

Eagan Athletic Association - Board Meeting Minutes

Thursday, May 29, 2014

President, Jim Howe	X
Past President, Ken LaChance	X
Vice President, Brad Ruitter	
Treasurer, Kate Boyle	X
Secretary, Trudy Kenney	X
Administrative Assistant, Heather Lorentz	X
Director of Facilities, Lynn Estes	
Director of Program Initiatives, Sharon Stumpf	X
Director of Web Strategy & Support, Jeff Eckerle	
Director of Coach Development, Ken Barringer	
Director of Sports Programs, Kevin Sorensen	
Director of Health & Wellness, Dr. Pat Walsh	
City of Eagan, Mark Vaughn	x

Director of Baseball, Tom Umhoefer	
Director of Basketball, Michael Bockenstedt	X
Director of Cross Country, Willie Tibbetts	
Director of Football, Ben Leiran	
Director of Lacrosse, Mike Adair	X
Director of Soccer, Rich Segar	X
Director of Softball, Dana Anderson-Glass	
Director of Track, Kathy Windels	
Director of Rugby, Eric Curtain	
Director of Volleyball, Alyssa Dahlheimer	
Director of Wrestling, Vince Libaire	
Director at Large, Mike Casey	
Director at Large, Darin Keuhn	X

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- Basketball program update by Mike Bockenstedt:

ECC Basketball coaches are required to have a concussion certificate. (Sharon Stumpf: this law went into effect in September of 2011 and coaches need this training every three years. We're building our log so we can eventually send reminders to persons whose training will expire. If a player appears injured the coach should use the CDC's motto "When it doubt, sit them out" and have the player return with a doctor's note.

Just closed the open gym with 180 registrations.

Program is hosting their tournament on one weekend again this year at High Performance Academy. Ensured contract clarified this arrangement since last year they didn't uphold their verbal commitment and program had to host the tournament on two weekends.

Ordering new uniforms this year from Universal Athletic. The brand is Under Armor and the tops and bottoms sell for \$80. They should see 4 to 5 years of wear to the high quality. Also, there is an on-line store for their players and they get some money back on items sold from their site.

Try out dates are in September. Fifth grade numbers "exploded" this year.

There are two open board positions.

- Soccer program update by Rich Segar

Season started late due to weather.

Hosted a successful tournament over Mother's Day weekend and had record food sales and a basket raffle.

Program wants common branding of Eagan wave crest. Plans to use summer and fall buying power to leverage best price. Wants a company that can manage the inventory for them as a supplier and produce quality. 100 shirts were damaged in printing this year.

Their website on EAA's site was redesigned for \$25/hour. Additional work may be done on other pages.

Program reports to MYSA while other metro area clubs are independent and/or not affiliated with a city. These free floating teams are known as Premier Clubs and they hand pick kids. Once their players get to highschool, though, they can't play because they aren't associated with a city. Nonetheless, our club loses local players and our focus remains being bound to the community. They want to support Eagan hotels, restaurants and promote recreational soccer throughout Eagan. Interested in marketing these businesses to the 135 teams such as the 135 teams that played in their last tournament. Concerned they target all demographics including families that meet EAA's scholarship criteria, which covers the In House fee. Additional traveling fees can be covered by the Soccer program.

- La Crosse program update by Mike Adair

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Program is associated with US Lacrosse and all players must live in Eagan, within the Eagan school district or apply for a waiver. Unlike Soccer there are no other groups that form.

Started player/coach development. Historically the program had problems getting volunteers, but families are stepping up.

The program sold socks and it was very successful for them.

- Guest/Andrew Pilsbury - Positive Coaching Alliance

PCA is a national non-profit and their program began at Stanford. Volunteer coaches were observed winning at all costs, playing only the best players and not developing all members of the team. 70% of kids were dropping from these types of programs by age 13 and they didn't enjoy the sport as a result of a bad coach or aggressive parent.

PCA stresses ELM or that effort, training and mistakes are okay. Teams should work with parents to be supportive and positive role models because better athletes make better people and only 1 in 16,000 become professional athletes.

Prior Lake's Athletic Association bought 3 workshops/year. In year one they required all travel coaches to attend. In year 2 they requires all coaches to attend at least every three years and they used key chains, stickers, etc. to advertise their motto "Respect the Game".

PCA works with associations to distribute workbooks, create coach job descriptions, create parent + kids evaluations scores, retain coaches, etc. Cost is \$2,775 for 3 workshops and the sessions can be spread out throughout the year.

- Financial Update by Treasurer Kate Boyle

Distributed March Financials. A motion to approve the financials was made by Rich Segar. A motion to second the financials made by Mike Adair. The motion passed by a group vote.

- Financial Committee Update

The 5/12/14 committee meeting notes were reviewed. A motion to approve the financials was made by Mike Adair. A motion to second the financials made by Rich Segar. The motion passed by a group vote.

- Marketing Committee Update

One page fliers can be distributed at local schools up to three times per year. We want them to reflect who EAA is and the sports we offer.

Advertising ideas: add the EAA website to participants' T-shirts, participate in Back to School Events in August, etc.

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- Facilities update by Lynn Estes

We have a shed the size of a double garage near Dakota Hills and we use over 50%. It needs repairs and the school needs the storage back. EAA was approached and Lynn's recommendation is to allocate \$10,000 for the roof, siding and garage door. Following repair we'll turn it over to the city and sign a lifetime lease. The city would maintain and we'd get 50% of the space. We could use the \$7,500 given to EAA by Sports Star, which was allocated for capital improvements. Permission was granted by the board for Lynn to pursue further discussions.

- Update by Board President, Jim Howe

Hardship scholarship criteria should be consistent for EAA players who experience the loss of a parent. After some discussion the board supported giving these individuals a hardship scholarship for the first year after the loss. The scholarship would cover the In House rate or \$100 toward any sport fee and individual programs can go above and beyond if they'd like. Thereafter scholarships can continue to be given if they meet EAA's criteria that they qualify for agree or reduced lunch.

Eagan Foundation Scholarships were given to graduates. Ken LaChance, Rich Segar and Jim Howe attended the banquet where four (4) \$750 scholarships were given by the EAA Board and two (2) \$750 scholarships were given by the Soccer program.

Upcoming meeting dates:

7/14/14 @ 7:00 p.m. Finance Committee, Community Center
7/31/14 @ 7:30 p.m. Board Meeting, City Hall
TBD Marketing & Technology