

Eagan Athletic Association - Board Meeting Minutes			
Thursday, September 26, 2024, 6:30 p.m.			
Eagan City Hall, Eagan Room			
President, J.J. Kirby	X	Director of Basketball, Emily Rusham	
Vice President, Dan Sagstetter	X	Director of Cross Country, Ben Weidenfeld	X
Treasurer, Megan Brewster	X	Director of Football, Dallas West	X
Administrative Officer, Aaron Reykdal	X	Director of Lacrosse, Jason Oberhamer	
Director of Business Development, Nick McCallum	X	Director of Soccer, Mike Langley	
Director of Facilities, Todd Wrucke		Director of Softball, T.J. Fletcher	X
Director of Program Initiatives, Katie Bailey		Director of Track, T.J. Rice	X
Director of Marketing, Elizabeth Kmety		Director of Rugby, Eric Curtin	X
Director of Sport Programs, Matt Lilleboe	X	Director of Volleyball, Annette Scribner Proxy, Sara Sykora	X
Director of Web Strategy & Support, Mike Peterson	X	Director of Wrestling, Katie Rowekamp	X
At-Large, Josh Estes		Director of Baseball, Bryan Walz	X
At-Large, OPEN		Director of Ultimate Frisbee, Alicia Carr	X
		Guest: Chris Parnell, Softball	X
		Guest: Eric Kraushar, Baseball	X
Financial Assistant, Briana Klaus		Guest: Chris Thole, Football	X
Business Interface Rep, Heather Lorentz	X	Guests: Mike Ramirez, City of Eagan	
Administrative Assistant, Erikka Anderson		Public Attendees: none	

Meeting Minutes – Thursday, September 26, 2024

X – indicates attendance

Meeting was called to order by J.J. Kirby at 6:32 p.m.

City of Eagan Update – Mike Ramirez – Emailed update, not present

- Fields are wrapping up for the outdoor season.
 - Diamonds will close after October 1.
 - Rectangles will close after October 20.
- I am working on billing for the summer and fall field use. I do apologize for the delay. Once Andi, from clerical, retired, our Assistant Director removed all field reservation support away from the clerical team and placed everything related to field scheduling on my plate. For a little perspective when Jonathan was in my seat, he was responsible for communicating with associations, collecting field requests, and putting together the weekly schedule together for maintenance while Andi did all the behind the scenes work of entering all approved requests for all users, billing, collecting payments, etc. With my assistant leaving the city mid-summer for a full-time recreation job I have been balancing 2/2.5 jobs spread across youth and adult sports, fields, Market Fest, and community wide and senior events. I apologize if I haven't been super communicative – I have just been trying to keep my head above water.
 - Traveling sports please send me you team numbers and a pie chart with the percentage of what city the players come from for both spring/summer and fall – separately.
 - In-house sports please send me the number of players in your program and a pie chart with the percentage of what city the players come from for both spring/summer and fall – separately.
- I am working with our IT team to streamline our tournament reservation process that will be an electronic form online. This should hopefully be done in time for the November ask date for 2025 tournaments. November 12 is the date I will send info out to you all for your tournament dates and they will be due December 2.
 - If you know you are requesting a different weekend from 2024, please let me know ASAP as we have many private tournaments that count on using off weekends of the associations.

Administrative Business:

- May 2024 EAA Board meeting minutes
 - TJ Fletcher motioned to approve the May 30, 2024, meeting minutes and Eric Curtin seconded the motion. Motion Carried. The minutes will be posted on the EAA website.
- July 2024 EAA Board meeting minutes
 - TJ Fletcher motioned to approve the July 25, 2024, meeting minutes and Eric Curtin seconded the motion. Motion Carried. The minutes will be posted on the EAA website.
- Finance Committee — Megan Brewster
 - September 2024 meeting recap
 - Baseball & Rugby 2025 budgets were approved.
 - Baseball has slight increase in tournament registration fee.
 - Rugby has small increase in registration fee.
- Marketing & Technology Committee — Elizabeth Kmety – ABSENT, Dan Sagstetter presented
 - EAA Content Release Policy and Release
 - This was presented at the July meeting for review and is up for final approval and vote.

- Policy would be used to obtain rights to use images or likeness by EAA, for EAA's purpose at EAA events or on website.
- EAA Image and Likeness Opt Out Policy
 - Presented at the July board meeting for input.
 - Parents/guardians would proactively exclude themselves and/or their children via written notice to EAA if they do not want their image or likeness used for EAA marketing purposes.
 - Document will go on the website.
 - Motion to approve the EAA Content Release Policy and the EAA Image and Likeness Opt Out Policy as written was made by T.J. Fletcher, seconded by Eric Curtin.
- Brand Guide Implementation
 - Elizabeth Kmety is working on a draft for additional steps for implementation of the EAA Brand Guide.
- Website Updates
 - Basketball upgrade is done with a few minor things left to update on site.
 - Baseball is in process and are working on logo updates.
 - Lacrosse and Soccer upgrades are scheduled for October.
 - Softball upgrade scheduled for November.
 - Heather will reach out to sport directors at the beginning of their scheduled month with instructions.
- Halloween Trail Walk
 - At Viking Lakes, last Saturday in October
 - EAA would like to participate but needs more than the four volunteers already signed up. Dan will send out the volunteer shift list so others can view and sign up for open slots.
 - Giveaways include candy, stickers and tattoos.
 - Deadline to register is Oct. 10th and EAA will only sign up if there is enough volunteer support.
- Tracking Marketing Efforts
 - Would prefer to work in conjunction with various marketing efforts and using a QR Code to track traffic to the website. Mike Peterson will work on this.
- Hiring a photographer for website content
 - Nick has reached out to local technical college and there is a student who is interested in action photography and has interest in doing this for EAA.
 - Need a job description, expectations written up to present to candidate.
 - If there are events in 2025 let Nick know specific dates and information to include in the job description.
- DIBS
 - Committee members met to discuss the current DIBS program and created an outline for a DIBS Usage Policy which was presented by Dan Sagstetter to the EAA Board.
 - Summary of the policy includes:
 - Purpose of the DIBS program is to replace the cost of doing program activities such as tournaments.
 - Revenue brought in at these events then offsets/reduces the costs of participation fees to families.

- EAA would like to see better marketing of DIBS.
 - Try and spotlight specific volunteers who aren't on the EAA board who have been engaged in volunteer efforts (website or other form)
 - Have a better understanding of the value of volunteering and promote it.
 - If your programs have DIBS, the following information might be helpful
 - How is it saving your program money?
 - How is it reducing costs to your participants?
 - X number of volunteers generated this much money for the sport.
- Executive Committee — J.J. Kirby, Dan Sagstetter, Aaron Reykdal
 - Audit update
 - No update to report.
 - Meeting with ISD 196
 - Charlotte Wollenburg is the new contact as Kristi Meyers has moved into a new position in another district.
 - District will begin issuing permits at EAA level for gyms and field space and then will get allocated within EAA to appropriate programs.
 - Exact process for this is not yet established, but may include input from Sport Directors as well as action by the BIR to ensure permitting is accurately represented for each sport.
 - It was noted that Track lost some space last year due to Rosemount coming in and reserving it and unsure how that happened.
 - J.J. would like directors to email him with any pain points or concerns as there will be another meeting this spring with the district for field space usage.
 - Meeting with Mike Ramirez from Parks and Rec
 - Convey frustrations that EAA has over the summer WRT responsiveness and field upkeep and Mike did not have much else to say other than what has been stated in the update email he sent in.
 - Dallas stated would be nice to get a billing schedule from the City based on use.
 - Most sports know ahead of time what expected charges would be from the district because it's always a the same price per field, per hour etc.
 - The City has not stated clearly what the billing is for their fields.
 - Megan stated EAA has not been billed for field usage for 2024 yet except for the four big tournaments for baseball and softball.
 - T.J. Fletcher stated the City had been counting per game instead of per date even though no additional maintenance was occurring in between games. The City is supposedly revising all of that but is still unclear how invoicing will look for next year.
 - Dan mentioned the City is asking for participation numbers and residency so they can justify providing reduced rates to those programs servicing mostly Eagan residents.
 - Contractor duties (Exhibit A)
 - Aaron put together a list of duties and sent out to all contractors for review.

- J.J. has asked sport directors to please review them and provide feedback as well.
 - December meeting
 - Holiday party typically scheduled for first Thursday in December.
 - Elections to be held leading up to the meeting via Survey Monkey.
 - Megan is organizing the event, if you have ideas please reach out to her.
- Facilities – Todd Wrucke – ABSENT, emailed in update
 - Shed status update
 - Met with Sam Firpo with District 196 on maintenance needs with the High School shed. He will be getting Todd in contact with the head of maintenance to work through repair ideas and how to control the water issues we are experiencing. He is also going to be looking to see if they have something that we could use as an agreement for use of the shed.
 - It was noted that EAA's name is on the side of the shed at the high school which would indicate some sort of agreement in the past.
 - Looking into shelving changes in Northview shed to increase storage in our current footprint.
 - Looking into layout changes in the Lex/Diff shed for Lacrosse net storage.
 - Keys Pads
 - Lex/Diff Keypad Lock - Todd has baseball codes and am waiting on Lacrosse codes before I can install the lock.
- Business Development - Nick McCallum
 - DSG Discount Event 10/4-10/6
 - Scratch Pizzeria
 - Will do a discount for EAA families.
 - XC will do an end of season party there.
 - Megan stated still have not received any money from them and they have been advertising this since April on their menu
 - Met with Sales Rep from Game 1 about apparel and buying power
 - They will send a list of pricing and Nick will send out to sports for comparison purposes.
 - Working on a rough draft of a rebate program, if spend certain amount get a certain percentage back.
 - Rebate program not for the merch stores, more for ordering large quantities on the same item, but can tack on a percentage to merch stores as a fundraiser.
 - One stop shop for EAA sports apparel available 24/7 website access.
 - Concerns over selling name brands like Nike requiring a passcode to order, but Game 1 stated Nike was working on removing that.
 - Currently cannot order uniforms directly, but they have a uniform builder outside of their store.
- Sport Director Update – Matt Lilleboe
 - Just received baseball operating procedure and is reviewing, looking for items that can cause issues especially those with tryouts to mitigate issues up front.
- Program Initiatives – Katie Bailey (absent)
 - No update given
- New Director recruiting:
 - Baseball
 - Bryan Walz would like to step down before terms ends and is recommending Eric Kraushar to take over.

- Eric Kraushar has been on the baseball board for four years organizing tournaments.
- Megan asked who would fill the vacant Tournament Director position.
 - There is no one currently but will try to recruit and Eric will likely still be involved for time being.
- J.J. nominated Eric Kraushar for Director of Baseball and motion to approve immediate succession to the role was made by T.J. Fletcher and seconded by Dan Sagstetter. Motion carried.
- Football
 - Dallas would like to move into Treasurer and recommended Chris Thole to take on the Director of Football role beginning in 2025.
 - Dallas will finish his term through the end of 2024 and Chris will be on the ballot for 2025.
- Softball
 - T.J. has been on the board for six years and looking to leave at the end of the year.
 - T.J. recommended Chris Parnell to take over the Director role in 2025. This will be on the ballot for 2025.
- Lacrosse
 - Jason was not present, but indicated at the July meeting that he would like to step down from the Director role. No recommendations have been made for a replacement.
 - J.J. asked if anyone is aware of someone who may be interested to let him know.

Program Updates

Baseball – Bryan Walz

- Tryouts and team selection complete, 250 kids in 10U-14U with 16 teams.
- Families have until Oct. 4th to register.
- Winter training will kick off in November for those interested.

Basketball Update – Emily Rusham Bailey (absent)

- No update given

Cross Country – Ben Weidenfeld

- 109 runners this year
- Season ends next week with meet in Burnsville
- New this season tried giving out medals for sportsmanship and other things (by coaches) and was well received.

Football – Dallas West

- Winding down, had successful EAA night a few weeks ago, showcasing a few teams on the board.
- Ramping up for playoffs for 5th-8th grade (10/5, 10/12 - @ EHS)
- Will send out end of season survey.
- On a 7 year high for registration 572 total registrants between flag and tackle with focus on development.

- 8th grade team and both 5th grade teams will play at US Bank Stadium on Oct. 5th.

Lacrosse – Jason Oberhamer (absent)

- No update given

Rugby – Eric Curtin

- In offseason currently and working on recruiting and prepping for next season.
- Girls team will go to Ireland next year so already working on those plans.

Soccer – Mike Langley - ABSENT, emailed in update

- Season wraps up on 10/5 with our end of season tournament.
- Planning to meet with Eastview after the season to discuss future of 7th/8th grade partnership and how to work together with decline in female participation at this age.

Softball – T.J. Fletcher

- Fall Ball wrapping up with state tournament this weekend.
- Finals numbers were around 135.
- One team struggled at 14U due to the matchmaking software of the league created mismatched levels/games.
- Stars program has three teams, dropped '08 team.
- There is not enough interest to offer the winter training program this year. May offer next year.
- Have money earmarked for storage sheds. Worked with new Athletic Director at EHS, and agreed to put 2 - 12x16 storage sheds by the varsity shed.
- Discussed how to prevent tryout issues from happening again this year. Determined the issue was related to transfer of the tryout data by the evaluators they hired. The company has now invested in newer technology to alleviate these issues and will offer services at the same rate as last year.
 - Program will open up tryout run throughs to families so they can ask all their questions up front.
 - Owner of the company that provides the evaluators said he would be available to discuss how their evaluators evaluate each of the skill groups at the tryout run throughs.

Track Update – T.J. Rice

- T.J. indicated that he would like to be done at the end of the year as Track Director.
 - Will talk to Lisa Johnson about her interest in the role and begin recruiting if she is not interested.
- Currently recruiting a new Treasurer. An email has sent out to past registrants, but so far no interest.
- DHMS program has a need for new uniforms and EAA Track may make a donation to help them purchase new ones.

Ultimate Frisbee – Alicia Carr

- Fall season going well, numbers have doubled since program started four years ago.

- Middle school wraps up this next week, numbers have stayed steady but may ramp it up to include playing against other schools next year.
- Still struggling to recruit volunteers to help with the board.
- Program prefers to leave registration open as long as possible is hard to keep tabs on registration and reaching out to new registrants.
 - Asked Heather about SE opportunities to get automatic notifications when get new registrations, specifically API integration.
 - T.J stated that you can set the registration to alert and then set up Gmail to send automatic response to those. Will try that next season.

Volleyball Update – Sara Sykora, Proxy

- Travel volleyball has 70 kids rostered.
- IH VB 146 rostered.
- JO Volleyball registration tryout is open. Tryouts Oct. 27th and looking to have three teams to participate in power leagues and tournaments.

Wrestling – Katie Rowekamp

- J.J. asked ISD 196 about the EHS gym charges from last season and District stated they will look into them.
- Katie submitted gym rental requests to district and they could not find it and took many follow-ups with them to get it squared away, so it delayed the opening of registrations.
- Beginners Camp and regular registration is now open.
- Would like to order nose packs and ice packs for their first aid kids
 - Megan will order.

Open Air (all):

- None

Meeting adjourned at 8:23 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)
November TBD	November 11	December 5 th ? TBD

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

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

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

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