

Eagan Athletic Association - Board Meeting Minutes			
Thursday, January 30, 2025, 6:30 p.m.			
Eagan City Hall, Eagan Room			
President, Aaron Reykdal	X	Director of Basketball, Emily Rusham	X
Vice President, Dan Sagstetter	X	Director of Cross Country, Ben Weidenfeld	X
Treasurer, Megan Brewster	X	Director of Football, Chris Thole	X
Administrative Officer, OPEN		Director of Lacrosse, Jason Oberhamer	
Director of Business Development, Nick McCallum		Director of Soccer, Mike Langley	X
Director of Facilities, Todd Wrucke	X	Director of Softball, Chris Parnell	X
Director of Program Initiatives, Katie Bailey	X	Director of Track, T.J. Rice	X
Director of Marketing, Elizabeth Kmety	X	Director of Rugby, Eric Curtin	X
Director of Sport Programs, OPEN		Director of Volleyball, Sara Sykora	X
Director of Web Strategy & Support, Mike Peterson	X	Director of Wrestling, Katie Rowekamp	X
At-Large, Josh Estes		Director of Baseball, Eric Kraushar	X
At-Large, OPEN		Director of Ultimate Frisbee, Alicia Carr	
Financial Assistant, Briana Klaus		Guests: Mike Ramirez & Tonya Mozingo, City of Eagan	X
Business Interface Rep, Heather Lorentz	X	Guests: Sara Delgato (Track)	X
Administrative Assistant, Erikka Anderson		Public Attendees: none	

Meeting Minutes – Thursday, January 30, 2025

X – indicates attendance

Meeting was called to order by Aaron Reykdal at 6:30 p.m.

City of Eagan Update – Mike Ramirez

- Tournament requests have been sent in and don't foresee any conflicts.
- City would like feedback on the new online facility request forms on the website.
 - Can start sending in-field usage requests via online form.
- Goat Hill park upgrades are done and parking should be available for 2025.
- Lex/Diff field 7 will be converted to all turf sometime this summer. This will allow other fields to rest.
- Bathroom building at NV getting replaced will start August 1. West side bathrooms will also be upgraded.
- Tanya Mozingo was introduced by Mike. She helps to facilitate projects in Eagan. Please continue to reach out to Mike to start those conversations.

Administrative Business:

- Food Truck volunteer fundraising opportunity (Tanya Mozingo)
 - Eagan Food Truck festival is the largest single day event team puts on. Held at the ECC festival grounds.
 - Each year the City partners with local nonprofits to assist with alcohol service.
 - Previous years Eagan Foundation and Eagan Hockey Association have participated
 - Event sees upward of 10,000 people in five hours, with approximately 26 food truck vendors on site. Date of the event this year is 8/8/25.
 - Would need to coordinate with three local breweries – Bald Man, North 20 and one other. The nonprofit would sell domestics and seltzers.
 - City has asked if EAA would be interested in being the alcohol partner for the night.
 - Logistics
 - City would help get barricades
 - 90-minute training with Eagan PD required to understand wrist banding and alcohol service.
 - Would need 20 volunteers. Can do shifts, possibly ten needed each shift.
 - EAA can choose price point of sales and have seen gross sales around \$30,000 in past years.
 - Required to work with specific vendors. Breweries can offer discounts or buy back untapped kegs or also can sell their merchandise.
 - EAA can put up their banners, QR codes for donations/tips.
 - Volunteers must be 18+
 - EAA purchases everything
 - EAA would need to provide POS device or cash only and money is collected at the entrance to the beer garden and given tokens to buy drinks.
 - Need a main coordinator to meet with City, Breweries and Vendors
 - EAA would keep the proceeds, with 18% or up to \$3000 of gross sales going back to City.
 - Decision needed next month, if not sooner.
 - Dan volunteered to reach out to past nonprofit organizations that participated to get more information and insight.

- September 2024 EAA Board meeting minutes
 - Eric Curtin motioned to approve the September 26, 2024, meeting minutes and TJ Rice seconded the motion. Motion Carried. The minutes will be posted on the EAA website.
- Election Results: - Aaron Reykdal
 - The following people were elected to the EAA Board of Directors for 2025 and will begin their terms effective January 1, 2025:
 - President – Aaron Reykdal
 - Past President – J.J. Kirby
 - Administrative Office – No candidate (open position)
 - Director of Marketing & Communication – Elizabeth Kmety
 - Director of Baseball – Eric Kraushar
 - Director of Football – Chris Thole
 - Director of Lacrosse – Jason Oberhamer
 - Director of Softball – Chris Parnell
 - Director of Volleyball – Sara Sykora
 - Director of Wrestling – Katie Rowekamp
 - Director of Facilities – Todd Wrucke
 - Director At Large – Josh Estes

Committee Updates:

- Finance Committee — Megan Brewster
 - Spring Ultimate Frisbee received approval to update fees.
 - Approved Football spring training budget, will require board vote to approve this additional program.
 - Reviewed and discussed 2025 admin budget:
 - Proposing the late fees be moved from admin and be allocated directly to sports.
 - Admin budget is healthy.
 - Not as many requests for scholarships.
 - Late fee amount has been double what EAA is paying out for scholarships and is no longer needed for that purpose.
 - Bank income and is now counterbalancing the scholarships.
 - Proposed lessening legal fees to \$5000.
 - Motion to approve 2025 admin budget was made by Dan Sagstetter and seconded Emily Rusham. Motion carried.
 - Motion to approve football spring training clinic made by Katie Rowenkamp, seconded by Eric Curtin. Motion carried.
 - Update on Dick's Sporting Goods Sponsorship application (Dan)
 - Application has been completed.
 - Baseball and softball asked for more AD Star and additional cash to offset the associated tax.
 - Waiting for approval from DSG, hoping for a contract in the next month.
 - Each sport would receive \$250.
 - Basketball indicated they need to replace their basketballs which would be more than the allotted \$250. Dan said to let him know that for next year.
 - SportsStar Photography
 - Have a contract that is beneficial to EAA as it gives back 17% back.
 - Failed to provide free shipping last year and gave it to EAA instead, hoping to correct this in 2025.
 - Let Megan know if families are asked to pay for shipping.

- Additional included items: complimentary team picture for coach, sponsor plaques for each team, 4x 8 EAA banner, complimentary photo over time.
 - Locked in price for memory mate and magnet combo for \$17 and agreement goes through 12/31/25.
- Marketing & Technology Committee — Elizabeth Kmety and Dan Sagstetter
 - Marketing Committee meeting recap
 - Meeting was held last week with good attendance. Discussed ideas for committee goals are for 2025. Would like members to come back to next meeting with goals for 2025.
 - Execution of brand guidelines and making sure sports are adhering to them.
 - Working on implementing new wording – Powered by EAA.
 - Looking into new marketing opportunities, but will need volunteers
 - Continued discussion on whether to hire someone to represent EAA at these events where there are not enough volunteers.
 - Could look into recruiting high schools kids (NHS, Interact Club)
 - Dan suggested using registration database to recruit volunteers for shorter shifts.
 - EAA owned collateral and photos
 - Nick may have a local college student that could provide photos for reduced price and create portfolio EAA could use.
 - TJ has contacts for a photographer and logos and will pass to Elizabeth.
 - Ensuring all final sport logo redesigns align with brand guides.
 - Website Upgrade Update
 - Physical upgrades were completed in 2024. There may be some final tweaking needed of the sport logos to align with branding guidelines.
 - Advertising has been submitted for summer CE ad.
 - Successful tracking efforts at the Halloween trail walk.
 - Had QR code, could scan on site and register.
 - 140 scanned, 90 started, 60 registered.
 - Kaitlyn’s Kloset is a great event, but majority of attendees were not Eagan residents and from a marketing perspective is not reaching the intended families.
- Executive Committee — Aaron Reykdal, Dan Sagstetter
 - Facilities Scheduling
 - Started drafting a policy on a process. The first iteration has occurred with JO volleyball and Basketball. Letting it play out to see where the challenges are.
 - Limited number of resources and space issues will be biggest issues over the next ten years.
 - Programs may want to consider capping teams next year.
 - EAA could look into additional places to invest in space and determine a long-term plan.
 - EAA Open Roles & Recruiting, Sport Programs Director, At Large Director – Dan/Aaron

- Matt Lilleboe, former Director of Sport Programs resigned his position effective 12/31/24 and that position is now open.
- Aaron spoke with Katie Bailey, current Director of Program Initiatives about taking over the Admin Officer role so that the Executive Committee to assist with higher level EAA Business and decision making. Katie has agreed to move into this role and assist Dan and Aaron on the Executive Committee.
- Motion to approve Katie Bailey's appointment as the Administrative Officer effective immediately was made by to Emily Rusham and was seconded by TJ Rice. Motion carried.
- Katie will work provide onboarding orientation for the newly elected 2025 board members. Once completed, the Director of Program Initiatives role will be vacant.
- Vacancies on the 2025 EAA Board of Directors are currently:
 - Director of Sport Programs
 - Director of Program Initiatives
 - At-Large
- MN Tax Withholding Audit Update – Aaron
 - No update to report
- BCBS Fields Update – Dan
 - Great Oaks adding a charter school in Eagan in the old Delta Dental area. Potential to add field space to the east, but unable get a hold of anyone there.
 - Mike Langley indicated he may have a contact there and will work with Dan.
- Facilities Update – Todd Wrucke
 - Working with high school on the water issue in the track and football shed.
 - Have quote of \$5000 to replace the entrance door with a better sealing one.
 - Working through negotiations to see if EAA could get some space there if assisted with maintenance costs.
 - Megan said she may have an old agreement with the high school for the shed and will forward to Todd.
 - Waiting on a quote for the backside where water is coming through the siding.
- Business Development Update – Nick McCallum (Absent)
 - No update given
- Sport Director Update – Open
 - No update given
- Initiatives Update – Katie Bailey
 - Onboard training
 - New board members need to go through new member orientations. All new members will get an email and coordinate training to be done together.
 - If you know you will be backfilling this year with new people, please let Katie know.

Program Updates

Baseball – Eric Kraushar

- Registrations open, travel numbers remain strong with 20 total travel teams.
- Field space issues and level of service with the City is not great.

- DIBS – way too many for families, trying to decrease to 6-10 hours so it is more manageable for families.
- Adding coach interview committees.
- Megan suggested the parent meeting is a good time to collect checks for volunteer buyout.
- Dan suggested DIBS sharing across sports (baseball/fastpitch).

Basketball Update – Emily Rusham

- Timberwolves experience for 8th graders received good feedback.
- Brainerd tournament will be held this weekend.
- Wildcat Academy will be held April 13th, 27th and May 4th at ECC.
- Formed uniform committee to work on better uniform process.
- IH 4-6 program going well and no issues reported.
- Little Hoopsters begin this weekend with 90 registered. EHS helpers will be onsite.

Cross Country – Ben Weidenfeld

- Program would like to purchase app or program to record times.
- Yearly cost of \$160 and would need to renew each annually. The app would be on the Director Ipad or Phone.
- Working on 2025 budget for approval at upcoming finance meeting.
- Considering having a race this summer for Fun Fest.

Football – Chris Thole

- Now that the board has approved the spring clinic, will get registration open asap.
- Will work on 2025 budget for approval at the upcoming finance meeting.
- Will have a full strength board this year.

Lacrosse – Jason Oberhamer – ABSENT

- No update given.

Rugby – Eric Curtin

- Club sport emails will come out soon.
- Dragons K-5 registration is open
- Working to secure a middle school director and have a few candidates. Looking to solidify in the next few weeks.
- Girls going to Ireland and finalizing those details.
- Actively working on a Rugby Director replacement. Adam Dilley, current K-5 director, is preferred and Eric would still be involved as a board member.

Soccer – Mike Langley

- 9th Grade Option
 - Seeking approval to add in 9th grade level for both fall and spring sessions for rec program.
 - Program currently partners with Eastview (EV) and Apple Valley (AV) due to low numbers. Both EV and AV go 6th-9th grade and would like to have that opportunity for Eagan.

- Approximately 15 kids were 8th grade last year that moved to 9th grade from the rec program.
- Would like it to start this spring and would require adding that option on the existing spring rec registration.
- Motion to approve adding 9th grade to both fall and spring rec soccer programming was made by TJ Rice and was seconded by Dan Sagstetter. Motion carried.
- Other Updates:
 - Registration is open for spring 2025.
 - Trying to get an extra field at FSCS, otherwise using same fields as last year.
 - Eagan soccer night coming up families can go and attend indoor soccer game. Tickets for Eagan families paid for.
 - Four people interested in board positions.

Softball – Chris Parnell

- Registration is open for all programs.
- Numbers are good, travel registration closes 1/31 and is consistent with past years.
- Other program numbers are consistent or above with prior years numbers.
- Pitching/catching clinic will be offered this spring.
- Tryouts will be held in February.
- Two interviews next week for new board members.
- Finalizing Dome space for 2025/26 at Rosemount Dome.

Track Update – T.J. Rice

- Registration numbers look great.
- Purchased uniforms for DHMS track program and they have been delivered.
- Meet manager from last year stepped down. Plan is to find another meet manager. Lisa Johnson will help train the new person and may be compensated.
- May do a one week trial run with an EMT on site.
- Asked about whether we can advertise outside of Eagan for the program. Typically, EAA does not advertise outside of the Eagan area. It is up to the program to determine whether someone outside of the Eagan area will be allowed into the program and historically only allowed if current city of residence/school does not offer a similar program. However, this is up to director discretion if extenuating circumstances are involved. It is not an open-door policy for everyone outside of EAA's service area.
- Sara Delgado has coached track and cross country and ran in high school and college and is interested in taking over as Director of Track. TJ would remain available to assist and provide guidance this spring.
- Motion to elect Sara Delgado as new Director of Track was made by Dan Sagstetter and seconded by Mike Langley. Motion carried.

Ultimate Frisbee – Alicia Carr - ABSENT, emailed in update

- Registration for the spring is underway, slow but steady.
- We had to make some unexpected price increases to our MS player registration this year. Almost all because of price increases made by Minnesota Ultimate. I am hopeful it doesn't affect our registration numbers negatively.
- As long as we don't have more teams than we did in 2024, we have practice and game fields organized with the City of Eagan and EHS.

- We have a lot of changes to our coaching staff this season, but I am excited and optimistic about the new members. Most of our checks and coaching certifications are already done for our March season start.

Volleyball Update – Sara Sykora

- Spring in house is open and closes end of February.
- JO tournaments are scheduled.
- Increasing interest in a boys volleyball program, however it might be good to start under Community Education as the EAA program is not equipped at the moment to take that on.

Wrestling – Katie Rowekamp

- Currently mid-season with some kids qualifying for state.
- EV jamboree is this weekend
 - Auction at a bowling alley
- No updates from the district on gym time payments.
- Have run into issues where getting kicked out of reserved space by high school groups
 - Not communicated by the district and is often last minute.
- Has had good feedback on the updated grade levels.

Open Air (all):

- Food Truck Festival Discussion -
 - Megan will be out of town.
 - It was noted that it is not in contractors contracts to help at any EAA events for fundraising, marketing or otherwise.
 - Are we able to secure enough volunteers? It’s a larger scale project and would we want to hire someone.
 - EAA does not need to fundraise, so this might be better for the sports to take on and split proceeds.
 - Concern regarding optics.
 - EAA would need alcohol license and insurance.

Meeting adjourned at 8:42 pm by Aaron Reykdal.

Reminders:

Marketing Committee 7:00 p.m. Zoom (3rd Monday, Odd Months)	Finance Committee 7:00p.m. Zoom (2 nd Monday, Odd Months)	EAA Board 6:30 p.m. City Hall (last Thursday, Odd Months)
March 4	March 10	March 20

Committee Assignments:

Finance

Aaron Reykdal, President (Chair)
Megan Brewster, Treasurer (Vice Chair)
Erik Kraushar, Director of Baseball
Chris Thole, Director of Football

Marketing

Elizabeth Kmety, Director of Marketing (Chair)
Dan Sagstetter, Vice President (Vice Chair)
T.J. Rice, Director of Track & Field
Chris Parnell, Director of Softball

Katie Rowekamp, Director of Wrestling
Emily Rusham, Director of Basketball
Alicia Carr, Director of Ultimate Frisbee
Todd Wrucke, Director of Facilities
OPEN, Director of Sport Programs
Katie Bailey, Administrative Officer,
Josh Estes. At Large

Sara Sykora, Director of Volleyball
Eric Curtin, Director of Rugby
Mike Langley, Director of Soccer
Ben Weidenfeld, Director of Cross Country
Jason Oberhamer, Director of Lacrosse
Nick McCallum, Director of Bus. Development
OPEN, Director of Program Initiatives
Mike Peterson, Director of Web Strategy & Support