

Eagan Athletic Association - Board Meeting Minutes

Thursday, March 23, 2017

President, Andy Lancette	X		Director of Basketball (outgoing), Carrie Berran; (incoming: Ken Martin)	
President-Elect, Trudy Kenney			Director of Cross Country, BJ Knight	X
Treasurer, Darci Dawson	X		Director of Football, Scott Solliday	
Administrative Assistant, Heather Lorentz	X		Director of Lacrosse, Mike Adair	
Director of Facilities, Greg Byrne	X		Director of Soccer, Skip Newton	X
Director of Program Initiatives, Robb Muller	X		Director of Softball, Jacki Stalboerger	X
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	
Director of Sports Programs and Interim Director of Baseball, Jeff Eckerle	X		Director of Volleyball, Alyssa Dahlheimer	X
Director at Large, Dave Grounds	X		Director of Wrestling, Lisa Jensen	X
Other: Melanie Harvey, Proxy for Ken Martin	X			
Guests: Mark Arjes, Youth 1st	X			

Meeting was called to order at 7:32 p.m. by President, Andy Lancette

Youth First – Guest: Mark Arjes

Cost: \$1,000 annually

Based in Owatonna and in business for 7 years, Youth 1st is looking to expand their business into other youth sport organizations in MN. They prioritize development over performance and value over achievement. They offer activity programs and cooperative partnerships with schools, park and rec, community ed as well as others. They help create a positive and fun atmosphere and teach life lessons while encouraging parents, officials and coaches to share the same vision and support each other.

They work in conjunction with the MN Twins and offer a ratings program in which officials are asked to fill out a form at the end of each tournament game to verify if those teams followed the Youth 1st guidelines. Youth 1st gives out Team Awards to teams at the end of the season with the most “Yes” marks from officials.

Currently are working with the EAA softball program.

City of Eagan Update – Jonathan Moore

- No update was given.

Approval of Minutes

Minutes from the January 26, 2017 board meeting were reviewed by all present. Motion to approve the minutes was made by Dave Grounds and seconded by Skip Newton. Motion passed. Minutes can now be posted on the EAA website.

Baseball Update – Jeff Eckerle

There are eight board members who have left or transitioned out of their role this season. Currently no succession plan in place. Tryouts were held last weekend and were outsourced to The Cages. A parent meeting held on February 16th prior to tryouts went well. The program saved \$10,000 by not using Pitch 2 Pitch this year.

Question was brought up as to whether the EAA Code of Conduct policy includes information on racial issues and how they will be handled. It was suggested to talk to both the parents and child involved and possibly the coach to bring up the issue, address it and prevent further issues.

Basketball Update – Melanie Harvey

Of the six open board positions for this year, two remain unfilled: Treasurer and Boys Director. In House program concluded their season with the traveling program wrapping up tonight with an end of season coaches meeting.

Cross Country – BJ Knight

Budget will be ready to present at the May finance meeting.

Football – Scott Solliday

- No update was given.

Lacrosse –Mike Adair

- No update was given.

Rugby – Eric Curtin

- No update was given.

Soccer – Skip Newton

Few teams have been combined due to numbers. Soccer program would be interested in using indoor turf at an Eagan facility. Getting ready for the Eagan tournament on Mother's Day weekend.

Softball Update – Jacki Stalboerger

Travel teams have been formed. There were no cuts this year. Estimate 85-95% attendance at the parent meeting. Challenges this year are board turnover and creating a better program for 14U-18U age level. Many are leaving to play elsewhere and would like to create a better Eagan program to retain our players and recruit from other areas.

Track Update – Kathy Windels

- No update given.

Volleyball Update - Alyssa Dahlheimer

Spring In House Season is underway. Challenges for the program are board turnover and finding replacement for Alyssa after the Fall 2017 season.

Wrestling – Lisa Jensen

Season has ended. Sixteen qualified for the state tournament. Challenges are parents want a different structure for the PreK-1st grade program and replacing a coach that has moved. Looking into high school graduates and college students as options to replace that coach. Lisa was able to recruit a few more board members.

Facilities Update – Greg Byrne

Greg has met with Sandy at the high school to continue discussions regarding a shed. Dave Grounds contacted the City of Eagan to request an aerial picture noting the two possible spots for the shed.

Directors are to let Greg know what is needed to replenish the first aid kits for the upcoming spring season.

Coach Development Update – Mike Schwendinger

Suggested Directors look into Coach Decks. They are currently available for baseball, soccer, basketball and softball and contain 52 drills coaches can use.

Twins coaching conference through Play Ball MN is this Saturday and is \$20. Geared toward baseball and softball.

Program Initiatives – Robb Muller

Met with a representative from the MN Vikings twice and they would like to come to a board meeting to give a presentation.

Robb asked for more specific numbers to go back to the Vikings with in terms of families EAA serves.

There will be six fields at the new headquarters: a stadium turf field, indoor facility and four natural fields. Of the four natural fields, two will be available for use for community events.

Vikings may be interested in a partnership in building a dome in Egan. They will partner with EAA for 2-3 events per year.

Robb also verified the Vikings will not be endorsing and specific high school programs.

Finance Committee Meeting Update – Dave Grounds, Darci Dawson

There was no finance committee meeting held in March. An online vote occurred to approve the 2016 audit proposal from MMKR. The final approval occurred at this March 23, 2017 board meeting with Alyssa Dahlheimer's in person approval.

EAA is beginning the new year with a strong cash balance.

Background checks and Conflict of Interest forms are to be completed by all EAA Board of Directors by March 31st.

Motion to approve the January financials as presented was made by Dave Grounds and seconded by Skip Newton. Financials were approved by all present.

Marketing & Technology Update – Jacki Stalboerger

Reminder - City of Egan is putting on a Community Connections event at ECC on March 4th from 12-4. EAA will have a booth there.

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

- April 22nd (Earth Day), Cross Country & Wrestling Programs
- June 6th, Baseball & Soccer Programs
- August 20th, Softball & Volleyball Programs

Looking to schedule the first PCA seminar for the year. Will be reaching out to spring and summer sports to see if there is interest.

Technology Update – Darin Keuhn

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. Skip will check into this for Soccer.

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.

Darin will be conducting an Admin/Webmaster access check across all websites. Directors will receive a listing of everyone with this access and then asked to verify the list. Darin will then remove anyone who should no longer have this access.

Darin is checking into potential cost to convert all EAA websites to a mobile version. He will talk to Molly at Sport Engine to see if she can come to a meeting and do a presentation for the sport directors as to how this would change their website and it's functionality.

Sponsorships – Brad Ruiter

- No update given.

Other

- Sports Star Photography
 - Greg was able to negotiate the basic package cost down to \$13. Sports Star had presented this package at \$14 and accepted Greg's proposed \$13 cost for the duration of the most recently signed contract.
- Football Update
 - Scott Solliday will continue as football director this year
- Coach Conduct Policy
 - Looking for a coach code of conduct policy that outlines possible consequences for violation
 - Need to be able to track and maintain a list of coaches that violate the policy and transfer that information onto other sports privately
 - Mike Schwendinger will write a preliminary draft of this policy to present at the next meeting
- Subcommittees
 - Insurance
 - Current policy expires June/July 2017.
 - Need to research insurance options and present to the board a recommendation based on findings
 - Volunteers: Greg, Darci, Dave, BJ
 - FSCS & Multi-Function Sports Facility
 - FSCS is seeking partnership with EAA in the construction of new outdoor fields for soccer and baseball. Possible cross country course and use of gyms for basketball and/or volleyball
 - How many hours of use and how would FSCS best suit EAA needs

- Approached by two independent factions to see how much EAA uses dome space and what kind of revenue could EAA provide
 - Pool together amount of current dome usage across all sports, would EAA usage increase or decrease if it was located in Eagan, would Eagan receive rental priority, other?
 - Volunteers: Skip, Mike S., Ken
 - If there is a member of a sport board who works directly with fields/facilities and would be willing to be a part of this discussion please let Andy know.
- Exiting Board Member
 - Brad Ruiter has officially stepped down as Sponsorship/At-Large Member of the EAA Board of Directors.

Upcoming Meetings

Finance Committee– May 15th, 7pm @ ECC - Boardroom

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

Next EAA Board Meeting – Thursday, May 18th, 7:30pm @ City Hall, Eagan Room

Motion to adjourn was made by Lisa Jensen and seconded by Alyssa Dahlheimer. Meeting was adjourned at 9:32 pm.