SYBA MINUTES MEETING
October 17th, 2021
Shakopee Bowl 6:00 pm

Attendees: Brad Menden
            Jeff Schmitz
            Eric Schroeder
            Allen Larson
            Sean LaCoste
            Nick Von Bokern
            Mike Hanson
            Alex Jordan

Not in Attendance: Aaron Olson
                    Chad Stensrud
                    Tom Schleper
                    Rod Hicks

Approve Previous Meeting Minutes:

The previous meeting minutes were approved

Financial Review:

Allen Larson handed out the financial summary/banking statement from 8/16/21-9/16-21 that included all deposits/withdrawals and balances of each account. Highlights, the fencing was finished at Green Meadow and paid for, annual membership to Survey Monkey was paid, background checks were paid to Trusted Coaches, there was a withdrawal of $3,750 that was a donation to the 12A tourney, this went to the stadium fund an also to Dwayne the grounds crew. Also the Annual Fee was paid to Sports Engine in the amount of $900

Shakopee Bowl Pull Tabs donation was deposited in the amount of $1,596.70 donation and also SYBA received a $30 donation from AT&T.

During the Financial Review the board continued the conversation on the need to buy mounds that was brought up at last months meeting. The board voted 8-0 to buy 4 mounds that were 6" Tall 9' Long and 5" wide, each mount is ~$1,700 a piece.

Also Catchers Gear was ordered that is NOCSAE approved, in preparation for the new standards in which all gear has to be NOCSAE approved. Total number order was 15sets (10 youth size and 5 adult size).

There was a conversation in which clay boxes were discussed, this would be a location where excess Clay or Aglime would be stored, Allen will talk to the city about what it would take to get these installed,

the initial discussion was getting 2 of them installed. Potential for West Tapah and also West Middle School

Fall Ball Recap:

Sean Lacoste brough upthe topic and thought it was good considering it was free to. Some of the concerns by members were that for some ages although we had 10 coaches signed up, due to other sports happening at the same time only a few were able to physically show up and coach. Sean mentioned in the future having a designated coach and potentially compensating them. Brad Menden state that he felt there was a need at some of the levels for more communication between coaches to ensure their were enough at each practice. Jeff Schmitz said he thinks there should be a practice plan set for each week.

Some comments from the end of the season survey dealt with concerns over mixing talent levels, having travel players playing with in-house players.

Mike Hanson had brought up the idea of starting at the beginning of August and finishing the 1st or 2nd week of August so that we don't run into all the pre-tryout workouts for basketball and hockey.

Overall the #1 goal was to get more kids into baseball and the association and with that goal in mind the board felt that this year's version of fall ball was a success

SYBA Website Review:

Alex Jordan did a review of the SYBA website design and functionality. He provide a one pager (that will be included in the meeting minutes), with those findings. The maid headlines dealt with Web design guiding principles, image and content guiding principles, website metanalysis review, and website inventory. Once Alex took the board thru these, he provided a summary with pros and cons. Then followed that up with a list of recommendations (included with meeting minutes)

Going forward the board agreed to reserve meeting time on the agenda for Alex to continue with any website stuff topics

Next Meeting will be at the Legion on Sunday November 21st at 6pm.

Meeting adjourned at 8:07pm

Web design guiding principles

1. Focus on patron needs – content and layout informed by data about our users and our expertise
2. Design for everyone (inclusion and equity) – Simple & intuitive, good use of size and space
3. Keep it simple – prioritize content and core areas for high user impact, avoid niche content and complex or 'busy' design elements
4. Take a holistic view – consistency in language, content & design layout
5. Sustainable infrastructure – reduce or simplify content maintenance and design management

Image and content guiding principles

1. Visual Hierarchy – highlight important areas (forms, calls to action, value proposition) vs. non-important areas. Don't treat them equally.
2. Use SYBA organization's objectives to prioritize visual hierarchy
3. Hick's Law – Eliminate distracting elements to reduce decision making and time to locate important information
4. Law of Symmetry – content and images should be coherent, visually balanced, and symmetrical

Sources:
https://publish.illinois.edu/libraryweb/project-resources/guiding-principles/
https://cxl.com/blog/universal-web-design-principles/

Website metanalysis review process

Website review – 10 comparative sites for reference
5 external community youth baseball associations
5 internal community youth sport organizations

Findings –

- Content similar but headers, placement of information, and page organization varied differently
- Information posted essential to audience, core content, and up-to-date
- Minimal two click navigation to find what was needed (3rd to open document or link)
- Clean web layouts: good balance with content, white space, imagery, call-to-action links (less content, more documents, and links)
- Content organized by program (ex. Travel, In-House, Community)
- Content organized by audience (ex. My role – coach, team manager, parent, etc)
- SE team functionality used (Roster, schedule, team stats)

Website Inventory

See inventory spreadsheet

Summary

PROS

- Content very thorough
- Rich historical documentation
- In-depth information about fields
- Content for plethora of audiences with varying needs
- Team management functionality enabled
- Diversity and Inclusion effort

CONS

- Outdated information, broken links, and empty pages
- Redundant information located in multiple places
- Blended audience content on multiple pages and some content isn't clear who it's directed to Inconsistent use of website functionality
- Inconsistent formatting and language
- Information overload
- Navigation and content organization not intuitive
- Structure and content is administratively complex to maintain

RECOMMENDATIONS

- Apply guiding principles to page format and language
- Apply guiding principles to re-organize content and page layout
- Apply guiding principles to update and reduce content
- Remove or archive outdated and historical information
- Remove or use empty pages
- More use of team pages or reduce team page options to schedule and roster functionality only
- Re-architect web page and sub-page structure by audience member applying guiding principles
- Re-architect web page and sub-page structure to reduce number of clicks to reach core content
- For content rich pages, use documents and links to supplement
- Review, establish, or update web administration roles/responsibilities