



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

August 12, 2020

10:30 AM

Pierre, South Dakota

The Board of Directors held a strategic planning meeting on August 14, 2019, at the SDHSAA Office Building in Pierre, South Dakota with members present as follows:

Craig Cassens Randy Soma Dan Aaker Dr. Jerry Rasmussen
Barry Mann Michael Talley Mark Murphy Marty Weismantel

Also present was Board Member elect Tom Culver

Staff members present included Dr. Dan Swartos, Jo Auch, Dr. John Krogstrand, 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 Chairman Cassens at 10:30 A.M., followed by the pledge of allegiance.

Item #3-Introduction of Board and Staff Members

Chairman Cassens asked the Board of Directors and the SDHSAA Staff Members to introduce themselves.

Item #4-Opening remarks

Chairman Cassens 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. Dr. Swartos reviewed the vision, mission, and beliefs statement of the SDHSAA.

Item #5- Review 2019 Strategic Planning Minutes

Chairman cassens reviewed the 2019 Strategic Planning Minutes.

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

Dr. Swartos and Finance Director Isaac Jahn reviewed the 2020-21 SDHSAA Policy Manual and Constitution and By-Laws. SDHSAA staff detailed changes to policy for the upcoming year.

Item #7- Review the FY 19 Audit

Dr. Swartos and Ryan Mikkelsen reviewed the FY 19 Audit for the Board of Directors. It was a clean audit with no findings.

Item #8- Review the FY20 Budget and adjustments to the FY21 Budget

Dr. Swartos reviewed the FY 20 budget and detailed proposed adjustments to the FY 21 budget. The Board will have a 2nd reading of the FY 21 budget at the August 13 regular meeting of the SDHSAA Board of Directors.

Item #9- Legislative Considerations

Dr. Swartos reviewed the 2020 Legislative Session and previewed the 2021 session. Transgender and Homeschool legislation are possibilities and the SDHSAA will respond as appropriate and according to the best interests of the member schools.

Item #10- GOAC

Dr. Swartos discussed his meeting with GOAC from July 23rd. The FY 19 Audit was discussed with members of GOAC.

Item #11- Review Site Selection Committee and Meeting Dates for 20-21

Dr. Swartos reviewed the structure of the Site Selection committee. Chairman Cassens will appoint members to the 2020-21 committee (considering sites for 2024-25) at the August 13 meeting of the SDHSAA Board of Directors.

Chairman Cassens called for a lunch recess at 11:51 PM and called the meeting back to order at 12:20 PM.

Item #12- Discussion on Media Contract

Dr. Swartos discussed the new media contract with SDPB.

Item #13- Review Constitutional Revisions for 2020-21

Chairman Cassens asked the Board and Staff to discuss possible constitutional revisions to look at during the upcoming year. Dr. Swartos discussed a possible look at a Free and Reduced Lunch Factor in ADM calculations, as has been requested by the Native American Advisory Committee.

Item #14- Discuss Superintendent Group Priorities

Dr. Rasmussen and Tom Culver discussed possible additional guidance on attendance at events (ideas, data, etc.), the Superintendents appreciate the communication from the SDHSAA office. They stress communication within schools to ensure everyone is on the same page.

Item #15- Discuss Secondary Principals Group Priorities

Michael Talley, Barry Mann, and Craig Cassens commended the Athletic Directors for their work in preparing for the fall season. They noted that schools have experienced and will experience a loss of revenue with reduced crowds and encouraged the SDHSAA to keep that in mind. They noted the importance of communication with schools and the flexibility of the SDHSAA this year. They thanked the SDHSAA for the support throughout the summer.

Item #16- Discuss Athletic/Activity Directors Group Priorities

Randy Soma and Dan Aaker commended their fellow AD's for their work in preparing for the fall season. They want to ensure clarity on the merchandise contract and t-shirt money. They were appreciative of the COVID-19 communication and stressed the importance of it continuing. They asked about sub-state and state spectator plans and for some guidance on Cheer and Dance invitationals.

Item #17- Discuss School Board Member Group Priorities

Mark Murphy and Marty Weismantel communicated the nervousness and apprehension by school staff and stressed that flexibility by all will be important.

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

SDHSAA Staff shared their experiences during the past several months as we prepare for the upcoming school year, thanked the schools for their patience, and encouraged continued flexibility and communication.

Item #19- Review 2019-20 Goals

Dr. Swartos reviewed progress on the 2019-20 goals, as well as suggestions for implementations/carry over in 2020-21.

Item #20- Set goals for 2020-21

The following goals were suggested for the 2020-21 school year:

1. Study and make recommendations on changes to management fees and new revenue, to include a bid process for SDHSAA state events, set fees for Sub-State contests, and exploring new revenue streams with the goal of increasing costs paid to host sites for state events.
2. Explore new SDHSAA Sports/Activities
3. Examine the current SDHSAA ADM structure for classification, to include modifiers such as Free/Reduced Lunch count, small school factor, and success factor.
4. Review the design and cost of a new SDHSAA website, and present the Board of Directors with a plan for new website funding and implementation.

Item #21- Adjourn

Chairman Cassens declared the meeting adjourned at 2:15 PM.

Respectfully submitted,



Dr. Daniel Swartos
SDHSAA Executive Director