

Sioux Falls Figure Skating Club Board of Directors Monthly Meeting Minutes
Tuesday, February 22, 2022, 7:00pm Virtual Meeting

Present: Tom Stengrim, Sarah Hanson, Carl Carlson, Allie Alvine, Olivia McDowell, Beth Pearson, Lily Derynck, Riley Block, Jennifer Sigette.

Call to Order:

The meeting was called to order by President Tom Stengrim at 7:00pm.

REPORTS

Secretary's Report : Allie Alvine, Secretary

Sarah moved to approve agenda, Carl seconded, motion approved. Minutes from January meeting reviewed and motion to approve by Olivia, seconded by Sarah, motion approved.

Financial Report : Beverly Lush, Club Accountant

Numbers improved from last year. Net loss for year to date, but accounted for by unearned revenue. Actual vs budget is looking on track. TOI income is below budget, but families have the monthly payment plan option that accounts for this.

Director's Report: Riley Block, Club Director

- Olympics Watch Party Recap: Held on Feb 17 at Great Shots. Was a fairly good turnout. Dakota News Now did a story. Good feedback. Attendees had fun. Worth doing an event again at this venue.
- Skate Clinic/Coaches Training: 27 skaters and 9 coaches were registered. Sunday clinic and private lessons went well. Held the Monday morning coaches training with Riley. Patrick caught early flight to save hotel expense because the IcePlex power went out and had to cancel the Monday clinic. Working on a new date with Patrick in May or June.
- Family Movie Night on Ice Spring Show: 53 skaters are registered. Riley hopes to have music assignments by March 1.
- Theater on Ice: Going well. Planning a short summer session to practice for ISI Worlds Aug 4-7.
- Competition Update: ISI has 23 skaters registered. Riley is reaching out to area clubs to try to increase numbers. There have been some issues with online registration. Will also extend registration deadline. If numbers remain low, will have to shorten ice time reserved. There are 5 skaters registered for the USFS portion so far. Deadline is 3/9 so hoping for more. Watertown has their show that weekend. There has been interest from Mitchell.
- Membership Amendment Update: Riley has been working with Deb on a way to make it more clear and easy for skaters/coaches to renew annual memberships to SFFSC, to include USFS, ISI, and rink music membership as well. Will also have easy options for out of town skaters. Setting up different membership options to easily take care of all updates online. Riley has a document detailing each membership option, cost, and everything included in each. Membership categories are as follows: Home Club, Secondary Club, Summer Skate, Guest Skater, LTS, Aspire, Collegiate, and SFFSC Additional Certified Coach. She hopes to have this ready for parents to take care of their next year's membership at the Year End Banquet.
- Hockey Academy: 39 enrolled, with increase from Winter to Spring session.
- Rink Music System: Has contacted them for the equipment. Will be invoiced/implemented soon and included in membership options.
- Banners: Are up!

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

- LTS: Finishing up 1st session. Expecting a lot more registrations to come in. Additional class time on Mondays will help with crowding and coach ratios.
- Private Lessons: There have been many private lesson requests. Might do this though the club next season.
- Aspire: Continuing to encourage LTS skaters into the Aspire program.
- Compete USA Competition: Had good feedback from skaters and parents. For next year, parents might appreciate more education and announcements during event about how competition works.
- Shooting Stars Summer Camp: Planning for July 18-21, 2022. Mon through Thurs 8:30-12:30. Off ice, on-ice, activities, snacks. Geared toward LTS and Aspire skaters and others in community who want to learn or improve skills. Need LTS membership for insurance. Considering \$150 per skater for the camp. May increase to \$165 to include LTS membership/insurance cost build into fee.

Marketing Report: Beth Pearson, Marketing Director

- Hood Magazine Feature: The March publication is about kids Summer camps. Will be a listing style ad with price and dates. Also a general club ad that will be geared toward LTS. QR code will be listed too. \$475 will come out of marketing budget.
- Olympics Watch Party: Dakota New Now press was good. Will put that link on our club website.
- Social Media: Will do boosted posts on Facebook and Instagram for LTS registration. Meet the Coaches series has gone very well. Personal pics do best on posts. Plan to update/freshen up the pages. Also wants to grow FB internal members page with more Aspire/LTS families. Will put QR codes in rink. Continues to see growth.
- Website Audit: Wants to make some improvements and make more user friendly.

Fundraising Report: Carl Carlson, Treasurer

Doing well for the year. Stressed that Spring Show is the biggest fundraiser of the year and need to focus on program ads and sponsors has been very beneficial in past.

NEW BUSINESS

- USFS Competitions- Jennifer Sigette: Since we are a USFS club the past few years, it would be good to encourage area USFS competitions in our area. Jennifer was recently at the Fargo/Morehead competition and said she and Mary had a great experience. They will be going to Omaha this weekend. Mankato is also a good one. Des Moines has an ISI/USFS one in July as well. Would like to encourage some USFS competitions to go as a club and plan social events and hotel blocks. Carl moved to put at least 5 USFS competitions on our club calendar, and to encourage two of them to go to as a group. Sarah seconded. Motion carried. Jennifer will lead this plan to encourage a USFS presence in the area.
- Club Policy Regarding Skater Recognition- Tom Stengrim: A Wall of Recognition is being implemented for our club to give recognition to high achievements of our skaters. Some of our skaters had to complete their high level USFS awards at a different club, because we weren't a USFS club at the time. It was discussed and decided that those skaters that completed these achievements at other clubs before we became a USFS club can be displayed on the plaques. If it was after we became a USFS club, then they cannot be on our wall. We will display for high achievements in USFS and ISI.
- End of Year Banquet- Olivia MDowell: Planned for Sunday, May 15, 2022 at 6:00pm at The Country Club of Sioux Falls. No room charge. Lowest cost for a pasta bar buffet is \$20 per person.

Next Meeting: Tuesday, March 15, 2021, 7:00pm

Adjournment: Motion to adjourn by Sarah. Seconded by Carl. Meeting adjourned 8:58pm.
