



**SOUTH DAKOTA HIGH SCHOOL ACTIVITIES ASSOCIATION
STRATEGIC PLANNING MEETING OF THE BOARD OF DIRECTORS
SDHSAA OFFICE BUILDING**

July 24, 2023

10:30 AM

Pierre, South Dakota

The Board of Directors held a strategic planning meeting on July 24, 2023, at the SDHSAA Office Building in Pierre, South Dakota with members present as follows:

Kelly Messmer	Marty Weismantel	Dani Walking Eagle	Dr. Jeff Daniels
Tom Culver	Eric Denning	Randy Hartmann	

Staff members present included Dr. Dan Swartos, Jo Auch, Randy Soma, Brooks Bowman, and Ryan Mikkelsen.

Item #'s 1 and 2: Call the Meeting to Order and Pledge of Allegiance

The meeting was called to order by Kelly Messmer at 10:33 A.M., followed by the pledge of allegiance.

Item #3-Introduction of Board and Staff Members

President Messmer asked the Board of Directors and the SDHSAA Staff Members to introduce themselves.

Item #4-Opening remarks

President Messmer thanked the board for their service and welcomed them to a new year on the SDHSAA Board of Directors. He also reviewed board meeting protocols and procedures, which are an amended form of Roberts Rules of Order. Dr. Swartos gave an update on the SDHSAA mission, vision, and belief statements.

Item #5- Review 2022 Strategic Planning Minutes

President Messmer reviewed the 2022 Strategic Planning Minutes.

Item #6- Review Board Policy Manual, Constitution/By-Laws, and Yearbook

Dr. Swartos and Finance Director Ryan Mikkelsen reviewed the 2023-24 SDHSAA Policy Manual and Constitution and By-Laws. SDHSAA staff detailed changes to policy for the upcoming year.

Item #7- Review the FY 22 Audit

Dr. Swartos and Ryan Mikkelsen notified the Board that the FY22 Audit had not yet been finalized and gave general information from the final audit meeting. The FY22 Audit will be presented to the Board at the November 2023 Board meeting.

Item #8- Review the FY23 Budget and adjustments to the FY24 Budget

Dr. Swartos reviewed the FY 23 budget and detailed proposed adjustments to the FY 24 budget. The Board will have a 2nd reading of the FY 24 budget at the July 25th regular meeting of the SDHSAA Board of Directors.

Item #9- Legislative Considerations

Dr. Swartos reviewed the 2023 Legislative Session and previewed the 2024 session.

Item #10- GOAC

Dr. Swartos noted that he had not yet met with the Government Operations and Audit Committee of the South Dakota Legislature.

Item #11- Review Site Selection Committee and Meeting Dates for 23-24

Dr. Swartos reviewed the structure of the Site Selection committee. President Messmer will appoint members to the 2023-24 committee (considering sites for 2027-28) at the July 25 meeting of the SDHSAA Board of Directors.

Item #12- Discussion on Corporate Partner Contracts

Dr. Swartos reviewed and discussed corporate contracts for 23-24. The contracts of Sanford, Farmer's Union, Billion Automotive, and Dacotah Bank were extended this year. Merchandise and Trophy and Medal contract with A&M were sent out to bid and new contracts were selected, with Park Bench apparel of Rapid City being selected as the merchandise partner, Trophies Plus of Breda, Iowa were selected for medals, and A&M of Princeton, Illinois was extended for trophies. The upcoming year will see bids or contract renewals for our ball contract and broadcasting contract. The Board will consider a partnership with Teall Property Group for corporate partnership management at their July 25th, 2023 meeting.

Item #13- Review SDHSAA Constitutional Revisions for 2022-23 and 2023-24

Dr. Swartos visited with the Board about Constitutional Revisions for 2022-23 and potential recommendations for 2023-24. The membership passed amendments to clarify language regarding recruitment and ejections. Looking towards 2023-24, we have had requests to look at classifying boundary areas for member schools without District/Attendance Center boundaries (private schools, BIE/Tribal Grant schools).

Item #14- Discuss Superintendent Group Priorities

Tom Culver, Dr. Jeff Danielsen, and Dani Walking Eagle reported that the Superintendents group feels comfortable with where the SDHSAA is at. The Superintendent's appreciated the newly adopted policy on adding new sports and activities. Superintendents continue to monitor participation numbers and share the concerns of everyone concerning sportsmanship. The Superintendents received Title IX updates at the Superintendents conference earlier this summer.

Item #15/16- Discuss Secondary Principal/AD Priorities

Eric Denning and Kelly Messmer discussed noted no additional concerns aside from what was mentioned by the Superintendent's group representatives.

Item #17- Discussion School Board Priorities

Marty Weismantel and Randy Hartmann reported priorities from the school boards, including school funding, transfer rules, and official's shortages. They did note shared concerns regarding hotel availability during State A basketball this winter, with a state youth wrestling tournament and state darts tournament happening on the same weekend and the same community.

Item #18- Executive Staff and Board Member Comments, Concerns, and Suggestions

SDHSAA Staff and Board had a wide-ranging discussion regarding the following topics:

- Sportsmanship- keeping student council groups involved, making it a priority. Keep priority on fan behavior, but also need to address participants taunting the crowd or other competitors
- Transparency in the process of selecting state tournament officials
- Success factor for classification
- Transfers/parity, residency section

Item #19- Review 2022-23 Goals

Dr. Swartos reviewed progress on the 2022-23 goals.

- 22-23 Goal 1- Management Fees, New Revenue, Economic Impact Study. Recommended to carry over.
- 22-23 Goal 2- Explore new SDHSAA Sports/Activities. We have added girls wrestling, softball, and E-Sports, as well as developed a policy for adding sports and activities. Goal met.
- 22-23 Goal 3- Official's Recruitment. Recommended to carry over.
- 22-23 Goal 4- Sportsmanship Initiative- Recommended to carry over.
- 22-23 Goal 5- Calendar Committee- Recommended to carry over.
- 22-23 Goal 6- Classification Committee- Recommend to carry over.

Item #20- Set goals for 2023-24

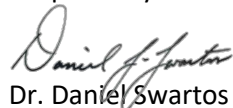
The following goals were developed by staff and board for the 2022-23 school year:

1. Conduct an economic impact study and study the potential of a bid process for items within state events that can save member schools money (hotels, meals, etc).
2. Develop officials/adjudicators recruiting partnerships with high schools, post-secondary organizations, and professional associations across South Dakota.
3. Develop a sportsmanship initiative concerning fan, coach, and participant behavior in SDHSAA sanctioned sports and activities.
4. Convene a calendar committee to study SDHSAA state event dates.
5. Convene a classification committee to study enrollment cutoffs for classification across all sanctioned sports and activities.
6. Convene a committee to study the SDHSAA transfer of eligibility rules.
7. Develop initiatives concerning coaches recruitment.

Item #21- Adjourn

It was moved by Tom Culver, second by Eric Denning, to adjourn. Motion carried 7-0. President Messmer declared the meeting adjourned at 3:15 PM.

Respectfully submitted,



Dr. Daniel Swartos
SDHSAA Executive Director