



## **EVAA May 2019 Board Meeting**

Meeting Started: 7:00pm (Jess Smith)

President Report:

**Approve April Minutes:** Approved.

SALVO - Week 5 of spring season. River Falls starts next week. Big Board will discuss opportunities to help SALVO promote in the area. (Camps/Coach training) Excellent start to spring season.

**Baseball** - No Report

**Basketball** - Add notes from email. Basketball and Jen have worked very hard on budget alignment. No money to Hope Church until all funding is solid. Move remaining balance over by June 30th minus any close-out fees. Close out other bank account by December 31, 2019. Basketball to start at 0 balance in July. Review meeting by June 25, 2019. Help with promoting basketball to community. Budget presented this fall. July 1 Hosanna adoption at Hope Church.

**Cross Country** - No Report

**Nordic Skiing** - No Report

**Football** - No Report.

**Lacrosse** - New Director this summer (John Other Medicine). Boys registration up. Missing some boys at 14. 28 boys left program last year. VAA dumped girls program. Up 12 girls from last year because of the program shutdown. Uniforms may be an issue. Fields just opened up. Goal areas are not in good shape.

**Soccer** - Spring season underway.

**Softball** - No Report.

**Tennis** - See email update

**Track Field** - Season underway.

**Volleyball** - see email for update. Spring in-house season ended in May. replaced in-house coordinator. Good experience. New treasurer. New assistant Program Director coming on board soon. Quiet summer. Family/Friends beach volleyball event in June. Pick-up beach volleyball for girls/boys during summer. Try-outs in fall. Agreement with Drees (Burnsville)-3 year deal (\$6000)--Agility training for 22 weeks. Capital investment



of \$4500 at Drees. Could always use more gym time.

**Wrestling** - Gearing up for next season. Budget presented in May. Budget approved.

Financial Update - Sent out financials last week. Large sports have accounts done--smaller programs are still working thru financials. Reporting/fund raising/equipment spend/staffing/Official fees/coaching fees.

**Program Budget Approvals -**

Wrestling-Approved

Volleyball-Approved

Admin Report - Need for calendar.

Committee Reports-No reports

Scholarships - Great job done by Nick

**Gyms/Fields:** Program Director update. Master schedule needed. Fields are open and being used. Busy time of the season for green space.

**Background Studies** - No Report

**Concussions:** see email for report

**Boardwear-** No Report

**Board Picture** - No Report

**Fourth of July Event:** Flatbed in parade. Decorate float. Family/kids.

**New Business:**

August Meeting-Annual Planning Meeting-Marketing and Finance.

What is the purpose for Marketing? (Pull data to help define the marketing process)

**Adjourn:** Nick motioned to adjourn the meeting. Ronda seconded it the motion. Meeting ended at 9:28 pm.



## **June Meeting:**

### **BOD voted unanimously to transition:**

Jess Smith into EVAA President role between September and December of 2019

Marc Dannecker will transition from President to Senior Advisor

Paul Waxlax will transition from VP to Senior Advisor

Nick Euell will transition to VP of Operations

Melissa Walsh will transition to VP of Community Outreach

Ronda Maurer will transition to Director of Engagement

## 2018 Situational summary

### **Headwinds**

- Turnover at big and small board levels
- Changes in participant trends
- Inefficient processes
- Lack of fiscal transparency
- 'Competitive' program activity

### **Accomplishments**

- Initiated strategic planning process
- Realigned organizational structure
- Stabilized our fiscal position
- Introduced new programs that increased our community reach
- Grew the number of participants across multiple sports



## Org structure framework – Ideal state





## Key trends and takeaways

Annual Data	Estimates
Registrations	4000 (+)
Unique Registrations	2000 (+)
Households	1000 (-)
Registrations per household	2 (0)
Programs per registrant	2-3 (-)
Avg year per program	3-5 (0)
Avg number of years	5 (0)

**Highlights:**  
 Less families registered  
 Registrations are flat  
 Mix by girls under indexed to overall  
 Number of multi sport players down  
 Increase in financial aid requests  
 Nothing about volunteers

	Girls	Boys
Total Mix %	30%	70%
Avg sports per kid		
• Grade <5	2	3
• Grade 6	1	2
• Grade 7	1	1
Primary Sports	Volleyball, Softball, Soccer, Basketball, LAX	Soccer, Football, Baseball, Basketball, LAX, Volleyball
Secondary Sports	Track & Field, Tennis, Wrestling, X Country Ski	
O-EVAA Programs	Gymnastics, Hockey, Dance Swimming	Hockey, Swimming

## Activity calendar informs cash flow, etc...

SPORT	Summer	Fall				Winter				Spring			Summer
	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	
Baseball, In-House									XXX	XXX	XXX	XXX	
Baseball, Traveling									XXX	XXX	XXX	XXX	
Basketball, In-House K-3			XXX	XXX	XXX								
Basketball, In-House 4-6						XXX	XXX	XXX					
Basketball, In-House 4-6 Adv Train			XXX	XXX	XXX								
Basketball, Traveling			XXX	XXX	XXX	XXX	XXX	XXX					
Cross Country	XXX	XXX	XXX										
Cross Country Skiing						XXX	XXX						
Football, In-House	XXX	XXX	XXX										
Football, Traveling	XXX	XXX	XXX	XXX									
Lacrosse, Spring								XXX	XXX	XXX			
Lacrosse, Summer											XXX	XXX	
Soccer, In-House Spring										XXX	XXX		
Soccer, In-House Fall	XXX	XXX	XXX										
Soccer, Dakota REV	XXX	XXX	XXX										
Softball, In-House									XXX	XXX	XXX	XXX	
Softball, Traveling	XXX	XXX							XXX	XXX	XXX	XXX	
Softball, Traveling 16U Strike									XXX	XXX	XXX	XXX	
Tennis, In-House											XXX	XXX	
Tennis, Traveling											XXX	XXX	
Track & Field									XXX	XXX			
Volleyball, In-House		XXX	XXX					XXX	XXX	XXX			
Volleyball, Traveling		XXX	XXX										
Volleyball, Winter JO				XXX	XXX	XXX	XXX	XXX	XXX				
Wrestling				XXX	XXX								
EVAA Community events	Annual Planning Meeting					BOD Annual Meeting						July 4th Parade Volunteer Party	



## Recommendation:

*Transition EVAA BOD to future state*

- Re purpose Executive team to Sr. Advisor positions
- Bring new leaders into interim exec roles for 2019
- Formalize roles at 2020 Annual meeting

Name	New Role
Marc Dannecker	Sr. Advisor / Executive Partnerships
Sarah Trachet	Sr. Advisor / Compliance
Paul Waxlax	Sr. Advisor / Outreach
Jess Smith	Interim President
Nick Eull	Interim VP Operations
Melissa Walsh	Interim VP Community Outreach

**Gap to fill:  
VP / Sr. Advisor  
Treasury**



## H2 2019 Summary

- Annual meeting in Q1
- New financial reporting templates introduced
- On-boarded new BOD members
- Maintained compliance with Concussions/BG Checks
- Negotiated Basketball re-integration strategy
- Scheduled annual strategic planning meeting in August
- Scheduled Goals setting meeting with BOD in July
- Hosted annual Volunteer Appreciation Night (July 21)



- Summer 2019 Priorities
  - Reorganize Board Leadership
  - Goal setting meeting execution
  - Kick off work streams
  - Execute on B-ball re-integration
  - Annual strategic planning session
  - Kick off new EVAA September
  - Execute on Hope Field investment

## Recommendation:

*Drive a smooth re-integration for Basketball*

- **High level terms agreed upon to achieve \$0 balance goal by September:**

- \$60K transferred to EVAA by end of July
  - \$45K Hope field payment
  - \$12K Misallocated income returns to EVAA
  - \$3K to cover additional expenses
- Core fiscal process alignment
  - New budget template for September Bball review
  - <7d return on check requests
  - Float tournament investments until registration funds come in
  - Identify and align to critical processes
- Test registration fee restructure pilot study
  - 1 season only, \$10/registration for Kindergarten program in 2019/20



### Timeline:

- Joint best practices meeting (June 25)
- Sign Hope Field Agreement (TBD)
- EVBA to forecast tournament costs and assess timing of funds transfer (7/31)
- EVBA to transfer \$60K to EVAA (7/31)
- EVBA to participate in August Strategic Planning Mtg (8/19)
- EVBA first annual budget review (9/16)
- Operational re-entry complete (9/31)



# Recommendation

## Organize into 3 Critical work-streams/Committees

<p><b>1. Administration (Jess)</b></p> <ul style="list-style-type: none"> <li>• Re-integrate basketball</li> <li>• Strengthen partnerships (Hope Field)</li> <li>• Close out Taxes</li> <li>• Program budget review template</li> <li>• Fill Treasury role</li> </ul>	<p><b>3. Marketing (Melissa)</b></p> <ul style="list-style-type: none"> <li>• Baseline Trending</li> <li>• Key event planning</li> <li>• Cross program campaigns</li> <li>• Web and social media</li> <li>• Corporate sponsorships / e-commerce</li> </ul>	<p>Work stream deliverables by Sept 1 2019:</p> <ul style="list-style-type: none"> <li>• Team</li> <li>• Baseline assessment</li> <li>• Areas of risk/oppty</li> <li>• H2 2019 priorities/budget</li> <li>• 2020 big ideas</li> </ul>
<p><b>2. Operations (Nick)</b></p> <ul style="list-style-type: none"> <li>• Critical fiscal processes (eg Basketball)</li> <li>• Cash flow analysis</li> <li>• Healthy program playbook for Program Directors</li> <li>• Maintain Concussion/Background compliance</li> <li>• Ensure field/gym space availability</li> </ul>	<p><b>4. Community Engagement (Rhonda)</b></p> <ul style="list-style-type: none"> <li>• Volunteer assessment</li> <li>• Advisory</li> <li>• 'Net promoter' scorecard</li> <li>• Recruitment and retention</li> <li>• Engagement activities</li> </ul>	

# Recommendation:

## Align BOD stakeholders to critical work streams

NAME	H2 2019 Role	Administrative	Operations	Marketing	Engagement
Jess Smith	Interim President	LEAD			
Nick Eull	Interim VP Ops		LEAD		
Melissa Walsh	Interim VP Mktg			LEAD	
Marc Dannecker	Sr. Advisor	SPONSOR			SPONSOR
Sarah Trachet	Sr. Advisor		SPONSOR		
Paul Waxlax	Sr. Advisor			SPONSOR	
Heather Ezlea	Secretary				
Jen Mackey*	Accounting				
Kristin Marriott*	Exec. Admin				
Shawn McLaughlin	Concussions				
Rhonda Mauer	Engagement				LEAD
Kathy Robedeau	Marketing				
Christina Beddies	Gyms				
Jonathan Butwinick	Fields				
Fred Elzea	Facilities				

Committee participation TBD



## Next Steps and timeline

- July
  - 7/22 Core BOD alignment
  - 7/23 Goal setting meeting
  - Implement new leadership structure
- August
  - 8/14 (proposed) 3 hour planning session
- September
  - 1<sup>st</sup> Official BOD Meeting
  - Basketball budget review

## Proposed marketing goals

- ▶ Increase the number of elementary school aged girl athletes in EVAA sports
- ▶ Increase number of first time participates in EVAA sports
- ▶ Increase the number of new basketball enrollments

\*Goals need to be well defined and measurable



# Marketing strategy and tactics

- ▶ Strategy: Create and execute a targeted campaign to increase parental and athletes awareness of EVAA programs.
  
- ▶ Tactics:
  - ▶ Goal specific content marketing
    - ▶ Blogs
    - ▶ Social media
    - ▶ Webpage
  - ▶ Promotions
    - ▶ Kindergarten clinic
    - ▶ Synergistic sport registration
    - ▶ Referral
  - ▶ Direct mail / in-school advertisement
  - ▶ Direct outreach and events
  - ▶ Payment plan option to reduce barriers to entry
  - ▶ Advanced scheduling communications

## EVAA BOD - August Planning Meeting

Working on tightening down this session but below are the top priorities that continue to resonate across the Board:

### 1. Compliance

- Concussions and background check status
- Secure treasurer position
- Backfill open BOD positions
- Close out prior taxes

### 2. Fiscal stability

- Re integrate basketball
- Strengthen core fiscal operations
- Align all programs to new budget template



- Understand corporate P&L

### 3. Marketing

- Understand critical trends
- H2 2019 promotion activity
- Low hanging fruit messaging
- First cut at budget needs

### 4. Engagement

- Strategic plan
- Critical deliverables
- Next steps

### **Next Meeting:**

**Monday, September 16, 2019**

**7pm Apple Valley Field House**