



**Board Meeting Minutes – DRAFT  
Monday, December 16, 2024 – 7:00-8:30 p.m.  
Apple Valley Community Center**

**Board Member Attendees:**

Jason Petti (president), Peter Beaumont (vice-president), Kevin Brandt (treasurer), Mary Coleman (secretary), Jeff Sulzbach (program liaison)

**Attendees with Voting Rights:**

Jon Guba (softball), Michael Johnson (soccer), Jude Miron (basketball)

**Attendees without Voting Rights:**

Dave Freed (cross country skiing), Kelli Geilow (volleyball), Jeremy Restler (guest), Paul Zackery (lacrosse)

Meeting was called to order at 7:01 p.m. A quorum was present

**Approval to release Lacrosse from Conservatorship**

**MOTION: To release the lacrosse program from conservatorship.**

The motion was approved by a majority via email vote.

**Approval of minutes**

**MOTION: To approve the minutes from the November 2024 EVAA Board meeting.**

The motion was seconded and unanimously approved.

**Overview of EVAA Operation Guideline**

There was a detailed presentation and overview of EVAA key initiatives and governance. The plan is to shift to a franchise operational model with the goal of assisting the programs. EVAA provides governing structure, program oversight, insurance coverage, financial management, legal & risk management, facilities & shared equipment, maintenance coordination, certifications, recruitment & training, marketing and communication, internal communications, scheduling software, website, and event support. Board needs to do better with fundraising & sponsorship, disciplinary process, conflict resolution, zero tolerance policies, start-up support, growth initiatives, and program evaluation.

There are 4 key initiatives: enhancing field utilization with facility software, unified branding, centralized storage, and streamlining vendors. There is pressure to ensure proper field utilization; Avario makes this process easy to ensure proper usage. There is a goal to have the 3 lightning bolts in every sport program's logo. If it works for the programs to have a central storage facility the City will provide one, though it is not required that every sport partakes. Reducing the number of vendors across the sports has the goal of brand unity and quality control, as well as to save money. There are 2 months for all sports to design and rollout their new logo. Centralized storage has the timeline of 6 months. There is a need to form working groups to implement these initiatives.

There is concern with co-ops on branding. The new universal vendor approach is not a one-size-fits-all, and co-op programs can be exempt from this, or have tiers in the bylaws as to what constitutes an EVAA program vs. a co-op.



There are other associations that use pre-selected concession vendors that offer discounts for the association, and EVAA may want to replicate this approach. It needs to be clear with programs on the new guidelines and requirements; the programs should be able to discuss what is and what is not negotiable with these new guidelines and requirements. The EVAA board needs to know everything the programs are doing; if there are gaps in guidance to the programs, it needs to be clear.

## **Program Highlights**

### ***Basketball***

A new in-house program director is needed. There are committees for various activities to decrease the burden on the director. There have been successful tournaments with more tournaments coming up in January. Basketball is doing concessions with various groups (e.g. Booster Club, web development teams at middle school). Concessions have worked out well but are not seen as a large income generator.

### ***Soccer***

Soccer is partnering with VAA and EAA for grades 6-9 and this will be communicated during registration which opens January 1. There were 4 girls-only and 6 co-ed teams at the 6-9 grade level in the fall which will hopefully increase with VAA and EAA participating. The board roles have been reassigned at their vision meeting last week, and the budget is very healthy.

### ***Lacrosse***

Planning is happening for next year after having received good responses from the survey. There are board members that are “aging out” and need to be replaced, and there will be a new vice president as well. The program is spending a significant amount of time coordinating with VAA.

### ***Cross Country Skiing***

Registration is open with 8 athletes registered. The website will not allow equipment to rent as it is indicating that it is full.

### ***Volleyball***

The divider at Highland is broken, and there are no additional gyms available. The program is down 7 hours a week. There continues to be no response from Hope Fieldhouse. Lack of court space continues to be a significant problem, now with the broken divider the lack of space is even worse. There is one court at Drees that is being used, but it’s not enough to bridge the gap. There could be twice as many teams if there were enough space (there are 7 teams but there could be 15 based on participant interest). VAA uses the Apple Valley Community Center with prime hours. There is the possibility of using churches but that is not a long-term sustainable solution. It is unclear how District 196 prioritizes their space but it doesn’t seem to be equitable among the associations.

### ***Softball***

Winter clinics started 2 weeks ago, attendance is slightly low, but expected to pick up in January. The program is now planning the next season.

## **Operations Committee**

There are baseball, volleyball, soccer, softball, (cross country skiing will take notes) representatives on the committee. Early January is the goal for their first meeting. There needs to be a permanent basketball representative as well as one from football. All sports have been invited to participate in this committee.



### **Lacrosse Co-op**

Participants from both associations (EVAA and VAA) will register with their own association and the teams will be mixed. Lacrosse has provided documentation on how things will be run as there is concern about co-ops becoming their own 501(c)(3) organization. The lacrosse program will be revisited in 2 years to ensure things are still operating smoothly. The main reason for co-oping sports is to ensure there are enough participants needed for the program to succeed. There could be “dual” registration with a 100% scholarship code to get the participants into SportsEngine. There is concern if there is a lawsuit if EVAA is covered, but this is not an issue as all players are covered by their own registration. The lacrosse bylaws stipulate how the costs are divided.

### **Approval to for Lacrosse Co-op**

**MOTION: To approve a lacrosse co-op with VAA as “The Valley” without dual registration; players register with either EVAA or VAA and joint alliance books.**

The motion was seconded and unanimously approved.

Motion to adjourn was made and seconded at 8:23 pm.