



**Board Meeting Notes**  
**Monday, September 15<sup>th</sup>, 2025 – 7:00-8:30 p.m.**  
**Apple Valley Community Center**

**Board Meeting Attendees:**

<b>EVAA Main Board</b>		<b>Present</b>
President	Peter Beaumont	Yes
Vice President	<i>Open</i>	
Treasurer	Kevin Brandt	Yes
Secretary	Kevin Drometer	Yes
Operations Director	Jeff Sulzbach	Yes
Safety Director	Jason Petti	
Marketing Director	Nicole Midtdahl	Yes
Fundraising Director	<i>Open</i>	
Facilities Director	<i>Open</i>	
<b>Program Directors</b>		<b>Present</b>
Soccer	Michael Johnson	Yes
Basketball	Jude Miron	Yes
Baseball	Jeremy Frost	Yes
Softball	Mike Simonson	Yes
Lacrosse	Jon Moynihan	Yes
Football	Doug Beddies	Yes
Volleyball	Kelli Geilow	Yes
CX Skiing	Dave Freed	
Tennis	Bryana Klofstad	
Track & Field	Shawna Nelsen- Wills	
Wrestling	Jud Turk	
Cross Country Running	Stephanie Peterson	
<b>Additional Guests</b>		<b>None</b>



**AGENDA**

See Appendix 1

**1. Welcome Sign-In**

The meeting was called to order at 7:01 p.m. A quorum was present.

**2. Vote to approve August Minutes**

Jeff Sulzbach Motioned, Jude Miron Seconded, **Approved**

**3. Review action Items from the Previous Meeting**

ACTION	WHO	STATUS
Connect with VAA regarding what they are paying/ being charged for their storage facility	Peter	
Get EVAA website updated with current Board members	Kevin D.	
Follow up with Faithful Shepard and St. Joes re: use of gyms.	Jason	Not Done
Negotiations Committee formed with the intent to connect with AV	Jeff	
Storage workup tool from Eric and Nick to be sent to Peter and Mike from Fusion.	Jason	Not Done
Follow up with Matt Percival on Scholarships and are they only open to those on meal programs	Jason	Not Done
Connect with Mark E. about a Q & A session at a future board meeting to discuss the Sports Engine platform	Peter	Done
Draft agenda for the Annual & Strategy meeting-TBD at Board meeting	Peter/Jeff	Due by Sep-19
Revise Ops Committee Guidelines	Jeff	Due by Sep-19



#### 4. Introduction of new EVAA Board Member

Welcome, New Marketing Director- Nicole Midtdahl

**Nicole Asked each attending Program Director for feedback, specific to each program:**

**Jude Miron/ Basketball-** Looking for better communications with the schools. In years past, we were allowed to use a “paper flyer” that would be sent home with students; that process is gone. How do we “crack the nut” on getting info to the kids/ parents about opportunities, registrations, etc, without being another “wall of text email” that gets ignored.

**Jeremy Frost/ baseball-** Concerns with registration numbers falling off as players age up, interested in how to out-flank that issue. Kevin Brandt commented how “Club Teams” Start to affect registrations at the older age groups and suggested some sort of “pros and cons” info sheet? To educate parents, before they blindly sign up for club thinking the “grass is greener on the other side” This could in the form of an email, a blurb on our website, etc... Bottom line being, how can we help to educate parents faced with a large financial decision about leaving rec ball for club.

Jeremy also brought up the fact that Sports Engine Emails do not come across our cell phone/ apps very well, possibly adding to the lack of attention from families; Many agreed.

**Michael Johnson/ Soccer-** Michael Suggested Identifying the “at risk age groups” meaning, the ages in each sport when we start to see separation between good and average/ or beginner players. example- 10U soccer, 12U Softball, 10-12U Baseball, etc... The point being a blast to ALL families might go unnoticed but a focused effort to specific age groups might be better spent energy.

Michael stated the Programs need a better way to utilize EVAA Facebook as it currently goes through Mark Espana for submitting entries. Jeff chimed in noticing the last EVAA entry was months/ years? Ago...

**Mike Simonson/ Softball-** Mike acknowledges the above-mentioned concerns as it relates to his program (Softball) and is in support of efforts from EVAA Marketing Director to assist.

**Doug Beddies/ Football-** Doug agrees the overall concerns previously mentioned and would appreciate assistance in a better website/ social media/ etc type of presence, giving a few neighboring schools as an example of a “well put together” website. Ie- Lakeville South or North as nice websites.



- Nicole listened to all this feedback, and it was decided she will reach out to each Program Director for 1on1 discussions. (added to action items)
- Nicole has achieved successful results by focusing on the following 3 items:
  - EVAA Email revisions, implementing, etc.
  - Individual Program email revisions, implementing, etc.
  - Strong Focus on social media; Facebook, Twitter, whatever else is popular right now?

#### **5. Discuss Storage Opportunity**

- Jeff Sulzbach shared details regarding what each program reported for storage needs vs the proposed building size.
- Kevin Brandt suggests going back to AV with a counteroffer proposing NO ANNUAL FEE for EVAA other than covering the costs for inside alterations and utilities.
  - **Vote to form Negotiations Committee Led by Jeff Sulzbach**
    - **Michael Johnson Motioned, Doug Beddies 2<sup>nd</sup>, Motion Passes**
- Doug Beddies raised concerns about rodent/pest control as his gear (shoulder pads, etc.) are an easy target for rodents.
- Kevin Brandt is in favor of having all EVAA equipment under 1 roof from an insurance/financial perspective.
- Jeremy Frost raised concerns about consolidating ALL EVAA gear under 1 roof, with regards to an unknown disaster, a fire for example as there are no sprinklers in the plans.
- Vote to Form Negotiation committee to

#### **6. Review general/ Consolidated Financials**

- Kevin Brandt Shared the financial spreadsheets, explained how to view and understand the information. Thanks Kevin!

#### **7. Review Ops Roadmap**

Not discussed

#### **8. Program Highlights**

9. Not discussed

#### **9. Issues**

\* Consider Centralizing Communication to EVAA families to be under Nicoles jurisdiction.

\* Easier Access to edit individual programs webpage details



\* Sports Engine is considered by some to be an inferior program for website updates and EVAA emails. We would like Mark to spend some time at the next meeting to discuss concerns with current platform and potential options we are not using.

10. Rate the Meeting

Mike Simonson- 8  
Kelli Geilow- 9  
Michael Johnson- 10  
Jude Miron- 7  
Jeremy Frost- 8.5  
John-  
Doug Beddies- 8  
Kevin Drometer- 8  
Peter Beaumont- 9.5  
Nicole Midtdahl- 9  
Kevin Brandt- 9

11. **Meeting adjournment**

Jeff Sulzbach Motioned to adjourn  
Michael Johnson 2<sup>nd</sup>  
Meeting adjourned at 8:32pm