

BRAINERD BASKETBALL ASSOCIATION

LOCATION: Brainerd YMCA

DATE: August 7th, 2025

TIME: 6am



MEETING AGENDA

Attendees: **Alex, Justin, Scott, Nick, Charlie, Ellen, Seth, Troy, Bryan, George, Matt**

- I. CALL TO ORDER @ 6:01am
- II. ROLL CALL
- III. APPROVAL OF MINUTES FROM LAST MEETING motion by Seth / 2nd by Scott
- IV. OPEN ISSUES
 - a. BBA Coaches Fund
 - i. Meant to raise funds for non-parent coaches / one-time or yearly donations from individuals or businesses?
 - b. 7th / 8th grade school ball season
 - i. Coaching options
 - ii. Practice schedule overlap
- V. NEW BUSINESS
 - a. Crossbar Platform (Tabled until next month to allow us to view other towns pages, etc...)
 - i. New website host / format
 - ii. \$1,000-1,500 cheaper than Sports Engine
 - iii. Better messaging
 - iv. Here is a snippet of an email from Crossbar reps + Ellen / Justin...
 - v. **Crossbar Pricing (June Transition):**
\$995/yr subscription
Backdated 8/1 billing date
Processing Fee Breakdown:
Credit/Debit 3.99% + \$.99
ACH 1.99% + \$.99

Website Examples:
Wayzata Boys Basketball
Wayzata Girls Basketball
Shakopee Boys Basketball
Roseville Youth Basketball
Hopkins Girls Basketball
Waconia Basketball Association
Spring Lake Park (JUST moved forward)
Differentiators:
Integrated facility management/scheduling
Integrated/improved camp/clinic booking

Parent access to account information/billing on mobile device
Connected accounts (guardians on SE) only need to be added once (not every season)
Staff access to admin dashboard on mobile device
Volunteer management integrated with registration
Contract offer features (ability to report on accepted, pending, & declined offers)
Ability to move registrations to correct program if parents register incorrectly
Mobile app user experience (no ads)
Rostering/team creation (can choose multiple players to roster at once)
Integrated document signing
Access to consolidated view of past due accounts
More detailed financial reporting
Multiple payment methods on file for families if desired (great for split families)
Inability for duplicate accounts with same email in Crossbar
2:1 support (significantly quicker response times)

- b. Away Tourney Proposal
 - i. Pretty well set, roughly \$500/team
- c. Home Tourney Update
 - i. 54 girls teams signed up already
 - ii. 119 boys teams signed up already
- d. BYAA – in-house league
 - i. BYAA = Brainerd Basketball
 - ii. Jamboree (run like a small PBC)
 - 1. 4 courts at FMS
 - 2. (3) 25 min. games over a 2 hour period
 - 3. Bleachers will be out
 - 4. Concessions?
 - 5. Gate fee of \$5 / parent (no charge for kids)
 - 6. Brainerd parents will receive wristbands for free admission
 - 7. No 2nd grade
 - 8. Need refs (talk to Darren Mayers?)
 - 9. Teams contacted / interested
 - a. Pequot Lakes
 - b. Little Falls
 - c. Crosby
 - d. Staples
 - e. Pierz
- e. Open gyms / skills night
 - i. Monday nights @ FMS (starts 10/20)
 - 1. Boys = 5:30 – 6:30pm
 - 2. Girls = 6:45 – 7:45pm
- f. Quarterly newsletter / email
- g. Communication app for teams
 - i. Team Reach seems to be preferred app
- h. Winter – 2nd thru 6th grade 3 on 3 league
 - i. Joint effort with the Y
 - ii. Y to run at Forestview
 - iii. More info to come in coming months...

- i. Tim Hill's contract
 - i.
- j. Chad Schwendeman / Cragun's sponsorship invoices
 - i. Year 2 of \$5,000 commitments from both
- k. Approved non-parent coaches
 - i. Good discussion and direction here.
 - ii. Motion / 2nd for non-parent coaches, girls 6th + 7th grade teams. (motion passed)
- l. Dr. Dish / vertical tester donations
 - i. Need to get charitable donation receipt(s) to donor
 - ii. Scott to handle?
- m. School flyers (sent out the 2nd to 3rd week of school)
 - i. Matt will send out last years as an example
 - ii. Feedback appreciated on what new one should include given significant changes / options in Brainerd basketball
- n. Schedule stuff
 - i. Homecoming (parade float by Matt + help?) = September 19th
 - ii. Girls Jamboree = Friday, November 14th
 - iii. Boys Jamboree = Thursday, November 20th
 - iv. BBA Kickoff night = Friday, November 21st
 - v.

VI. REPORTS

- a. Director – *Ellen Thomes*
- b. President – *Nick Otterson*
- c. Treasurer – *Darren Larson (Troy Nelson)*
- d. Secretary – *Matt Schmidt (Justin Heitkamp)*
- e. Equipment Coordinator - *George Washington*
- f. Golf Tournament Coordinator - *Derek Hendrickson*
- g. Marketing / Social Media Coordinator – *Justin Heitkamp*
- h. Team Stores Coordinator – *Justin Heitkamp*
- i. Tournament Director – *Ellen Thomes*
- j. 3rd + 4th Grade Coordinator – *Jessica Erickson*
- k. BBA Day / Nights / Homecoming Parade Coordinator – *Matt Schmidt*
- l. Discipline Coordinator – *Alex Kunesh*
- m. Coaching Committee – *Seth Sazama, George Washington, Bryan Foss*
- n. Recruitment Coordinator –
- o. Fundraising / Sponsorship Committee – *Justin Heitkamp, Seth Sazama, Nick Otterson*

VII. ADJOURNMENT