

EASTVIEW BASKETBALL ASSOCIATION
MINUTES OF A MEETING OF THE BOARD OF DIRECTORS
September 13, 2022

Present

Ben Goodman, President
Sue Newton, Vice President
Derek Bronson, Girls Tournament Director
Michelle Goodman, Girls Traveling Director
Brad Newton, Boys Traveling Director
Travis Day, Coach Development Coordinator
Erin Hanson, Fundraising Director
Tom Madden, In-house Director
Jude Miron, Assistant Boys Traveling Director
Dara Bronson, Assistant Girls Tournament Director
Ross Gustafson, Boys Tournament Director
Dan McGrath, Assistant Boys Tournament Director and Social Media Coordinator
Kate Schwartz, Assistant Girls Traveling Director and Equipment Coordinator
John Grosse, Treasurer

Absent

Erin Erickson, Facilities Coordinator
Rachel Swanson, Apparel and Web Coordinator
Scott Sikich, Player Development Coordinator
Jo Seaton, Assistant Volunteer Coordinator

Proceedings

Meeting called to order by Ben Goodman at 7:33pm. With a quorum of Directors being present, the meeting proceeded with business. At this time, a motion was made by Michelle Goodman to approve the August 15, 2022 board meeting minutes. Tom Madden seconded the motion with no board members opposed.

Program Updates

The Board received the following updates:

Traveling Tryouts Debrief (10 min) - B. Newton / M. Goodman

- 15-20 boys increase due to the redistricting/eligibility, large increase of teams in 7th and 8th
- Discussion for future – team number goal for 8th grade in order to allow for more kids to play but to also balance their experience with competitiveness vs. not being able to play at all. Impact to consider for us is gym times for 24 teams total
- Check in was positive and smooth, flow was good, times staggered was good
- Adjustments needed for number of evaluators for next year – idea of paid coaches participating in the evaluation
- Pull a team together after the season to discuss and evaluate the season and numbers of team.
- Ideas for the 4th team – coaches not paid, could that be high school players?
- Board member help was key – feedback was organization was very good and impressive
- Will vote on making these adjustments next year.
- Rounding out teams 3 for boys, 2 8th for girls

Boys

- All teams finalized and coaches lined up except paid coach for 7th grade C
- Tournaments signed up for Blue, Red and White teams, finishing the 3 additional Gold teams this week
- Potential discussion topic for next year's try-outs - more evaluators to accommodate the increase in player numbers?

- Email sent to all boy's parents for Fundraiser and jersey handout - need attendance, email sent to coaches to request players attend together if possible

Girls

- All 8 tournaments are registered for. Just waiting on the requested checks to come so I can get them paid for.
- Email sent to all GIRLS families reminding them of Kick Off on September 25th.
- Fall Trainings are posted on the website. Scottie is getting trainers for it, Kate - I'll connect with you to get bags of balls to keep at Scott Highlands.

3) Traveling Parent Meeting (10 min) - B. Goodman

- Date – October 5th proposed, 7:30pm - Erin E. to reserve a middle school

4) In-house Registration Update (10 min) - Madden

- Numbers so far are as follows. 198 total players. Boys: 147 Girls: 51
- Messaging discussed in order to increase interest in the fundraiser for our in-house families and players
- Registration is open – closing Sept 30
- Numbers are low so far – doing social media and school postings
- Ben is working with Rachel to figure out how we can ensure the messaging is in the EVAA emails
- Girls and Boys HS coaches getting players to coach and run skill development – feedback is that the players respond better to the HS coaches/players
- Gym times and schedule all set
- Tom is working on getting a partner to help with uniforms.
- I am trying to get more information out to families through emails, social media and Friday Flyers at the elementary schools. I was told that I might want to check with other sports about the flyers.

5) Fundraising Event (10 min) - Hanson

- Tom brought up a call for ideas for enticing kids to attend from in-house – perhaps tickets to the HS games
- Erin gathering donations and baskets (20)
- Will need 10 volunteers: Eric, Erin, Sue, Scottie, Brad (3pm), Derek, Tom, Dara, Michelle confirmed
- Travis bringing 4 tables, Michelle 1 table
- 4 hoops outside for games at Hope
- Vikings game at noon – any way to big screen it?
- Icees and bags of popcorn – one ticket per
- Tickets \$2 (for shooting contests and treats)
- Kate and Rachel – jerseys and coaches bags – Sue to help confirm final sizes on a handful of boys
- Pizzas next month – delivered before Xmas – discussion about making mandatory or not

6) Boys Tournament Update (10 min) – Gustafson

- Court availability confirmed and as follows:
 - SAT & SUN: Hope, SHMS, BHMS, EVHS (all courts, both days); AVCC and ECC (some courts both days)
 - SUN ONLY: Hope, SMHS, BHMS, EVHS, AVCC ECC, FRMS, BHS
- Have connected with Officials and EMS contacts; need to finalize once we have dates and locations set
- Tournament registration is still open
 - 156 teams registered (138 if you remove Eastview teams)
 - 20 different associations represented
 - Currently I've CLOSED registration for 4C, 7C, 8C divisions (already 16 teams registered)
 - Currently only 3 teams registered at 4A, 5A, 6A...still early but this could be problematic
 - Confirmed we are a Heartland qualifying tournament again.
- Open questions:
 - **Tournament awards**-it was agreed upon that for 1st place – trophies, 2nd and 3rd place – medals, Possible candy for consolation?

- **Concessions** – Dan taking the lead to see if the leadership program can step up and help so essentially outsourcing. With the amount of different courts its too much on the parents to manage alone.
- To do
 - Finalize rules (basically done)
 - Sit with McCain to figure out how to determine brackets and playing location(s)
 - Touch base with Officials lead and EMS
 - Need to understand what JoAnn needs from a DIBS perspective

7) Other items (5 min)

- **Coaches certifications:** Sue – needs coaches lists once finalized to forward to Jeremy at EVAA
- **Transfers:** we do not have acceptance for one player through the MYAS program. He played for us last year. This year he was denied and we have challenged – he is getting financial aid, lives in Eagan, school is in Mendota Heights. If the appeal is not approved, they will not play in state tournament but will get entered into another tournament.
- **EVAA Apparel** - Coaches have a code to use to order logo wear \$50 – Rachel is closing on 9/19
- **Girls Tournament - January 7-8, 2023 (Bronson)**
 - 58 teams registered to date
 - We still do need a permit for concessions even if it's pre-packaged items. Only difference is permit comes from Dept of Agriculture, not Dept of Health.
- **Coach Development (Day)**
 - Nothing new to report
- **Player Development (Sikich)**

MSOB

Had conversation with MSOB about our sessions there during the season.

- We are going to go with a 20/20/20 format for the sessions this year, meaning 20mins of dribbling, 20mins of shooting and 20mins of coach's choice depending on what they want for their team. (Compared to about 20/40 dribbling/shooting that he did last year).

- I am creating a "shortlist" of areas (rebounding, finishing, passing, etc..) that the coaches can choose from for that last 20mins that I will share with Brian and he can have on hand at the sessions

- Talked about no more lightning at the end (that was his way of making training "fun" according to him. We will instead focus on expanding the reach of the drills and doing less "stop the whole group while he talks to one kid" and keeping the group going. This will be helped by making sure the teams' coaches are in attendance and can help out with the session.

- Coaches Clinic: Told him we wouldn't do the 9pm-or-later option. I suggested just taking one of our first sessions we have planned and making that the clinic, he suggested a Sunday early afternoon. **If we can decide on a date** for that or a couple options, I can take that back to him as well. Can relay this as mandatory at Parent Meeting?

Fall Trainings

Reached out to both Goetz and Kasper about filling the slots with Coaches and HS Kids.

- Kasper has it covered
- Haven't heard back at all from Goetz
- Anything else we need from me here besides staying on Goetz?

Shot Club

Shot Club is all over for the summer. We had a total of 69 kids participate this summer, 46 Boys and 23 Girls.

- 20 kids reached the 15k milestone
- 18 kids reached the 10k milestone
- 17 kids reached over 5k
- 14 kids were under 5k

-We also had a winner on each side from all 4 of our weekly challenges that will get an extra prize when we do our recognition (which I have reached out to the HS coaches about setting up a date for as well).

-Two areas I would like to look into for next year is a way to make it more parent/child friendly for participating and being willing to fill out the doc, and making it more encouraging for the older grades to participate (we only had 7 8th graders log shots). If anyone has ideas, feel free to shoot me an email or call.

- **Facilities (Erickson)**

- No update at this time

- **Web Coordinator / Apparel (Swanson)**

- Apparel**

- Apparel store:*

- The first Eastview Basketball apparel store **closes this coming Monday, September 19**. <https://eastviewyouthtravelbasketball2022.itemorder.com/shop/sale/>
- Coach and Board emails have been sent with details regarding the \$50 credit we are providing.
- Please help share the word on the apparel store. Reminders will go out this week to families, coaches and managers.
- I included in-house families that had registered on the initial apparel store email. Tom and I have shared e-mails as Tom was very willing to communicate.
- The link to the apparel store is on our basketball website main page. Tom has plugged it on the in-house page. I've reached out to Dan to post on our social media channels.
- There will be one more Eastview basketball apparel store opening in late October in order for apparel to arrive before the Dec 25 holiday.
- Year-round apparel store will be opened and sent out to the EVAA community after this first basketball apparel store closes. The apparel store will be shipped directly to the customer, shipping and handling is charged, and it is also a fundraiser for our basketball program (we receive ~10% of proceeds). The items are all branded Eastview Lightning and we do not have the options to choose any of the items. Prices are full or suggested retail prices, where our basketball store we get apparel prices much under retail prices due to high quantities ordered, being a long standing customer, etc. The year-round store is a new concept the apparel store is offering this year.

- Shooting shirts:*

- Shooting shirts will be ordered at the end of the 1st apparel store. I'm working with Michelle and Brad on any potential late registrations as well as players who were not at tryouts but placed on a team to determine sizes to order. I will need their shooting shirt sizes before ordering.

- Uniforms:*

- Available uniforms will be distributed at the September 25 fundraiser. The uniforms will be arranged by team/coach. Each coach will be able to pick up their bag of uniforms and distribute out to their team.
- I expect that we will need to order ~10 additional uniform pieces. I will communicate to the coaches that have players who will be waiting on uniform pieces. I will also try to keep the number of teams impacted to the minimum.

- Registrations:*

- A request has been sent in to open the travel basketball registration link as there are 2-3 potential late registrations. I've been in communication with Michelle and Brad on this. I'll also loop in John and Erin if/when the players are registered so they are aware for fundraising communications, budget, etc.

- **Equipment (Schwartz)**

- No updates at this time

- **Social Media Coordinator (McGrath)**

- No updates – continuing to spread updates and noteworthy/fun news via channels

- **Financials (Grosse)**
 - No updates at this time

Adjournment

- Business was concluded and the meeting adjourned at 8:41pm.