

**EASTVIEW BASKETBALL ASSOCIATION  
MINUTES OF A MEETING OF THE BOARD OF DIRECTORS  
MARCH 9, 2020 @ 7:30pm**

**Present**

Ben Goodman, President  
McCain Rosonke, Boys Tournament Director  
Amy Hiivala, Web/Social Media Coordinator  
Nick Ehrman, Girls Traveling Director  
Tammy Weigel, Apparel and Equipment Coordinator  
Derek Bronson, Girls Tournament Director  
Michelle Goodman, In-house Director  
Susan McGrath, Coaches Development Coordinator  
Jeff Pearson, Concessions Coordinator (2020-2021)  
Kris Wilson, Equipment Coordinator (2020-2021)

**Absent**

Keri Williamson, Fundraising Director  
Erin Erickson, Volunteer Coordinator  
Jude Miron, Volunteer Coordinator  
Sara Hummel, Facilities Coordinator  
Dara Bronson, Assistant Girls Tournament Director  
Brady Nathan, Boys Traveling Director  
Ross Gustafson, Vice-President  
Todd Frigstad, Treasurer  
Alan Schafer, Player Development Coordinator  
Johnny Gill, EVHS Liaison

**Proceedings**

Meeting called to order by Ben Goodman at 7:32pm. 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 February 10th, 2020.

**Program Updates**

The Board received the following updates:

- **In-house (M. Goodman)**
  - In-house basketball wrapped up this weekend
  - Lots of good feedback about our 70 team tournament; thanks for Susan McGrath for helping lead this!
  - Meeting with Tom madden to talk about him taking over in-house for next year
- **Boys Traveling (Gustafson/Nathan)**
  - End of year survey that will go out to all participating families (travel and in house)
  - Continuing to help update the bylaws for the 2020-2021 season. Once we review, we will send out for full Board feedback, and then once finalized, full Board approval.
  - Starting to work on additional documents for the program for the 2020-2021 season, namely Player, Coach, and Parent Code of Conduct forms
  - Securing dates for tryouts with Eastview staff and discussion have begun regarding alterations to team formation and posting of teams
  - Working to secure Rochester hotels for 2021 and expect to keep this tournament on calendar; Duluth remains a point of conversation
  - Will be discussing paid coaches at end of season and looking to lock in coaches for next year
- **Boys Tournament (Rosonke)**
  - 2020 Flyer ready to go, will post when MYAS makes available
- **Girls Traveling (Ehrman)**
  - Girls Travel wrapped up this weekend – the team we were most concerned with having a good experience overall (7G2) won their division – C4 State Champs!
  - Send a "save the date" for next season August 29/30<sup>th</sup>; no make-up sessions

- Need to work with Tammy to make sure all uniforms and equipment are accounted for
- Need to make sure we have our Coaches complete Player Evaluations
- Need to align with Boys on next season Try Out dates and communicate this out (source a gym, secure eval staff, etc.)
- Need to start discussing next year Paid Coach strategy
- Tammy has our hotels for next year all set already
- Lots of buzz around Shot Club due to the hoodies; anticipating a record off-season
- **Girls Tournament (Bronson)**
  - 2020 Flyer ready to go, will post when MYAS makes available
- **Player Development (Schafer)**
  - Shooting Form Evaluation Sessions
    - Was pretty popular. Parents can video tape.
    - Check in with MSOB about willingness to offer again for free.
    - Use Google Docs for appt scheduling. Running it entirely via email last year was painful. Also gives better visibility to MSOB.
    - Schedule over multiple Saturdays to accommodate busy schedules.
  - Shot Club
    - Google docs worked well to track Shot Club participation and performance
    - Can start earlier. Last year was June-Oct 13 (thru end of preseason trainings).
    - Use Shot Club credit to drive activity
    - Shooting Form Evaluation, AAU/MYAS participation, 3v3
    - Ideally, commit to prizes ahead of time. It was awkward talking about unspecified “prizes” last summer. Great feedback on the hoodies.
  - Preseason training
    - Get interest/commitment from EV coaches as soon as tryout times are set. Don’t wait on locations to be confirmed. Last year, trainings began 2 weeks after tryouts. 6 hours 9-3 Sat and 2 hrs 6-8 Tues.
    - Distribute 1099 forms to trainers (if needed) at/before trainings. Touch base with Todd/Treasurer.
    - 30 kids (3 teams) is about the max per session
  - Open Gyms
    - Consider open gym time in the spring/summer for parents and kids to play 1v1, 2v2, 3v3
- **Facilities (Hummel)**
  - Facilities nothing new to report
- **Equipment and Apparel (Weigel)**
  - Equipment and Apparel nothing new to report
- **Volunteer Coordinator (Erickson/Miron)**
  - Evaluating 15 families as to whether checks will be cashed
- **Web/Social Media Coordinator (Hiivala)**
  - 86 current Twitter followers and 78 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.
- **Fundraising/Concessions (Williamson)**
  - Fundraising/Concessions nothing new to report
- **Financials (Frigstad)**
  - Continue to work to close out EVBA and be fully financially integrated into EVAA

## Board Governance

- Reviewed outstanding board positions for 2020-2021: In-house Director, Concessions Coordinator
- Potential topics for the next Board meeting on April 13th at 7:30pm
  - 2020-2021 Strategy Areas: 1) Competitiveness, 2) Team Formation, 3) Quality
  - Have all job descriptions updated and current
  - Staff all open Board positions

## Adjournment

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