

Eagan Athletic Association - Board Meeting Minutes

Thursday, September 25, 2014

President, Jim Howe	X		Director of Baseball, Tom Umhoefer	
Past President, Ken LaChance	X		Director of Basketball, Mike Bockenstedt	X
Vice President, Brad Ruitter	X		Director of Cross Country, Willie Tibbetts	X
Treasurer, Kate Boyle	X		Director of Football, Ben Leiran	
Secretary, Trudy Kenney	X		Director of Lacrosse, Mike Adair	
Administrative Assistant, Heather Lorentz	X		Director of Soccer, Rich Segar	
Director of Facilities, Lynn Estes			Director of Softball, Dana Anderson-Glass	X
Director of Program Initiatives, Sharon Stumpf			Director of Track, Kathy Windels	X
Director of Web Strategy & Support, Jeff Eckerle	X		Director of Rugby, Eric Curtin	X
Director of Coach Development, Ken Barringer	X		Director of Volleyball, Ann Kluender	
Director of Sports Programs, Kevin Sorenson			Director of Wrestling, Lisa Jensen	X
City of Eagan (Bob Keeney)	X		Director at Large, Mike Casey	X
			Director at Large, Darin Keuhn	
Guest: Mike Schweiger				

Meeting was called to order at 7:36p.m. by President, Jim Howe

New Business:

Motion was made by Jim Howe to instate Lisa Jensen as the new Wrestling Director. Motion was approved.

Lisa grew up in Eagan. She was a wrestling statistician for 5 years. She has been involved in the EAA wrestling program for a few years.

Rugby Update - Eric Curtin

A board for this sport has been set up and they are currently working on administrative aspects and fundraising to off-set rental fees. Also hoping to hire a coach. They have connected with football coaches to discuss safe tackling.

Basketball Update – Mike Bockenstedt

Approximately 300 kids tried out for traveling basketball this year. The teams have been formed. There are 22 boys and 10 girl teams. Two grades were expanded because there were enough participants at those levels to do so. Season begins October 14th.

High Performance Academy (HPA) is now closed. Both boys and girls tournaments were scheduled to take place there. Due to the closure, there will be no girls tournament offered this year.

The K-3 In-House registration is now closed. Numbers are down a little from last year. Season will begin mid- October. Registration for In-House 4-6 will open in October.

Softball Update – Dana Anderson-Glass

Fall programs are winding down. Travel state tournament is this weekend. Trying to get indoor dome sessions scheduled for November.

Cross Country Update – Willie Tibbetts

Season ends on Monday, Sept 29th with a time trial celebration at the community center. Program hosted two meets: Rosemount and Valley. Three invitations to middle school meets this week because middle schools are adding a race for the youth. Burnsville and Rosemount are two of them. Many compliments were given on this first year sport.

Wrestling Update – Lisa Jensen

Program was new to EAA last year and had a good turnout. They will be hosting a camp at the end of October to increase awareness. There was a question from Lisa on how to present the budget for the program. Jim Howe stated to present it at a finance committee meeting for approval. Kate Boyle indicated an electronic vote is needed on the wrestling budget in order for it to move forward and registration to begin on time.

Track Update – Kathy Windels

Last season they were able to get all the meets in. Had a hard time getting parent volunteers to help out and needed to pay people to assist. This affected the overall budget.

The merchandise board position is currently open.

Turbo Javelin will be offered this year for grade 2-3, replacing the baseball throw. Kathy tested it this summer. It looks like a nerf Javelin, but has the same feel as shot put.

Planning is underway and regular board meetings will begin in January.

Miscellaneous Items – Jim Howe

Jim met with Lynn to discuss other options for storage shed.

Concussion testing was full and will continue in the future.

Background checks – Ken Barringer

Currently the system is not cohesive. Program Directors cannot view the master ledger which tells whether or not their coaches have completed the back ground check. They rely on Ken or the Admin to manually go through the master ledger to find the names of coaches and report back.

The system is being revised to keep an ongoing master list instead of a having to re-do the list yearly. It will send those taking the checks and concussion training a reminder when they need to renew. (Background checks are yearly, concussion certification is every 3 years). Directors can put in their own requirements for their sport and run checks on their own coaches and the lists will match up with the master list. They can then follow up with their coaches and monitor that they are complying with back ground checks and concussion training. Ken stressed that everyone in contact with the kids needs to be registered.

In two weeks the new system should be live. All the current data will be uploaded. Ken will provide a demo at the next board meeting. He will also send out instructions as to how to use the new system. Directors were asked by Ken to submit any requirements or additional fields needed so that will be included in the build.

Finance Committee Meeting Update – Ken LaChance

The September meeting was cancelled. The In-House Basketball 4-6 budget was approved via email.

Next meeting: November 10th. Baseball, Lacrosse, Track, Spring Volleyball and Admin budgets will be discussed.

The 2013- 990 Tax form was presented at the last board meeting on July 31st. A motion was made by Trudy Kenney to approve the form, Ken Barringer seconded. Motion was approved. Kate Boyle will file the form. The deadline to file was extended to November 15th.

Financial Statements – Kate Boyle

On the Fund Balance Sheet, 2014 activity \$7500 moved from general admin activity to long term capital project.

Kate Boyle and Ken LaChance discussed the difference between the different documents with Lisa Jensen.

Scholarships for spring sports this year totaled \$5,290. Last year, there were 57 scholarships totaling \$4,487. Kate discussed the procedure for applying for a scholarship.

Lisa Jensen questioned the registration fees listed on the financials. Kate will check into the numbers. Kate reinforced that sport directors need to go over the details of the financials for their sport for accuracy.

Kate asked for a motion to approve the August 31st financials. Eric Curtain made a motion to approve. Dana Anderson-Glass seconded the motion. Financials passed.

EAA Board vs. Sports Board Discussion – Ken LaChance

There might be some confusion between the EAA board the sports board. Ken suggested reviewing the by-laws with the sports board members so they are clear. The sport director is the EAA board extension for that specific sport. Use board members to bounce off ideas and move the program in the right direction. Utilize the sport board ideas and suggestions. Sport board members need to understand that this isn't a democracy it is more like a dictatorship and they are not allowed to make decisions without the sports director approval. Take the time to educate new members to avoid these situations.

Approval of Minutes – Jim Howe

Minutes from the July 31st, 2014 board meeting were reviewed by all present. Motion to approve the minutes was made by Trudy Kenney and seconded by Kate Boyle. Motion passed. Minutes can now be posted on the EAA website.

Marketing & Technology – Brad Ruitter & Trudy Kenney

Brad is working on partnering with Water Park of America for a sponsorship. He will meet with a representative and discuss further details.

More information coming regarding Chipotle fundraising similar to Buffalo Wild Wings where you have an EAA night, bring in a flyer and EAA gets 20%.

Some carry over items from ETB: Eagan VFW, Target Center – give away night. What doesn't work for ETB, may be given to EAA as a whole to utilize.

Jim Howe is looking into local businesses to help fund our scholarship program.

Open house promotion of EAA was slow, but beneficial to be there. Most of the questions were related to soccer. Many parents did take the flyer. Traffic at the EAA tables varied for each school and seemed dependent upon where the table was located.

Jeff Eckerle suggested promoting EAA at the Red Pine Health & Fitness Fair in the spring.

Lisa Jensen questioned how to promote the free Wrestling camp. It was suggested sending out an email blast via EAA.

Volunteer Appreciation Night at Cascade Bay went well. EAA pays for 500 people to get in, however more than that attended.

Participation Requirements within EAA

Mike Bockenstedt asked about the requirements and policy for participation in EAA. The basketball program is seeing participants coming in from other cities that offer their own programs and trying out for EAA travel teams. These participants are also trying out in other associations and then based on where they are placed, they choose where they play. This, in turn, is taking spots away from Eagan participants on the EAA teams.

Jim Howe stated the policy is such that the participant must attend an Eagan school or live in Eagan. If the city in which they reside offers their own athletic programs, they are not eligible. However, cities like Mendota Heights do not offer their own programs and they are allowed to play within EAA if there is room.

Ken LaChance suggested instituting a non-refundable try out fee. If the participant makes a team then they do not get a refund. This would hopefully deter this from happening if the fee was steep enough. Ken also suggested taking it to the basketball board for further discussion.

Facebook/Twitter was discussed as an option for communications for EAA. Jeff Eckerle suggested that this might be something to add to EAA as parents use many different means to keep up to date. The question of who would update it was also asked. It was decided that Brad and Jeff would talk further about this aspect of communications.

Marketing with the City of Eagan – Trudy Kenney

Trudy provided a handout for this discussion. Kerry Phillips from the City of Eagan was contacted in August regarding opportunities for EAA to market their programs. She suggested the following activities:

-Family Night at Market Fest in June 2015

-Volunteer booth at Market Fest. Booth is free and offered up to 1-3 community organizations in the area looking to recruit volunteers. Booth is located by the band shell which is considered a family gathering area.

-Health & Wellness Night at Market Fest. There are requirements for this type of booth. One is promoting athletics in a way that is different from what the City of Eagan offers. Trudy suggested having players in uniform teaching a skill from their sport. There is a small fee for this type of booth. This booth will return for summer 2015, but is currently unavailable for the rest 2014. Registration opens in March.

-Halloween Hodgepodge at ECC. Date is October 26th. EAA could either have a trick or treat booth or put together a carnival game. Both options would have a booth fee. Registration is currently open, but fills fast. Over 1,000 paid kid admissions and 3,000 parents attend yearly.

-Streets Alive will return in Summer 2015. EAA is encouraged by the City to participate in the event. Over 3,000 visitors attended last summer. Would require a booth and offer some sort of demonstration, activity or interactive option. Registration packets will be mailed out in the Spring with more detailed information.

School Fliers

EVAA contacted EAA to see if there was interest in pursuing the automation of communication within district schools. EAA would support the effort. A representative from EVAA will be working with the district to move forward with this option instead of a paper form of communications.

The option of sending home paper fliers home with students in Friday folders is still in the works. The district is requiring that EAA provide the exact number of copies to be distributed within each school. Getting these fliers to each school is a big task and it is up to the Marketing committee to determine when the fliers will come home.

Ken LaChance suggested putting the flier on the EAA homepage news reel.

City of Eagan Update- Bob Keeney

There is no update at this time.

Positive Coach Alliance Update – Jim Howe

Jim asked for help from the Marketing committee to set up the times in which it would be offered. Once per season in fall, winter and spring are being considered. EAA purchased three sessions per year for two years. It was suggested that taking this training would give an edge to those vying for a coaching spot when all other considerations are deemed to be equal.

Ken Barringer suggested having this training be tracked within the new back ground check system as well.

2015 Open Board Positions

An email will be coming out from Jim Howe soon recruiting new at-large board members. That will be the main focus of recruiting for 2015.

Eagan Hockey Association Email Request – Jim Howe

Eagan Hockey Association has reached out to EAA to see if EAA will send out a recruiting email on behalf of their association to all EAA members. It would be a one-time email. EHA did commit \$15,000 over three years to EAA which EAA used toward the Northview Shed. The shed was then donated to the city. A concern is that it would open the door for other associations to contact us to do the same thing, thereby potentially taking away EAA participants from our programs. EHA is not an EAA program. The email would need to be reviewed prior to sending out by Brad Ruiter, Jeff Eckerle and Jim Howe.

Upcoming meeting dates:

Finance – November 10th at 7pm

Marketing/Technology – November 17th at 8pm

Board Meeting – December 4th at 7:30pm. Location TBD

Meeting was adjourned at 8:53 pm.