



## **EVAA September 2019 Board Meeting**

Meeting called to order at 7:20pm

### **President Report:**

Marc welcomed everyone back from summer vacation. Marc Dannecker will be stepping down in January to make room for Jess Smith as new EVAA President. Nick Eull and Melissa Walsh will be co-vice presidents.

Paul Waxlax and Marc Dannecker will move to senior advisor roles along with Sarah Trachet.

We lost a couple of board members and will look to fill their roles in the coming months.

Summer months were spent working on new BOD structure and plans for moving forward. In the following areas:

Operational

Marketing

Engagement

Safety and Compliance

Corporate Sponsorship

Putting all the pieces together to make EVAA a stronger association for the kids and parents of the Eastview area.

Melissa Walsh: Clean-up house before we invite guests over (website, sponsorships, engagement, email, etc.) Organic/Paid Search/Web traffic/Conversions

Nick Eull: Focus will be financial, compliance, by-laws, fields, gyms, etc. Where is our growth coming from? Review data. Use the knowledge to leverage opportunities for the association.

**EVAA/VAA Merger:** In the end we were the healthier program and we decided to work on EVAA to strengthen association and grow opportunities for EVAA. EVAA/VAA merger is on-hold and may be something that is re-visited at some point in the future.

**Approve May-August Minutes:** Approved.

**SALVO** - 4 locations in operations. Woodbury is the largest (Rosemount/Farmington growing fast). Looking for partner clubs for older players. Looking to expand older age group opportunities.



**Baseball** - No Report

Basketball - Travel try-outs in August (209 players) 22 teams. 137 boys. 72 girls. Placed every kid that got registration in before deadline on a team. EVHS staff runs the try-outs. Program meetings in earlier September.

Hope Field house waiting on one lender. Concussion list will be sent to Nick. In--House registration starts 9/30.

Facilities: Securing of space is underway.

**Cross Country** - Meet in Eagan tonight. 36 kids on team. Slight decrease in numbers this year. Weather has been an issue this year. VAA program would like to combine programs. May be too big for one person. Will meet in the off-season.

**Nordic Skiing** - Will present budget in October.

**Football** - Joined SSYFL league-started earlier. Did cause issues with some summer sports. It has been a good solution for football program. 169 flag players. 162 tackle players. Flag football is growing quickly. Flag working with VAA. Youth players played at TCO stadium. Looking for more board members

**Lacrosse** - (Brian) Still looking for players. Running into scheduling issues with football at the end of Lacrosse season. (SSYFL has an earlier season.) BOD will meet to help facilitate proper communication for kids/families affected by tight transition periods between football and lacrosse.

**Soccer** - EVAA soccer works with SALVO is the traveling arm of EVAA soccer system. SALVO will be playing a larger role. 920 kids this fall (down 20 kids from last year). Numbers down for the boy teams. Girl teams are way up for fall programs.

90 teams this fall. Games underway. Weather has been an issue this fall.

**Softball** - Looking for more board members. All current members will stay. 65 girls (6 teams) Early tournaments very succesful. Winter program will start in December.

**Tennis** - Good season. 14U and 18U. 5 teams this year. Weather was an issue for some of the programs.

**Track Field** - No Report

**Volleyball** - No Report

**Wrestling** - Season will be starting soon.

**Financial Update** - Financials went out beginning of September. Every sport has a positive



balance. Program balances are all healthy. All sports received updates also. More visibility outside monthly statements (if possible).

EVAA will set-up a meeting with NGIN to review process/issues. Individual programs will send in questions/issues for review.

Basketball program will get a credit card.

### **Program Budget Approvals -**

Basketball Budget: Will be formerly approved in October.

X-Country Skiing Budget: Will be formerly approved in October.

**Admin Report** - Working on Check writing process. Some issue with Tennis program. Educate Program directors on expectations and visibility. Building a social media campaign.

### **Committee Reports**

Safety and Compliance (Nick Eull)

Operations (Nick Eull)

Marketing (Melissa Walsh)

Engagement (Ronda Maurer)

Corporate Sponsorship (Kathy Robideau)

**Gyms/Fields:** Working on gathering tournament dates for next fall. Set-up a calendar of events for entire association. Working with Melissa on seasonal calendar, demographics, website look and feel. Financial aid issue. Winter sports e-Blasts. Will research adding response functionality to website.

### **New Business:**

\$20 Fee Discussion

Free Conference Call Number

Insurance coverage (Individual/Program)

New Board Member E-Blast (Big Board)

Teen Center Meeting Hall

NGIN Meeting-Website Review



Here's are the priorities and ownerships for October's BOD report out:

**1. Administrative - Jess**

- Open BOD position posting email (Secretary, Concussions, BG Checks, Storage)
- Basketball integration status, issues log and next critical steps
- Hope field payment (if required)
- NGIN - Align Kristin with talking points to inform NGIN of upcoming needs in Oct/Nov
- Kristin Marriott - Set her up for success, align activities to critical priorities, set up for a 'briefer' update

**2. Marketing Committee - Melissa**

- Evolve activity calendar with critical milestones by program
- Cross promotion opportunities
- Web clean up status, needs and expectations

**3. Compliance Committee - Nick**

- Concussion program status, critical needs and expectations

**4. Operations Committee - Nick**

- Research 'checks taking way too long to cut' complaints and provide a status and/or recommendation
- Connect with Jonathan on coordination of Gym time with the city and with Basketball
- Build out cost breakdown assumptions, review with BOD only
- Prep Jen for Basketball & Cross Country Ski annual budget reviews

**5. Engagement Committee - Ronda**

- Priorities update
- Volunteer 'health' assessment / Survey
- Activity options, needs

**6. Partnerships - Kathy**

- Opportunity assessment status
- Work with Marketing to assess oppty for cross promotion with EV Hockey Association
- Assess and recommend next steps with EV High School
- Understand and leverage 'strengthened' relationship between SALVO and EV Soccer

**7. Advisors**

- Marc - Continue to get checks out on time, support open position email blast for BOD, support development discussions with Kristin, advise Kathy on partnerships, keep



- driving soccer
- Sarah - Continue program-level ledger reporting, inform registration fee cost breakdown, Advise concussion compliance as need, assess concept of waiving registration fee for BOD members with kids in programs
  - Paul - Support Marketing and Engagement efforts, Interim secretary role, Present a draft construct for 'state of the program' presentations by Programs

**Adjourn:** Nick motioned to adjourn the meeting. Sarah seconded it the motion. Meeting ended at 9:44 pm.

**Monday, October 21, 2019**

**7pm Eastview Teen Center**