



Board Meeting Notes
Monday, October 20th, 2025 – 7:00-8:30 p.m.
Apple Valley Community Center

Board Meeting Attendees:

EVAA Main Board		Present
President	Peter Beaumont	Yes
Vice President	<i>Open</i>	
Treasurer	Kevin Brandt	Yes
Secretary	Kevin Drometer	Yes
Operations Director	Jeff Sulzbach	Yes
Safety Director	Jason Petti	Yes
Marketing Director	Nicole Midtdahl	Yes
Fundraising Director	<i>Open</i>	
Facilities Director	<i>Open</i>	
Technical Advisor	Mark Espana	Yes
Program Directors		Present
Soccer	Michael Johnson	Yes
Basketball	Jude Miron	Yes
Baseball	Jeremy Frost	Yes
Softball	Mike Simonson	Yes
Lacrosse	Jon Moynihan	Yes
Football	Doug Beddies	Yes
Volleyball	Kelli Geilow	Yes
CX Skiing	Dave Freed	Yes
Tennis	Bryana Klofstad	
Track & Field	Shawna Nelsen- Wills	
Wrestling	Jud Turk	Yes
Cross Country Running	Stephanie Peterson	
Additional Guests		None



AGENDA

See Appendix 1

1. Welcome Sign-In

The meeting was called to order at 7:01pm, a Quorum was present.

2. Vote to approve August Minutes

Michael Johnson Motioned to approve, Jeremy Frost second, motion passed/ Minutes approved.

3. Review Action Items from the Previous Meeting

<u>ACTION</u>	<u>WHO</u>	<u>STATUS</u>
Connect with VAA regarding what they are paying/ being charged for their storage facility w/ the city.	Peter	Done
Get EVAA website updated with current Board Members	Kevin D.	Done
Follow up with Faithful Shepard and St. Joes regarding use of gyms	Jason	Done
Negotiations Committee formed with the intent to connect with AV to discuss the potential new storage facility	Jeff	Done
Follow up with Matt Percival on Scholarships and are they only open to those on meal programs.	Jason	Done
Connect with Mark E. about a Q & A session at a future Board Meeting to discuss Sports Engine platform	Peter	Done



4. **General Fund Review with Kevin Brandt**

See attached Spreadsheet

5. **Storage discussion with Peter**

See attached Powerpoint

Questions/ Concerns brought up for discussion:

- Michael Johnson asked what AV's costs are, as was mentioned in a previous meeting, the forecast was between \$300-\$500k.
- Jeff Sulzbach shared concerns with taking on Debt for a 20-yr commitment/ lease.
- Dave Feed asked if individual Programs would be allowed to opt out of this arrangement.
- Kelli Geilow raised concerns about the timing of each program's equipment check-ins/check-outs and what sort of logistical issues/bottlenecks could occur.
- Jon Guba is concerned that there would not be room for vehicles, considering the multiple vehicles Baseball and Softball use (Gator, Gold cart, etc)
- Jude Miron asked out loud, "Does this proposal solve ALL equipment needs for ALL programs?" It was agreed by most, the answer is No.
- Doug Beddies is concerned about managing rodent control
- Jason Petti mentioned this proposal might have advantages for better Insurance rates on consolidated equipment in a secure facility.
- Kevin Brandt is in favor of the proposal, citing better EVAA oversight on equipment/ asset management, and suggested an alternative option could be for certain Programs to get together to consolidate storage needs to get a better rate. Another idea was to make this a "General Fund" allocation rather than an individual program debt.
- Peter Beaumont believes this proposal is a good long-term solution as EVAA needs more oversight on its equipment, but agrees with the rest of the Board, there are still many uncertainties to talk about.

It was decided to put to a vote on the next meeting in November



6. Sports Engine Q & A with Mark Espana

There was a lot of open discussion about challenges updating websites, layouts, etc. There are many different options available through SE that PD's are either not aware of or not utilizing properly or at all.

- Nicole Midtdahl is looking for easy solutions to update individual Programs Websites, from a Marketing Perspective.
- Peter Suggests tasking the Op's committee to nail down EVAA's wants/needs and whether SE has proper options. (**Action Item**)
- Peter Suggests Inviting SE rep to Dec meeting (**Action Item**)

7. Marketing Update with Nicole Midtdahl

Community Catalog Back Page Ad- Summer: Due Jan. 4/Sent Mar 10

- Needs: Details for all registration that are open from Mar. 10–Aug. 17
- Details to include:
 - Clear logo
 - Registration info: Dates open, is there early bird or late registration, ages, try-outs, etc.
 - Link to register – I'll put into a QR code
 - Link to social pages

Halloween: Trunk or Treat @ Splash Valley

- Add to marketing schedule and budget \$700 in September/October
- Thousands of children – weather dependent
- Needs:
 - 1 vehicle
 - 3-4+ volunteers
 - Sports Equipment
 - EVAA signage
 - Décor & Candy
 - 2000 Flyers
- Costs:
 - Décor: \$50, Candy: \$340, Print: \$300, Total: \$690
- Date: Saturday, October 25, Time: 10am (set-up) event 11am-1pm



8. New Action Items generated from Todays Meeting

<u>FUTURE ACTION ITEM</u>	<u>WHO</u>	<u>STATUS</u>
Incomplete Action Item from 10/20- Agenda for Annual & Strategy meeting	Jeff/ Peter	
Incomplete Action Item- Revise Ops Committee guidelines	Jeff/ Peter	
Op's Committee to create a small group/ Committee to discuss/ organize Programs needs from Sports Engine	Jeff	
Invite Sports Engine Rep to attend our Dec Meeting to talk through SE capabilities	Peter/ Jeff/ Mark	
Email all Programs for details regarding Community Catalog Ad	Nicole	
Create a complete calendar of ALL programs dates for Registrations, Seasons, etc.. Create a Gantt Chart for easy use.	Peter	Done

9. Rate the Meeting

- Jud- 8
- Jason- 8
- Jeff- 10
- Mike Simonson- 6/7
- Kelli Geilow- 7
- Michael Johnson- 7
- Jude Miron- 7
- Jeremy Frost- 8
- Jon- 8
- Dave f- 8
- Doug Beddies- 7
- Kevin Drometer- 8
- Peter Beaumont- 9
- Nicole Midtdahl- 8
- Kevin Brandt- 8

10. Meeting adjournment-

Jeff Sulzbach Motioned, Michael Johnson Second, Meeting Adjourned at 8:35pm