

Sioux Falls Figure Skating Club Board of Directors Monthly Meeting Minutes
Tuesday, January 17, 2023, 6:30pm - Zoom

Present: Leanne Siverhus, Allie Alvine, Riley Block, Beth Haglund, Tasia Hillestad, Katelyn Conover, Beverly Lush.

Call to Order: The meeting was called to order by Vice President Leanne Siverhus in President Tom Stengrim's absence at 6:30pm.

REPORTS

Secretary's Report : Allie Alvine, Secretary

Katelyn moved to approve agenda, Tasia seconded, motion approved. Minutes from December meeting were reviewed. Katelyn moved to approve them, Tasia seconded, motion approved.

Financial Report : Beverly Lush, Club Accountant

- Reviewed Profit & Loss and Budget vs Actuals
 - Discussed areas expenditures are over.
 - Actual is lower than budget in several areas of revenue.

Marketing Report: Beth Hagland, Marketing Director

- Social media going well. Increased page reach by 72%. Insta is slightly down but less posting. 6000 individuals reached by paid ads, up 180%.
- Influencer Program: We have Maren Jensen and Maddie Peschong. Maren had 21 engagements with link. Maddie had 6. Also both had post and stories. Three kids joined from Maren's reach that we know of. Kaitlyn has talked with her and she says has enjoyed the SFFSC relationship. Beth will be contacting Maren to thank her and ask to get on her summer schedule.
- Considering a referral program to increase numbers, where skaters, families, etc can get discount for referring others to SFFSC.

Director's Report: Riley Block, Club Director

- Monthly Participation: Riley is looking at the membership & participation numbers from year to year. Membership is different than actual participation because skaters can change groups through the year but stay under one membership. Riley shared numbers from June through Dec 2022 compared to the same time frame 2021. (M=memberships, P=participants)
 - June- Dec 2021: LTS 180 M, 108 P; Aspire 10 M, 10 P; Home Club 18 M; Secondary 9 M
 - June – Dec 2022: LTS 140 M, 140 P; HA 78 M, 92 P (some LTS); Aspire 10 M, 20 P; Home Club 32 M; Secondary 8 M; Sunlight 3M, 5 P (some LTS)
- Winter Wonder Show recap: Went very well and was well received. Good participation, sold more tickets and brought in more funds than last year.
- Summer Ice & Programming: Will have evening & daytime ice. All programs available for summer. Hard to plan as summer is inconsistent for skaters. Summer ice is always overall a loss, but want to have options for skaters. Working with Jason Dillworth & Patrick O'Neil for summer clinics, private lessons. Also Stephanie, from Disney on Ice, will do a summer clinic this year.

- Theater on Ice: Performed well at Holiday Show. Recent Stampede performance was really good and raised some funds for the club. Will compete at Frosty Blades 2/4.
- Winter/Spring Session: For freestyle, Mon and Sun are the most busy. Sat has lower participation. Adv classes on Mon and Thur have most participation. Yoga is the lowest but is lowest expense for club. Will promote this class more: parents welcome, bring a friend, etc.
- Hockey Academy: 43 skaters registered for Winter/Spring, and always grows in number in March after hockey. 2022 Winter/Spring session ended with 77 skaters.
- Sunlight Skate: 5 participants on Thursday mornings. Preschool and homeschool students.
- Point of Perfection Summer Camp: June 25-30, 2023. Registration opens Feb 1. There will be info meetings for parents. Great coaches coming in to help. Using Augie dorms to house participants. Will be a free open forum for SF coaches. Barb Yackel is organizer and looking for recommendations for lunch and snack options, fun activities to do, and space for off ice.

Learn to Skate and Aspire: Lily Derynck, LTS and Aspire Coordinator

No report.

Fundraising Report: Katelyn Conover, Treasurer

- Bank Account: Newest board members need to sign resolution for bank account.
- Fundraising: Reminder to use Amazon Smile link when shopping there to benefit SFFSC.

Coach Report: Tasia Hillestad, Coaches Representative

- Coaches Education: She has been having personal meetings with coaches to discuss ISI education and transitioning from LTS coaching to private coaching. Looking into more formal group educational opportunities for coaches.
- SFFSC ISI Challenge Cup Competiton: April 14-16, 2023. Planning has been going well. Has calendar done for pre-planning. Has past and new ISI coaches in club and helping with event. Barb Yackel will be main referee. Tasia assisting. Also 2 ref from Luverne will be helping. Sign up genius will come out to secure volunteers. Will do a program with ads and shout outs. Raegan is helping find sponsors. Will have the dress vendor from New Ulm there. Also a food truck. Registration has been open. Deadline will be end of January.

OLD BUSINESS

- Emergency Preparedness documents: (Katelyn) Board reviewed the documents sent by email. Allie moved to accept all of the Emergency Preparedness documents and implement in our club. Tasia seconded. Motion approved. Katelyn will now arrange coaches education, planning, and practice of the protocols.
- Year End Banquet: (Leanne) May 7, 4-7pm at the Country Club of Sioux Falls. Need an emcee. Need numbers and food choices by 10 days ahead of event. Will have ticket sales deadline April 20, and solid numbers by April 27. Todd Steever will bring his sound equipment/karaoke again.

NEW BUSINESS

- Executive Session: The Executive Board met after the meeting to discuss and vote on a personnel issue.

Next Meeting: Tuesday, Feb 7, 2023, 6:30pm

Adjournment: Tasia moved to adjourn. Allie seconded. Meeting adjourned 7:50pm.
