

# Eagan Athletic Association - Board Meeting Minutes

**Thursday, May 18, 2017**

President, Andy Lancette	X		Director of Basketball, Ken Martin	X
President-Elect, Trudy Kenney	X		Director of Cross Country, BJ Knight	X
Treasurer, Darci Dawson	X		Director of Football, Scott Solliday (outgoing); Josh Anderson (incoming)	X
Administrative Assistant, Heather Lorentz	X		Director of Lacrosse, Mike Adair	
Director of Facilities, Greg Byrne	X		Director of Soccer, Skip Newton (Proxy: Nathan Krahn)	X
Director of Program Initiatives, Robb Muller	X		Director of Softball, Jacki Stalboerger	
Director of Web Strategy & Support, Darin Keuhn	X		Director of Track, Kathy Windels	
Director of Coach Development, Mike Schwendinger	X		Director of Rugby, Eric Curtin	X
Director of Sports Programs and Interim Director of Baseball, Jeff Eckerle			Director of Volleyball, Alyssa Dahlheimer	
Director at Large, Dave Grounds	X		Director of Wrestling, Lisa Jensen	
Guests: Molly McCort – Sport Engine	X			

Meeting was called to order at 7:34 p.m. by President, Andy Lancette

**Sport Engine** – Guest: Molly McCort

- Mobile Responsive Websites
  - Molly presented on the option for website to move to mobile friendly and costs/benefits to do so. Please see attached slides from that presentation for cost comparison and more information.
  - 71% of traffic to Sport Engine sites are from mobile devices
  - Websites would be mobile responsive which means they would respond to the size of the device being used to access it.
  - Editing content from a mobile device is not allowed on this type of site.
  - Transition from current site to mobile responsive is smooth with no downtime or interruption.
  - Timeline without including creative graphic design is about a week, with it is 4-6 weeks
  - Each website would need a subscription.
  - Eagan Lacrosse has already moved to a mobile responsive site. [www.eaganlacrosse.org](http://www.eaganlacrosse.org) to view the differences from our other sites. Many options to choose from.
  - Any questions can be directed first to Darin Keuhn, who will be the liaison for EAA and Sport Engine.
- Sportengine.com
  - Sport Engine is offering a free marketing tool for all sport programs. When you create a registration there is an option to place information about the program, along with a registration link out on the website.
  - Beneficial to those sports who allow participants outside of Eagan as parents can search for area programs and compare costs.
- People 360
  - Beta testing will occur over the next few weeks.
  - Increased functionality in reporting across registrations that allow directors to look at prior years and compare to current year.
  - Messaging to smart groups and rosters across registrations instead of emailing each one individually is also included.
  - Heather Lorentz and Darlen Patyk (Soccer) are included in the Beta Test.

**City of Eagan Update** –

- No update was given.

**Approval of Minutes**

Minutes from the March 23, 2017 board meeting were reviewed by all present. Motion to approve the minutes was made by Dave Grounds and seconded by Eric Curtin. Motion passed. Minutes can now be posted on the EAA website.

### **Election of new Football Director**

Josh Anderson was voted in through the Football board to replace Scott Solliday. A motion was made by Dave Grounds and seconded by BJ Knight to approve his position as the new Football Director for EAA. Motion passed.

### **Baseball Update** – Jeff Eckerle

- No update was given.

### **Basketball Update** – Ken Martin

Former EAA Basketball President, Carrie Berran is up for JrNBA Coach of the Year. Vote for Carrie via Twitter by using: #jrnbacoymn.

Traveling Basketball registration will open on June 15 and close on July 31. Registrations for clinics and open gym will come out in the next few weeks.

Program is working to secure more gym time for the upcoming season. They would like to work with EHS, FSCS and St. Thomas Academy to try to get more time. If they cannot secure more time, then they will look at cutting teams and participants this season. Currently the program does not have access to gym space at EHS. With Matt Vollum no longer the head basketball coach at EHS, they are hopeful to partner with the high school to use their gym space.

Budget was approved at the last finance committee meeting.

### **Cross Country** – BJ Knight

Budget was approved at the last finance committee meeting. Registration will open up in early June.

### **Football** – Josh Anderson

Registrations will be opening soon for both tackle and flag programs. There is a concern regarding fundraising that may occur for the football program and whether that will represent EAA or EHS and who would receive those funds.

### **Lacrosse** –Mike Adair

- No update was given.

### **Rugby** – Eric Curtin

Girls program started last year and there are enough numbers this year to have their own team. Hired new coach. Number look good next year. Middle school girls program started new this year with the vision to have teams like similar to the boys program.

Looking to work closely with the high school this season. Would like to meet with high school coaches and Sandy Sutter to connect and recruit. Working on program transitions and receiving a lot of help. Eric would like to move more into the middle school girls program and out of the high school boys program, while still overseeing the entire program.

**Soccer** – Nathan Krahn

Eagan Tournament just finished up with approximately 240 teams participating. Sponsorships reached \$25,000 this year which is the most ever received.

Challenged with Affinity system issues which is mandated by MYSA.

Registration will open in June for fall programs.

**Softball Update** – Jacki Stalboerger

- No update was given.

**Track Update** – Kathy Windels

- No update given.

**Volleyball Update** - Alyssa Dahlheimer

- No update was given.

**Wrestling** – Lisa Jensen

- No update was given.

**Facilities Update** – Greg Byrne

Shed discussions continue and are waiting for Public Works to determine if proposed location will work.

**Coach Development Update** – Mike Schwendinger

Mike has created an EAA Coaches twitter account: @EAACoaches. He will post coaching tips and resources once per week.

Sport Directors are encouraged to enforce the background check and concussion training PRIOR to forming teams. Many instances this spring of coaches who were flagged after teams were formed.

Many coaches are submitting to a background check for each sport they coach rather than doing one background check and selecting all the sports they plan to coach that year. Every background check that occurs is a costs to EAA of approximately \$8-\$10. Looking to find a way to prevent coaches from doing this. Engine is coming out with a program later in the year that may help.

**Program Initiatives** – Robb Muller

There were three applicants for the Vikings Girls Empowerment program through EAA. Robb spoke with the contact there and they will accept all three applicants. He has notified them via phone.

Sandy Sutter would like an updated list of EAA contacts.

**Finance Committee Meeting Update** – Dave Grounds, Darci Dawson

Wrestling and In House Basketball Grades 4-6 have now been charged out.

Notices of uncashed donation checks and employee matches are being received by finance. Please make sure to deposit those checks promptly.

Darci may call on directors for assistance in filling out the insurance forms. Information needed may include participation numbers and other sport information.

Audit is June 16<sup>th</sup> and sport treasurers will be asked to submit their files.

### **Marketing & Technology Update** – Trudy Kenney

Would like to schedule a PCA event for fall sports.

Marketfest is June 21<sup>st</sup> from 4-8pm. A tent is needed if anyone can donate, please let Trudy know. Good opportunity to have sport demos and promote the programs.

Adopt A Street agreement was renewed free of charge. Dates for 2017 are set for:

- June 6<sup>th</sup>, Baseball & Soccer Programs
- August 20<sup>th</sup>, Softball & Volleyball Programs

Funfest Parade – Viktor the Viking and Cheerleaders from MN Vikings could be available if EAA can provide an open truck to use in good condition and find kids interested in walking alongside.

Trudy is looking for someone to take over the Marketing Chair responsibilities. If anyone is interested, please contact her.

### **Technology Update** – Darin Keuhn

If any sport is interested in moving to a mobile site, please contact Darin. It was noted that if EAA wanted to move the [www.easports.org](http://www.easports.org) website to mobile friendly then it would need to be presented at a finance committee meeting.

Darin would like to capture the amount of hits across all of our EAA websites using Google Analytics. It appears basketball and soccer already have this and he does not have the code to access it on those sites. He will send out one last email asking for credentials to access. If no response or none provided, he will create new ones with new codes and begin collecting data in June.

Google Analytics will gather information such as what kind of device is being used to access the pages and what is being clicked on those pages. This information can then be given to potential sponsors to help increase sponsorship.

### **Other**

- Subcommittees
  - Insurance
    - Current policy expires June 19<sup>th</sup>
    - Finance committee voted to move forward with renewal provided the cost to do same is within 5% of the current cost of the policy
    - Four insurance companies provide different insurance for EAA
    - No sexual abuse/molestation coverage at this time. Further policy and procedures would need implantation to do this and there is not enough time this year. Looking into implementing next year.

- Two recent issues:
  - Baseball coach hit with a pitch in the face that resulted in loss of work and medical expenses. Not covered unless he had no personal insurance
  - Basketball Hoop at Thomas Lake was broken during a Rugby practice. Need to determine the effect of submitting a claim to pay the cost to replace and if it's worthwhile.
- Recommendation of the finance committee to move forward with insurance renewal was voted on and approved by all present.
  - Greg Byrne abstained from the vote.
- FSCS & Multi-Function Sports Facility
  - Volunteers: Skip, Mike S., Ken – No update was given
- Recruiting New Board Members
  - Dave Grounds is interested in the open Vice President position. Motion was made by Ken Martin and seconded by Trudy Kenney to elect Dave as the new VP. Motion was approved and Dave is now the acting Vice President.
  - Secretary position is open and would like to send out a formal recruitment email to EAA members. Suggested to also include a Marketing Committee Chair in this email as there is no one on the current Board of Directors interested in replacing Trudy.

### **Upcoming Meetings**

Finance Committee– July 10th, 7pm @ ECC - Boardroom

Marketing/Technology Committee – July 30th, 7:00pm @ Buffalo Wild Wings

Next EAA Board Meeting – Thursday, July 27, 7:30pm @ City Hall, Eagan Room

Motion to adjourn was made by Dave Grounds and seconded by BJ Knight. Meeting was adjourned at 9:40 pm.