

EPGBA BOARD MEETING

June 23, 2019 7:00pm
Eden Prairie Community Center



MEETING MINUTES

Board Members Present: Molly Anderson, Jodi Archuleta (via phone), Monique Baune, Shari Breuer, Cassandra Hardwick, Amy Helget, Brandi Hoffmann, Sarah Jordan, Brian Landwehr, Michelle Mack, Cliff Mahto, Julie Peyer, Emily Rice, Colleen Schlagel

Board Members Absent: Kari Anseth, Mark Archuleta, Jennifer Ash, Joe Brazil, Lisa Brazil, Pam Dvoracek, Todd Holloway, Donnell Krueger, Jon McNair, Darren McNeil, Nancy Metzger, Riley Moorjani, Carol Tape

Non-Board Members Present: Ellen Wiese

Meeting called to order: 7:10 pm

Meeting Agenda:

- *Motion to revise meeting agenda to remove "In House" topic and adopt revised version made by Sarah Jordan and seconded by Shari Breuer. Motion carried.*
- *Motion to add Eden Prairie High School Varsity Coach Ellen Wiese as a member of the Board due to her personal interest and prior attendance at Board meetings made by Michelle Mack and seconded by Sarah Jordan. Motion carried.*

Previous Meeting Minutes:

- *Motion to approve May 2019 board meeting minutes made by Cassandra Hardwick and seconded by Colleen Schlagel. Motion carried.*

Regular Business Agenda Items

Finance Committee

- Income in May 2019 came primarily from Summer Camp and clinic registrations. The new website payment system is working well.
- Outflows in May 2019 were mainly related to Spring league gym fees and the annual EPGBA Senior Scholarships that were awarded.
- *Motion to approve May 2019 financials made by Monique Baune and seconded by Amy Helget. Motion carried.*
- Rochester Refund - The 2019 Rochester Tournament sent EPGBA a \$1,400 refund check due to the cancellation of the second day of games. The Board decided to put that refund into the overall funds for the upcoming season.
- Spiritwear Commission - Still working to collect commission check and outstanding orders from last season's uniform vendor. The next step is to send a Legal letter to be drafted by Brian Landwehr, Brandi Hoffmann and Monique Baune.
- Open Treasurer Position - Brian Landwehr will finish his term as EPGBA Treasurer at the end of the 2019-2020 season and is looking for a volunteer to train with him now and then take over as Treasurer during the following season. Let Brian know if interested.
- Operating Budget - A preliminary 2019-2020 operating budget was developed by Julie Peyer and Brian Landwehr. The EPGBA expects to be running at a loss due to the Travel program. The

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Travel Committee identified position action items to close the gap, to be discussed later in the agenda.

Travel Committee

- Tryout Scorecard – In accordance with the new Travel Tryout policy, a new Tryout Evaluation Scorecard was developed by the Travel Committee and Varsity Head Coach Ellen Wiese. The new Scorecard is more in-depth, specific and transparent than what was used in the past.
 - *Motion to approve new Evaluation Scorecard with Michelle Mack's minor edits was made by Colleen Schlagel and seconded by Molly Anderson. Motion carried.*
- Travel Budget – Per earlier comments, the new operating budget for 2019-2020 identified a \$6,700 loss next season in the Travel Program, largely due to not collecting enough revenue to cover coaching costs. The last time registration fees were raised was in 2014. The last time coaching fees were raised was 2015/2016. Costs have gone up each year, but the EPGBA has not adjusted for that via it's fees.
 - The Travel Committee evaluated options and identified potential changes to reduce the shortfall:
 - Eliminate the free uniform for new players (\$1,500 gained).
 - Charge one fee to all families that covers both administrative and coaching costs, regardless of whether the coach is a parent or non-parent (\$4,300 gained).
 - After much discussion and review, the Board arrived at the following recommendation:
 - Eliminate the free uniform for new players (\$1,500 gained).
 - Increase the registration fee by \$25 for each grade (\$2,200 gained).
 - Increase the coaching fee by \$25 for each grade and require all players to pay a coaching fee, regardless of whether their coach is a parent or non-parent. (\$1,600 gained from 64 players already paying coaching fee + \$6,600 gained from 24 players not already paying coaching fee = \$\$8,200).
 - *Motion to eliminate EPGBA Policy Section 3Li (the free uniform for new players) made by Molly Anderson, seconded by Shari Breuer. Motion carried.*
 - *Motion to eliminate the second sentence of EPGBA Policy Section 3Ki (added fees for a team that has paid coaches) made by Brian Landwehr, seconded by Michelle Mack. Motion carried.*
 - *Motion to increase the 2019-2020 registration fee by \$25 and increase the coach fee by \$25 made by Cassandra Hardwick, seconded by Cliff Mahto. Motion carried.*
 - Discussion of if and how parent coaches should be compensated beyond the current registration fee reduction and free lodging in Rochester was tabled until the July Board meeting.
- Coaches for 2019-2020 – Seven past coaches were invited to return to next season and six have confirmed. Still looking for 3-5 more, depending on the number of teams. The Coach application has been posted on the EPGBA website and communicated to all families.
- Travel Survey Results – The Travel Committee has started reviewing the feedback and is working through ideas related to practice schedules, open gym time and more. They'll give a full update on actions at the July Board meeting.
- EP Tournament Update – Planning is underway for the Nov 2-3 tournament and most major items are locked in. Colleen Schlagel has been contacting other associations and getting positive reception. Expect 64 teams through reciprocity with their tournaments plus other teams that don't depend on reciprocity. Estimate 74 paid teams at this point. Per the parent survey feedback, Colleen is not reaching out to programs that are farther away who would expect reciprocity by our teams.

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- 2020-2021 Overnight Tourney Options – Still looking for a volunteer to investigate other options for an overnight tournament to replace Rochester in the future. Contact Julie Peyer if interested.

Marketing & Operations Committee

- Sponsorship Options for 2019-2020
 - Fundraising goal is to double what was raised last year, from \$3,800 to \$8,000. Having two people working on it and additional sponsorship options should make this possible.
 - 2019-2020 EPGBA Sponsorship Levels form was shared. It offers two new levels (in addition to the two offered the past few years) involving company logos on the back of the shooting shirt. The committee expects to engage multiple sponsors to cover both the cost of the shirts for all girls and bring in additional sponsorship dollars. Estimate \$1,400 needed to cover the cost of the shirts.
- Dine-Out Plans - Emily is taking this over from Brandi Hoffmann and folding it into the Sponsorship Committee. Based on Brandi's lessons learned last year, the plan is to focus on one dine out per month from Nov – Feb at the highest grossing locations from last year and/or some new ideas like Chick Fil-A or Davanni's. Also considering ideas to promote higher attendance by suggesting these be team outings, reminding everyone that take-out counts too, adding more communications/reminders, etc.
- Amazon Smile – Board thinks we need to do more with this in the future. Sponsorship Committee will consider how to do this through communications, instructions for easier access, etc.
- Policy Committee Updates – Brandi Hoffmann said the committee has met twice and sees a number of opportunities to reduce contradictions, improve readability, sync up with bylaws and simplify where possible. Goal of committee is to come back to the Board with recommended changes at some point in the future.

President's Report

- Coaching Director update – During the May Board meeting, Julie Peyer was given approval to interview and hire for the open Coaching Director role. As such, Lawrence Barnes (Coach Lo) has been hired and will start immediately. He's an assistant varsity coach at Orono High School, coaches with the MN Metro Stars AAU program, coached at the EP Spring Clinics and more. Coaching Director policy changes to reflect adjustments to the Coaching Director role are being deferred to Policy Committee.

New Business

- Culture – Varsity Head Coach Ellen Weise expressed a desire to be more intentional about establishing the culture of EP Girls Basketball. She wants every player to feel included, valued, and get an equal opportunity to improve. The Board agreed and believes this is something to establish with consistency at all levels of EP Girls Basketball and with all parties – Board, Coaching Directors, coaches, parents, players, high school program. Further discussion of ideas and actions was deferred to the July Board meeting.

Meeting Adjournment:

- *Motion to adjourn meeting was made. Motion carried and meeting adjourned at 9:00pm*

Next Board Meeting: July 21, 2019 at 7:00pm; at the Eden Prairie Community Center, Room 201.

Respectfully submitted by Emily Rice, EPGBA Secretary