

**EASTVIEW BASKETBALL ASSOCIATION  
MINUTES OF A MEETING OF THE BOARD OF DIRECTORS  
APRIL 12, 2021 @ 7:30pm via Zoom**

**Present**

Ben Goodman, President  
Michelle Goodman, Player Development Coordinator  
Ross Gustafson, Vice-President  
McCain Rosonke, Boys Tournament Director  
Derek Bronson, Girls Tournament Director  
John Grosse, Assistant Treasurer  
Amy Hiivala, Web/Social Media Coordinator  
Erin Erickson, Apparel Coordinator  
Kris Wilson, Equipment Coordinator  
Brady Nathan, Boys Traveling Director  
Ben Walcker, Assistant Player Development Coordinator  
Jude Miron, Volunteer Coordinator  
Johnny Gill, EVHS Liaison  
Travis Day, Observer  
Rachel Swanson, Observer  
Brad Newton, Observer  
Jo Seaton, Observer

**Absent**

Todd Frigstad, Treasurer  
Tom Madden, In-house Director  
Nick Ehrman, Girls Traveling Director  
Jeff Pearson, Concessions Coordinator  
Keri Williamson, Fundraising Coordinator  
Dara Bronson, Assistant Girls Tournament Director  
Susan McGrath, Coaches Development Coordinator  
Sara Hummel, Facilities Coordinator  
Nathan Scott, Observer

**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, a motion was made by McCain Rosonke to approve the March 8th, 2021 board meeting minutes. John Grosse seconded the motion with no board members opposed.

**Program Updates**

The Board received and discussed the following updates:

- **In-house (Madden)**
  - Nothing new to report
- **Boys Traveling (Nathan / Gustafson)**
  - Nothing new to report
- **Boys Tournament (Rosonke)**
  - Nothing new to report
- **Volunteer Coordinator (Miron)**
  - Nothing new to report
- **Girls Traveling (Ehrman)**
  - Nothing new to report
- **Girls Tournament (Bronson)**
  - Lessons Learned
    - 132 teams (126 paid, 2 backed out due to COVID and 8 Eastview Teams)
    - Clock issues at Burnsville High School caused issues
    - Like having each team contribute clock and scorebook person
    - Having site leaders helped once again
- **Coach Development (McGrath)**

- Nothing new to report
- **Player Development (M. Goodman / B. Walcker)**
  - Nothing new to report
- **Facilities (Hummel)**
  - Nothing new to report
- **Apparel (Erickson)**
  - Reviewed options and final design
  - Confirmed sizing works for boys and girls
  - Based on current financial status; recommended purchasing for the entire program
  - Under Armour cost of ~\$100/jersey = ~\$22,000 reversible jerseys and blue shorts
  - Other brands and options were more expensive and had longer lead times
  - A motion was made by John Grosse to approve the purchase of new jerseys. McCain Rosonke seconded the motion with no board members opposed.
- **Equipment (Wilson)**
  - Nothing new to report
- **Web/Social Media Coordinator (Hiivala)**
  - Survey results = 103 responses
  - Net Promoter Score of 53; overall very positive and people appreciative of efforts to run a safe and compliant season
  - Themes: 1) Coaching feedback, 2) MYAS state fees unexpected, 3) DIBS volunteer hours seemed unnecessary for certain roles
  - Important to acknowledge feedback and take action so that our community knows we take it seriously
- **Concessions (Pearson)**
  - Nothing new to report
- **Fundraising (Williamson)**
  - Nothing new to report
- **Financials (Grosse)**
  - Presented refunds totaling ~\$15k; resulting in a balance of \$35k
    - \$35/per player per tournament missed
    - New uniforms will get balance down to \$10k for this fiscal year leaving the program with ~\$35k as the steady state reserve required for tournament cancellation purposes in 2021
  - Volunteer hours not fulfilled
    - 21 families did not complete; 17 did not complete any hours
    - 3 of these families received financial aid
    - Invoices sent to families asking for payment
  - Credit Cards expired
    - 7 players had credit cards expire or get declined mid-season (\$1,200 outstanding balances); follow-up emails sent
  - Refunds need to be cross referenced against the following criteria:
    - Financial Aid / Commitment to sell pizzas
    - Expired credit card fees
    - Volunteer/DIBS hours
    - Jerseys turned in
  - Email needs to be drafted to the program explaining the refunds
  - Financial Aid in 2020 for 12 players in total (\$4k)
    - 3 girls and 9 boys
    - Need to determine approach for 2021 season
- **Board Governance (Goodman)**
  - Critical open positions for next year including Assistant In-house Director, Apparel Coordinator

## Adjournment

- Business was concluded, the meeting adjourned at 8:35pm.