safety & Operations
- BOD Restructure Proposal
 - Re purpose existing roles
 - Increase voting seats
 - Voting positions for programs



Financial Update:

Insurance is the number 1 Big Board expense (\$20/kid)-Looking at the possibility of raising this few)

Facilities Costs: Hope Field has increase this line item

September Meeting BOD Minutes: Approved.



Program Updates

SALVO: No Report.

In-House Baseball: Financial issues need to be worked out.

Traveling Baseball: Traveling Baseball fundraising for Cooperstown (\$40,000) 28 kids to tournament. Flyer info and NGIN info to help get the word out. Finances are straightened out. Issues with Umpires—Current service is folding (Metro Baseball League)—Traveling will need to find new services for umpires or supply their own. Budget discussions start soon.

Basketball: Annual Fundraising just completed (Heggies). Social media and Facebook set-up for basketball. Very good set-up. In need of new coaches for the season. Recruiting new volunteers. Benchmarking other local association to understand how they are engaging with community and finding new coaches/volunteers. (Ronda)

Cross Country: No Report.

Nordic Skiing: Getting ready to start registration. (Budget will be submitted to Jen this month). Current budget has a surplus.

Football: Football season is complete. Football is losing 6 board members. Fundraiser is an issue—No raffle. No steak fry. Current parent group would rather pay higher fees than commit time to any kind of fundraiser. EVAA is still \$50 cheaper than Eagan football. EVAA and VAA combined flag football programs this year. USA football certification-All coaches will need to be certified. Registration will open in mid-June (2020).

Lacrosse: Planning stage for 2020. Next year starts February/March. Will look to partner with Eastview Lacrosse coach. Trying to create new ways to introduce the sport to the EVAA area. Goal would be to increase the number of participants. U8 and up at present. Focus on the introduction of sport and skills development. Budget will be presented in November.

Soccer: Fall weather was not good for program this year. Wet fall with lots of cancellations. Shortened season. 1400 kids with VAA kids. This may be the last season with VAA kids—5 tournament teams this fall (Work with Salvo). Anticipating 6 teams this spring.

Softball: Successful fall season. Two U14 teams. (Up from last year) Placing girls from outside community on teams—Giving them a chance to play. Ended in-house season with St.Paul Saints support. Winter program planning is underway. Need coaching support. Try-outs in March. Finances are very strong. Six weeks at cages (January thru March) Get kids excited about the sport. Expecting a large group next season.

Tennis: Tennis checks, all resolved. Jen told me on 10/5 that there was one outstanding check that wasn't cashed yet, but I double checked with the coach and he said he got the money. All good.

Track Field: No Report.

Volleyball: No Report.

Wrestling: No Report.



Program Budget Approvals: Basketball budget approved.

Committee Reports: Creating Structure for 2020

Committee Reports

2020 Goals:

- Structure and role definition
- Fill open seats
- Priority alignment
- Reporting format

Timeline:

- Alignment Nov
- Detailed Proposals Dec
- Implementation Jan

Committee	Leader	Priorities
Finance and Compliance	Nick Eull	Process improvement Program budget alignment Budget approvals Background Checks
Safety & Operations	Nick Eull/ Jess Smith	Concussion program Fields/Gyms Facilities
Community Engagement	Melissa Walsh	Social Media Strategy Volunteers Partnerships Fundraising



New Business-Future Topics:

1. Ronda-Create Volunteer Value Statement

New Business Topics

- | | |
|----------------------------------------------|----------------------|
| • EVA A BOD Restructure Proposal | Jess Smith |
| • Social Media update | Melissa Walsh |
| • Registration credits for volunteers | Nick Eull |
| • Program Budget review process | Jess Smith |
| • Safety initiative proposal | Nick Eull |
| • Program report out format | Ronda Maurer |
| • New partner opportunities | Kathy Robideau |
| • Hope Field Partnership | Jess Smith |





Proposed Board Re-Alignment:

Proposed Board Re-alignment

Role	Voting	Program	Registrations	Program	Registrations
President	1	Soccer	1643	IH Soccer	1643
Vice President - Oprations	1	Basketball	590	IH Basketball	377
Vice President - Marketing	1	Football	312	Football	312
Treasurer/Compliance	1	Baseball	507	IH Baseball	285
Secretary	1	Volleyball	262	Traveling Basel	222
Fields/Gyms Director	1	Softball	243	Traveling Bktb	213
Safety Director	1	Track	162	Traveling Softb	203
Engagement Director	1	Lacrosse	143	Track	162
Partnerships Director	1	Tennis	136	Lacrosse	143
Programs Director	1	Wrestling	76	Tennis	136
Soccer	1	Cross Country	49	IH VB	119
Basketball	1	Skiing	30	Wrestling	76
Football	1			JO VB	65
Baseball	1			Traveling VB	58
Volleyball	1			Cross Country	49
Softball	1			IH Softball	40
Track	1			Skiing	30
Lacrosse	1			Lady Canes	20
Tennis	1			Total	4153
		Total Reg.	4153		
		Total Voting	19		
		2/3 Vote Total	13		

Timeline

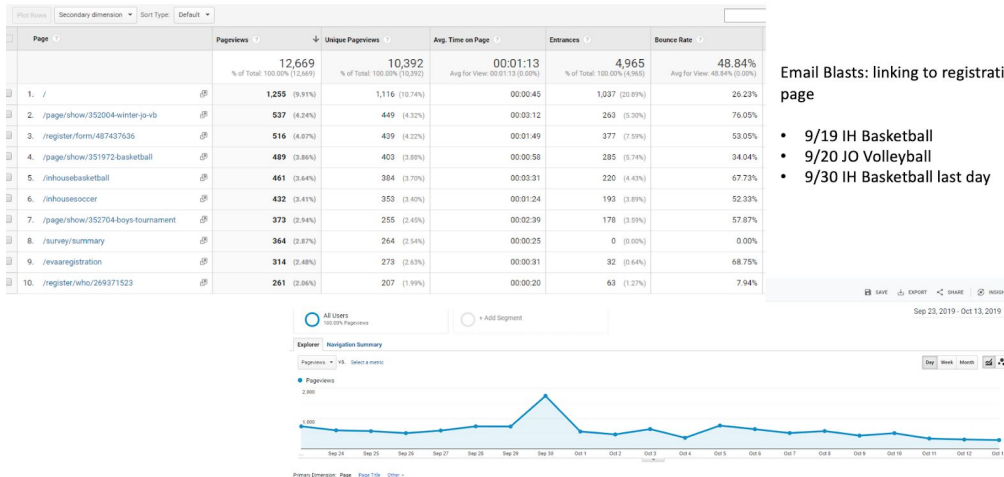
- Feedback Nov
- Alignment Dec
- Implementation Jan
- Fill open seats Mar

Active Voting Requirements:
 - Clean and approved budgets
 - Compliance to Safety and fiscal requirements
 - Active participation in all BOD sessions
 - Alignment to core EVAA Mission Vision Values



Social Media Update (Melissa Walsh:)

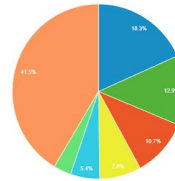
Website traffic 9/23-10/13



Website traffic 9/23-10/13

Default Channel Grouping	Acquisition			Behavior	
	Users	New Users	Sessions	Bounce Rate	Pages / Session
	2,784 <small>% of Total: 100.00% (2,784)</small>	2,265 <small>% of Total: 100.00% (2,265)</small>	4,965 <small>% of Total: 100.00% (4,965)</small>	48.84% <small>Avg for View: 48.84% (0.00%)</small>	2.55 <small>Avg for View: 2.55 (0.00%)</small>
1. Organic Search	1,850 (66.47%)	1,477 (65.21%)	2,609 (52.55%)	50.82%	2.39
2. Direct	753 (27.05%)	692 (30.55%)	996 (20.06%)	59.74%	2.09
3. Referral	537 (19.21%)	74 (3.27%)	1,329 (26.77%)	36.19%	3.23
4. Social	31 (1.12%)	22 (0.97%)	31 (0.62%)	74.19%	1.90

New Users by City



Social media

- **9/14 Sponsored Post** →:
 - Reach: 40k / Shares: 220 / Likes: 1.5k
 - NO CTA
- **9/19 IH Basketball (link to registration)**
 - Reach: 215 / Shares: 0 / Likes: 1
 - CTA: Sign-up for In-house basketball today!
- **9/20: Basketball fundraiser**
 - Reach: 492 / Shares: 3 / Likes: 7
 - CTA: If you wish to donate, please contact Keri Williamson by 9/22 at ...
- **9/30: Last day to register for IH Basketball**
 - Reach: 213 / Shares: 0 / Likes: 1
 - CTA: FINDAL DAY to sign up!

Me: "Our kids are finally at an age that we can sleep in on weekends."

Youth Sports: "Let me stop you right there."





EVAA Board Member Registration Credit proposal

- EVAA recognizes the significant commitment of time, talent and resources that its board volunteers dedicate towards the execution of their responsibilities. Therefore, a registration credit will be offered to dependents or other family members of board members not to exceed \$100 with a 12-month period, to be used on one sport of the board member's choice.
- The credit covers registration fees and cannot be used on any other program/sport fees such as uniforms, tournament fees, etc.
- The board will credit the total registration fee minus EVAA administrative fee (currently \$20) to the programs so that programs are not forced to subsidize EVAA board member credited players.
- Program boards can choose their own policies regarding any credits provided to their board members. Any registration credits provided by individual programs are required to pay the EVAA administrative fee (currently \$20).
- The board will create a budget line to account for these anticipated costs.
- This policy will have a one-year pilot test. Success of this test looks like:
 - Increase in overall number of board members and
 - Involvement and contribution by board members in official board business, including:
 - Attendance at board meetings
 - Participating on committees or sub-committees
 - Other identified success metrics

Adjourn: Nick Eull motioned to end meeting. Ronda Maurer seconded the motion. Meeting ended at 9:07pm

Next Board Meeting:

Monday, November 18, 2019 7:00 pm.

Eastview Teen Center