

Eagan Athletic Association - Board Meeting Minutes			
Thursday, July 25, 2024, 6:30 p.m.			
Eagan City Hall, Eagan Room			
President, J.J. Kirby	X	Director of Basketball, Emily Rusham	X
Vice President, Dan Sagstetter	X	Director of Cross Country, Ben Weidenfeld	
Treasurer, Megan Brewster	X	Director of Football, Dallas West	X
Administrative Officer, Aaron Reykdal		Director of Lacrosse, Jason Oberhamer	X
Director of Business Development, Nick McCallum	X	Director of Soccer, Mike Langley	
Director of Facilities, Todd Wrucke	X	Director of Softball, T.J. Fletcher	
Director of Program Initiatives, Katie Bailey	X	Director of Track, T.J. Rice	
Director of Marketing, Elizabeth Kmety	X	Director of Rugby, Eric Curtin	
Director of Sport Programs, Matt Lilleboe		Director of Volleyball, Annette Scribner	X
Director of Web Strategy & Support, Mike Peterson		Director of Wrestling, Katie Rowekamp	X
At-Large, Josh Estes		Director of Baseball, Bryan Walz Proxy – Steve Zahn	X
At-Large, OPEN		Director of Ultimate Frisbee, Alicia Carr	
Financial Assistant, Briana Klaus		Guests: Mike Ramirez, City of Eagan	
Business Interface Rep, Heather Lorentz	X		
Administrative Assistant, Erikka Anderson		Public Attendees: none	

Meeting Minutes – Thursday, July 25, 2024

X – indicates attendance

Meeting was called to order by J.J. Kirby at 6:30 p.m. J.J. declared that a quorum was not present at the start of the meeting and therefore no voting would take place at this meeting. Items needing a vote would be emailed out to voting members to respond to electronically. Results of this voting are indicated in these minutes.

City of Eagan Update – Mike Ramirez - ABSENT

- No update given.

Administrative Business:

- May 2024 EAA Board meeting minutes will be reviewed and voted on at the September 2024 board meeting.
- Finance Committee — Megan Brewster
 - July 2024 meeting recap
 - Wrestling & JO Volleyball budgets were approved.
 - 2023 Audited Financials, Form 990 and 990T and Findings by MMKR
 - Very clean audit.
 - Changes are:
 - Notes no longer include WAVE.
 - Want EAA to be more transparent on how financials are presented and that includes processing fees that families pay in financial reports. Megan will do a monthly journal entry to account for this.
 - Finance committee recommends moving forward with the filing the forms.
 - Motion to approve 2023 Financial Statements, 2023 Form 990, and 2023 Form 990T as presented by the MMKR auditors at the July Finance Committee Meeting and provided with the email vote. Approved via email vote.
- Marketing & Technology Committee — Elizabeth Kmety
 - Draft EAA Content Release Policy and Release was presented by Dan Sagstetter
 - Questions remain on the use of images and copyrights and how to address families that want to opt-out of their images being used.
 - EAA assumes that because these activities are occurring in a public place that you inherently agree that your photo or likeness could be used. Implicit permission just by participation.
 - Burden should be placed on families to negatively consent to the use of imagery that EAA captures and uses for marketing purposes. A policy on this matter could be drafted and uploaded to our website for anyone to view as opposed to asking families to positively consent during the registration process. This seemed to be the favored approach of the sport directors in attendance.
 - J.J. asked for feedback from the EAA Board to be directed to Dan.
 - Dan will present an updated draft of the policy at the next meeting.
 - Brand Guide presentation
 - Elizabeth Kmety presented a draft of the EAA Brand Guide and it was sent out to the entire EAA Board of Directors for electronic approval. J.J. asked that the board please "Reply All" with their electronic vote of the brand guide by the end of the day on **Friday, August 2**.
 - A great first step for everyone is to utilize EAA logo and "Powered by EAA" tagline in email signatures.
 - Elizabeth also covered a refinement of EAA's mission and vision, which is clear and unifying across all 12 sports.

- Motion was made to vote electronically to adopt the brand guide and give the Marketing Committee the go ahead to begin formulating ways to implement it across all 12 sports. Motion carried via electronic vote.
 - Marketing ad will be in the fall/winter catalog.
 - Considering a landing page to begin tracking analytic data from marketing efforts.
 - Kaitlyn's Closet will occur in two weeks on August 10th.
 - Executive Committee — J.J. Kirby, Dan Sagstetter, Aaron Reykdal
 - Review of EAA Background Check Policy - Assault Discrepancy
 - J.J., Dan and Aaron are responsible for reviewing flagged background checks.
 - There is a discrepancy with respect to domestic/aggravated assault in the policy in that this type of offense falls within the cannot coach category. However, in another section there is an option to have it reviewed with further explanation from the coach and EAA can revisit it's decision.
 - In the cannot/will not be allowed to coach, crimes against a person in relation to Aggravated assault. The hole lies where does domestic assault fall.
 - The Executive Committee typically looks at the conviction and not the charge and would like support from the EAA Board to continue as they are with the way the policy is being applied.
 - The board agreed with this, and the Executive Committee agreed to keep track of this happening and if continues to occur may revisit.
 - Outside Organization Interfacing
 - EAA signed a 5 year contract with SE to be an exclusive provider for software, payments etc. and in exchange received great rates and free website upgrades.
 - Need to exercise care to be certain sponsorship or exclusivity agreements are not in conflict.
 - Basketball would like to use different software through Register Play through MYAS.
 - Program approached EAA late last year to use this and told basketball no, resulting in much more work for the basketball program.
 - Allowing them to use Register Play for these purposes would help more effectively manage their business.
 - Not aware of a way to connect a link to Register Play to SE to pay via credit card. However, could create a registration link in SE specifically for online payment processing and direct users there for online payment.
 - There is concern about how to process refunds and EAA financial staff having access to Register Play.
 - The dynamics of the SE contract were discussed and the limitations of it.
 - At some point someone should talk to MYAS about their pushing the use of their product as many organizations use SE.
 - EAA agreed to allow basketball to use the MYAS platform for their tournament as a test case, provided they use an SE online payment registration option and there are no issues financially for EAA's team.
 - Will ask basketball and EAA Finance for a follow-up to address any issues or concerns after tournament completion.
 - Multi-Sport Athlete Policy revisit
 - This policy was adopted last fall and basketball has put this in their registration.

- Baseball had a parent accuse a coach of using this policy against him.
 - EAA suggests making it clear the intent of the policy is not to penalize the child, but really trying to prioritize the in-season sport.
 - If a player cannot commit to a team because of involvement in off-season clubs or leagues, that might affect team placement but will still be able to play.
 - Parents have a responsibility to disclose this information to the sport program before tryouts. If they don't initiate the conversation about potential conflicts, there is a consequence because it was not disclosed.
- DIBS discussion tabled to September board meeting with a committee to meet on August 15th @ 8pm
- Audit update (J.J. Kirby)
 - Spoke to lawyer, case has been picked up Dept. of Revenue appeals.
 - Five other associations close to Eagan are also involved.
 - Do not expect no liability, the State might come back to try to settle. May have to cut a check for a smaller amount.
- Succession Planning
 - EAA holds elections for the upcoming odd/even year in December. 2025 is an odd year so odd year and annual positions would be up for voting. Typically if a position is listed as odd year and they were elected in an even year, the 2024 election is only for the remaining term of the previous director, so a new election for that position for the new two-year term would occur the following year. Bryan Walz, Katie Rowekamp and Todd Wrucke are the directors who were voted on in 2024, but are odd year elections.
 - **Administrative Board Positions – Election Year**
 - Past President – 6 months to 12 month Term
 - President
 - Administrative Officer
 - Director of Facilities
 - Director of Program Initiatives
 - Director of Marketing and Communication
 - Director of Baseball
 - Director of Football
 - Director of Lacrosse
 - Director of Softball
 - Director of Volleyball
 - Director of Wrestling
 - At Large
- Shed status update
 - Received Baseball and Volleyball shed requirements but would still like input on other program needs.
 - Would like to talk to the City of Eagan about adding on to existing sheds.
 - No written agreement between EAA and EHS regarding use of their sheds and there is concern of risk of losing that space. EAA may look into getting a written agreement with EHS.
 - Football sheds are in need of repair and could tie this into an agreement. EAA has money set aside for future projects that could be used. Reach out to Sam Firpo in Facilities to inquire about the state of football sheds at the high school.

- Keys
 - Lexington/Diffley Shed Keylock is programmed and have asked Baseball and Lacrosse to send a list of who needs access and have them provide a four to eight number code they would use to gain access. Todd will then program and install the locks. Physical keys will be given to each director in case the lock malfunctions.
- Business Development - Nick McCallum
 - Nick inquired if EAA/sports would be interested in having a combined store front to leverage buying power. Would like to reach out to companies.
 - Football and Baseball both use Game One. Baseball also uses St. Mane's.
 - Please inform Nick if your sport has issues with switching vendor.
 - Scratch Pizzeria currently advertises they will donate a few dollars to EAA for certain pizza orders but would like to be more involved and create some sort of family special or offer coupons. Also open to season end or team parties with a certain percentage going back to EAA.
 - Megan asked to please not distribute coupons and asked to check into the donation money that is advertised on their menu as she has not yet seen it come back to EAA.
 - Other potential fundraising options:
 - Booster Shot is selling fantasy sports style cards, but EAA anything that resembles gambling is not permitted in this manner.
 - Group Raise works with local restaurants Papa Murphy's or local Indian Restaurant.
 - Dallas mentioned Football is using Snap Raise again this year and had minimal success last year but plans to promote it better this year.
- Program Initiatives – Katie Bailey
 - Josh Estes needs to finish up orientation.
 - If there are any others on the sport board that may benefit from it, let Katie know. It is not required of sport board members.

Program Updates

Baseball – Steve Zahn, Proxy

- Season has concluded with one team in a tournament this weekend.
- August Golf Tournament Fundraiser is coming up on the 19th at Inverwood. Numbers are low on that, please spread the word.
- Goat Hill Park's smaller field is getting redone and adding backstop for 11/12's teams.
- Coach and player evaluations are out and are trying to go through them before September tryouts.
- Field maintenance and prep this year from the City at schools has been below par for in house fields. Travel fields were ok but frustration with trying to get a response from the City at times.

Basketball Update – Emily Rusham

- Registration open for travel and in house 1-3 programs.
- Held paid coach interviews already and solidified for the higher grades.
- Parent coach interviews will be held in August.
- Tryout dates are September 13th/15th and 21st/22nd. Reid Ouse will be heading tryouts.
- Tournament internal meeting is happening next week.

- EAA Finance will schedule a meeting with the tournament coordinators regarding concessions.

Cross Country – Ben Weidenfeld

- More signups than expected. 105 registered this year. Worked with Dallas to get some space to run at BHMS.
- Summer Miles ended today and regular practice starts in two weeks.
- May talk to Nick about team pizza nights/pasta feeds.
- Happy with the number of parent volunteers this year.

Football – Dallas West

- Registration closed July 16th.
- Registration reached a seven year high between flag and tackle. Upper grades are down for flag, but lower grades much higher.
- General decline in tackle for 8th grade due to kids wanting try out hockey and may come back in high school.
- Tackle equipment pickups started on Monday with the upper grades.
- Flag program needs to combine 5th and 6th grades this year. There will be an evaluation to create even teams. Concern over perception of poor experience due to lower numbers.
- Flag starts 8/12, tackle starts 8/5.
- South Metro 6 league is a development league which Eagan Football is a part of. Focus is for kids to be involved, get reps and have fun. Clear delineation between people wanting to win and kids just wanting to play and grow. Right move for EAA football and the others who joined. No intentions of expanding the league.

Lacrosse – Jason Oberhamer

- State Championships are this weekend. Eagan will be hosting one age level.
- Turf issue – club track came and rented out for the whole summer at EHS and had troubles getting game time. There were many instances of fields being rented and no one is there.
- Issues with the City not responding about concerns or stating things can't be done.
- Looking for a way to make things easier with billing on their end and from a general admin standpoint had been most difficult year.
- Jason's two-year term is up and is looking to move out of the director role and move into girls director role.

Rugby – Eric Curtin – ABSENT, emailed in update

- We are meeting next week as a group to discuss the program going forward, meaning what's left of our board members as well as interested parents. There are no other changes or updates for rugby. We are moving forward with efforts to get extra help into the program and long-term replacing me.
- Once this meeting is over, we are also going to circle up with whoever we have, possibly add new board members, and then look over the budget for this year and into next year for submitting in September.

Soccer – Mike Langley – ABSENT, emailed in update

- Fall season begins at the end of August. Numbers are pretty close to previous seasons but down a bit.
- Wave introduced a younger age group but insists it is not a recreational program. Had communication with them and will continue to monitor that program.

Softball – T.J. Fletcher – ABSENT, emailed in update

- Hosted NAFA 12U Northern Nationals this past weekend (July 18-21). 128 teams in total across four levels of bracket play. Held the parade at the Northview Athletic Complex this year as we were unable to use the Wildcat Stadium.
- Wrapped up Slowpitch and In-House. Fastpitch and MN Stars still have a couple tournaments (Nationals) left.
- Fall Ball registration closed back on July 12. We have 130 players signed up. We'll most likely end up with three teams at 8U, three at 10U and three at 12U along with one team at each of the 14U, 16U and 18U levels.
- We will be working with the MN Stars coaches to plan a 12U development team. This will replace our 12U winter program that we've had the past few years. We will also be working to provide a few more training opportunities for both 10U and 12U players throughout the winter months.

Track Update – T.J. Rice – ABSENT, emailed in update

- We have about \$2,000 profit left plus \$9,000 fund balance rolled over from last year that we are looking to drive down. A couple more elf checks need to clear, although that's only a few hundred. The only unknown potential expense will be our project to fund the DHMS Middle School track program, and we have a good balance to use for those.
- We have a meeting set up in the first week of August to recap the season, discuss open topics and talk transition for open board positions.
- Will confirm Lisa Johnson's interest in taking over the program, and then we can discuss the potential conflict of interest discussion with paid contractors.

Ultimate Frisbee – Alicia Carr – ABSENT, emailed in update

- Spring season wrapped up well for HS.
- Fall registration kicked off at the end of June and registration numbers look similar to last year's progress with a few weeks to go.
- Fall season will start near the end of August.

Volleyball Update – Annette Scribner

- Travel tryouts this Thursday, 105 signed up, will have to make cuts.
- In House is currently open, closes 7/28.
- A lot of new board members, but previous members are staying on to help transition.
- Some interest in starting an EAA Boys Volleyball.

Wrestling – Katie Rowekamp

- Still have not heard from the district on the facilities billing issue.
- Thinking of the try it clinic be free instead of charging the \$20 and will open registration soon.

- Sandy Setter agreed that things should continue as they had in the past, but now she is retired and there is uncertainty on where things stand.

Open Air (all):

- None

Meeting adjourned at 8:50 pm by J.J. Kirby.

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)
September 17	September 9	September 26

Committee Assignments:

Finance

J.J. Kirby, President (Chair)
 Megan Brewster, Treasurer (Vice Chair)
 Bryan Walz, Director of Baseball
 Dallas West, Director of Football
 Katie Rowekamp, Director of Wrestling
 Emily Rusham, Director of Basketball
 Alicia Carr, Director of Ultimate Frisbee
 Todd Wrucke, Director of Facilities
 Matt Lilleboe, Director of Sport Programs
 Aaron Reykdal, Administrative Officer,
 Josh Estes. At Large

Marketing

Elizabeth Kmety, Director of Marketing (Chair)
 Dan Sagstetter, Vice President (Vice Chair)
 T.J. Rice, Director of Track & Field
 T.J. Fletcher, Director of Softball
 Annette Scribner, Director of Volleyball
 Darryl Sanders, 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
 Katie Bailey, Director of Program Initiatives
 Mike Peterson, Director of Web Strategy & Support