

EPGBA BOARD MEETING

March 19, 2017 7:00pm
Eden Prairie Community Center



MEETING MINUTES

Board Members Present: Carmen Bamlett, Reid Baynes, RebeccaLyn Brettin, Jeff Burke, Matt Davies, Lisa Ellis, Denelle Flesner-Czech, Rayanne Foss, Guy Grussing, Amy Helget, Todd Holloway, John McNulty, Riley Moorjani, Beth Peta, Julie Peyer

Board Members Absent: Corey Cain

Non-Board Members Present: Jonathan Laffond, Sarah Jordan, Steve Johnson, Colleen Schlagel, Darren McNeil, Brian Landwehr, Carol Tape, Cassandra Hardwick, Tony Wilson, Donnell Krueger

Meeting called to order: 7:04 pm

Meeting Agenda: *Motion to adopt meeting agenda made by Reid Baynes and seconded by Reba Brettin. Motion carried.*

Previous Meeting Minutes:

- *Motion to approve January meeting minutes made by Beth Peta and seconded by Jeff Burke. Motion carried.*
- *Motion to approve special e-mail vote meeting minutes made by Julie Peyer and seconded by Reba Brettin.*

Regular Business Agenda Items

Finance Committee

- *Motion to approve January financials made by Rayanne Foss and seconded by Reid Baynes. Motion carried.*
- *Motion to approve February financials made by Julie Peyer and seconded by Reba Brettin. Motion carried.*
- Our revenue for the past two months came from In-House registrations and the remainder of the fiscal year has no revenue coming in. There will be final expenses for both In-House and Travel programs.
- As we close out the board year, we are projected to finish the fiscal year with approximately \$100K in the bank. This has been the board's goal to build this kind of reserve so that we can now focus on ways to invest in our EPGBA program and make improvements while also being able to safely absorb any drop in revenue or higher than expected expenses.
- We have been able to achieve our financial reserve goal by raising our bottom line by \$25K over a span of three years without raising program fees. This has been done through the efforts of board members to find other ways to secure income for our program (i.e., sponsorships, dine-out fundraisers, Timberwolves Academy, etc). We also recognize that enrollment numbers have been declining in In-House while remaining flat in Travel. If this trend continues, our overall net revenue will also decline so it will remain imperative to continue to focus efforts on fundraising outside of program fees.

Scholarship Committee

- After the high school accepted and vetted applications, we have eleven applicants for our EPGBA scholarships. The committee will review and set up interviews during April.

In-House Committee

- There was a lot of feedback of frustration from our sixth grade parents this year. This was due primarily to the fact that we had teams consisting of mostly 5th graders and a few 6th graders and were therefore forced to play against teams that contained all 6th graders. This made for some very imbalanced competition and a long season.
- Parents would also like to see an improvement in communication – both in the amount and in the timing. Some announcements of schedule changes were coming out via e-mail too late for parents to catch before driving a player to a wrong location.
- Request to have Denny provide more help for parent coaches at the beginning of the season. Some of these parent volunteers don't know a lot about basketball and haven't coached before. Would also like the coaching from all coaches to be more consistent.

Marketing Committee

- While we don't have final numbers from our Noodles and Panera fundraisers yet, we are estimating approximately \$500 from our four dine-out nights. While not as successful as we were hoping for, they were easy to implement and a source of revenue nonetheless.

Travel Committee

- Overall it was a very successful Travel season. We had 90 players participate on nine teams.
- Rochester went well – we didn't receive any complaints of conduct issues from the hotel management. The hotel was extremely full this year with a number of dance teams also staying there – they are not expected to be back next year (had to move their competition/clinics to Rochester due to a scheduling error).
- State Tournaments also went very well with four of our teams earning medals:
 - 4 Red – 3rd place
 - 5th Grade – Champions
 - 6th Grade – 2nd place
 - 8C – 2nd place

Spring League

- We have 82 girls signed up to play in Spring League. 57% are new to travel (either from In-House or playing for the first time). Some teams started practice this past week and the rest will start this week.
- It was a much better transition for the 3rd grade players and families this year. We had earlier and better communication and both Julie and Matt attended their first practices to be available to answer any questions.
- Tournaments are getting figured out and registered for – all tournaments we play in will be MYAS-sponsored.
- We are the only association that we're aware of (at least in the SW metro area) that offers a spring league. Other associations have taken notice and are inquiring about how we run it as they look to set up their own similar programs.

Summer Programs

- Coach Johnson will be running summer programs again this year:
 - Week-long Eagle Camp (utilizing high school players)
 - Skills Training (16 sessions with 2 trainers hired by Coach Johnson)

- Post/Guard Camp (sessions in August with Coach Doug & Coach Rob)
- Shooting/Dribbling Challenge (this replaces our Eagle Eye, Eagle Challenge, and 10,000 shots challenges)
- Coach Johnson will be running all of the camps and all expenses will be covered by fees charged. EPGBA will help with registration administration and communication. If there will be any revenue for us, it will be minimal.
- Overall concern by Board is that these summer programs be better run than they were last summer. Also concerned that all programs are offered during the daytime which doesn't work well for families with both parents working.
- Wondering if there will be any Open Gym offerings. Since Coach Johnson doesn't plan to offer them, can EPGBA offer them? Will need board member/parent volunteers to staff them. Also need to clearly communicate to parents that these are true open gym nights – there will not be any structure or coaching. May need some facilitation to ensure older girls aren't dominating all the court space and that younger girls are getting a chance to play.

President's Report

- Will need to better stress coach conduct next season. We had a few calls from other associations complaining about the conduct of our coaches.
- We also had other association calls regarding our playing time policy. Some of our teams were "playing to win" (mostly in the State Tournament) by giving stronger players too much playing time. We also had complaints from parents regarding this issue.
- The Marriott in Rochester called Matt and complimented our behavior during our weekend there and apologized for calling Matt for issues that ended up being related to dance teams that were staying there.
- Need to address communication issues and coach conduct issues in the In-House program next season.
- Thank you to our 8th grade parents for their time and service to the association!

New Business Items

- none

Meeting Adjournment: *Motion to adjourn meeting made by Rayanne Foss and seconded by Jeff Burke and Lisa Ellis. Motion carried and meeting adjourned at 8:04pm.*

Next Board Meeting: April 23, 7:00pm; Eden Prairie Community Center

Respectfully submitted by Denelle Flesner-Czech, EPGBA Secretary