

Eagan Athletic Association – Board Meeting Minutes
Thursday, August 9, 2012
Eagan Room, Eagan City Hall

Past President -		Director of Baseball –	
<u>Dave Unmacht</u>	<u>Absent</u>	<u>Tom Sieberlich</u>	<u>Present</u>
President -		Director of Basketball –	
<u>Ken LaChance</u>	<u>Present</u>	<u>Torrey Ernst</u>	<u>Present</u>
Vice President -		Director of Football –	
<u>Jim Howe</u>	<u>Absent</u>	<u>Ben Leiran</u>	<u>Absent</u>
Treasurer -		Director of Lacrosse –	
<u>Kate Boyle</u>	<u>Present</u>	<u>Jan Johnson</u>	<u>Present</u>
Secretary -		Director of Soccer –	
<u>Kurt Urdahl</u>	<u>Absent</u>	<u>Mike Mulrooney</u>	<u>Absent</u>
Director of Coach Development -		Director of Softball –	
<u>Susan Schaumann</u>	<u>Absent</u>	<u>Dana Anderson-Glass</u>	<u>Absent</u>
Director of Facilities -		Director of Track –	
<u>Lynn Estes</u>	<u>Present</u>	<u>Michael Linder</u>	<u>Present</u>
Director of Marketing -		Director of Volleyball –	
<u>Brad Ruitter</u>	<u>Present</u>	<u>Ann Kluender</u>	<u>Present</u>
Director of Program Initiatives -		Director of Sport Programs –	
<u>Sharon Stumpf</u>	<u>Present</u>	<u>Dean Kraus</u>	<u>Present</u>
Director of Web Strategy & Support -		Eagan Parks & Rec Department –	
<u>Cory Powell</u>	<u>Present</u>	<u>Jonathan Moore</u>	<u>Present</u>
Administrative Assistant –			
<u>Amy Lokensgard</u>	<u>Present</u>		

Guests – Dave Defries, Tom Bennrotte

Choice Loyalty

Dave Defries presented the Board with a check in the amount of \$152.04 as 2nd quarter earnings for 2012. Choice Loyalty LLC is a Minnesota based customer loyalty business. Their personnel have over 25 years of market knowledge and experience in card based loyalty incentive programs. They specialize in maximizing consumer response to increase sales, frequency, acquisition, and retention in a simple, effective, efficient, and powerful card program. They are the developers, implementers, and management of the Choice Loyalty cash back reward program. There is no cost to participate. The Choice card program is free for

everyone. Cardholders simply earn funds for your organization every time they "swipe" their card. The more cards designated to your cause, the more funds you will receive

Eagan Merchants are:

- Al Baker's Restaurant – 4% Reward
- Black Diamond Wine & Spirits – 2% Reward
- Carbonne's Pizza – 5% Reward
- Cooper's Bar & Grill – 3.5% Reward
- Green Mill Eagan – 10% Reward
- The Locker Room of Eagan – 5% Reward
- Wildcats Bar & Grill – 3.5% Reward
- Zest Bar & Grill – 4% Reward

Sport Program Business

Program Updates:

- Tom Sieberlich – The Baseball season is done. Eagan hosted 4 tournaments and they all went very well. Parent surveys are being returned with mostly good/positive feedback. The season had a few issues with coaches, but overall a very good season.
- Michael Linder – The Track program now has a working Board. Michael is fairly sure that he has found a Track Director replacement, but wants to make sure before making an announcement. Darcy Schatz has volunteered as Communications Manager and Joe Martin as Technology Manager. More to come at the next meeting.
- Ann Kluender – Registration for both the In-House and Travel teams closed on August 3rd. Numbers increased for In-House (181), while the Travel numbers (33) are down slightly. Travel will have 2 teams and in-House will have eight 4th Grade teams and twelve 5th/6th Grade teams. We are still waiting to hear back from the District with regards to gym time and space. Amy will be making the schedules once she has the information. All practices begin on September 4th with the season ending the week of October 15th.
- Dana Glass-Anderson – Tom Bennrotte came to the meeting tonight in place of Dana. He wanted to report to the Board on her behalf that the season went very well. They are working to integrate In-House with Travel. The Board is evolving. They are looking for a new Field Coordinator. The fall numbers look good.
- Jan Johnson – The Summer season just wrapped up. 4 out of 10 teams went to the State Tournament. Great field maintenance from the City. Jan stated that people were throwing Lacrosse balls at the back stops, causing dings and that behavior almost caused the Lacrosse program to lose the fields at Northview,

but things got resolved with the City. It was determined that it was not the Lacrosse players that were causing the damage. Cory Powell organized a few clinics for the spring 7/8 teams at the Rosemount Dome. He also organized a clinic for goalies, which was a great success. They will look at doing that again in the future.

- Ben Leiran – Ben was absent, but Torrey Ernst reported on his behalf. Registration closed on July 15th. Teams are formed. There are five 3rd Grade teams, seven 4th Grade teams and eleven 5th/6th Grade teams. Season begins with practices starting August 20th.
- Torrey Ernst – Registration for Travel Basketball will close on August 31st. ETB offered a few new things this summer. Summer Open Gym Nights was scheduled June 19th – August 9th at Black Hawk Middle School. The purpose of this was to give Eagan Traveling Basketball players a chance to further develop their skills in a supervised open gym/pick-up game format and to have fun playing basketball in the summer. This program was very well received and ETB will think about doing this again next summer. The other event we held in early July was a Meet-N-Greet with the Eagan High School Head Coach, Matt Vollum.

Lex-Diff Storage Shed Project Recap (Lynn/Ken)

- The new storage unit located at the Lexington/Diffley fields is now paid in full. The total project ended up being less than originally expected - \$56,904.86. Keys are made and ready for distribution.

Volunteer Background Checks (Sharon)

- NGIN now offers background checks. Cory and Sharon are looking onto the various options to see if we can begin using their process in our registrations in 2013. They will also check with some of the surrounding athletic associations to see what they check for in their background checks and compare costs and data information. More information to come.

Concussion Awareness Program (Sharon)

- Sharon stated that it has been a year since Minnesota passed its Concussion Law. People are starting to ask more questions. Sharon will be adding more information to the website. Bethesda lost its grant to host the baseline screenings, so EAA will have to find another hospital to perform our tests. Sharon hopes to hold another session in September. Please report all concussion information to concussion@eaasports.org. Sharon will be the central contact and Amy will transfer the information into the EAA Concussion Tracker.

On Site Medical/Athletic Trainers (Sharon)

- Sharon has been gathering a wish list from sport directors to see what everyone would like to see at their sporting events in a best case scenario. It looks like we would need 500 hours of coverage. Sharon has narrowed her list to 4 organizations with hopes to further narrow to 2 and contract with 1. More information to come.

Administrative Business

Approve May EAA Board Meeting Minutes

- Lynn Estes made a motion to approve the May Board Meeting Minutes, second provided by Brad Ruitter. Motion carried. May minutes approved.

EAA Capital Campaign Discussion

- EAA is a charitable organization. Ken would like to add a section on the website that would promote charitable giving from the community. We would give name recognition. Brad will be working on the marketing and there should be more of a plan in place by the next meeting.

Executive Committee – Ken LaChance

- **2013 Board Position Discussion**

There will a number of Board positions open at the end of the year. They are:

Director of Coach Development

Vice President

Director of Sport Programs

Director of Rugby

Director of Track

A vote will take place at the Board Meeting held in November.

- **Conflict of Interest Policy**

Ken made mention to make sure all sport directors are having Conflict of Interest forms signed and getting them to Amy to put on file.

Finance Committee – Kate Boyle

- Ken LaChance made a motion to approve the May and June 2012 Financials, seconded by Lynn Estes. Motion carried. May and June Financials approved. Kate reported briefly on the 2011 Audit. She stated that all went well. The

auditors made a few recommendations that EAA has already fixed – very minor things.

Marketing & Technology Committee – Brad Ruiter

- Brad is taking a new approach to the next Newsletter. He will visit each sport page and gather the most recent important information to include in the Newsletter, so please keep your sections up to date. You can still contact Brad with any other information you would like him to include. He plans to email the newsletter no later than September 17th.

Reminder:

- **Next EAA Board Meeting – Thursday, September 27th @ 7:45pm**

Meeting adjourned at 9:38pm