

Sioux Falls Figure Skating Club Board of Directors Monthly Meeting Minutes Tuesday, April 19, 2022, 4:00pm Virtual Meeting

Present: Tom Stengrim, Carl Carlson, Allie Alvine, Olivia McDowell, Beth Pearson, Lily Derynck, Riley Block, Madison Stengrim.

Call to Order:

The meeting was called to order by President Tom Stengrim at 4:02pm.

REPORTS

Secretary's Report : Allie Alvine, Secretary

Carl moved to approve agenda, Allie seconded, motion approved. Minutes from February meeting (no March meeting held) reviewed and motion to approve by Allie, seconded by Carl, motion approved.

Financial Report : Beverly Lush, Club Accountant

All is looking good. Net loss for year to date, but accounted for by unearned revenue and payroll was budgeted under. TOI income is also below budget with lower participants.

Director's Report: Riley Block, Club Director

- Hockey Adademy: Winter session ended mid-March, had 45 skaters. Spring session has 69 skaters, increase of 24. And 17 are brand new to skating this session.
- Theater on Ice: Extending season for ISI World Championships outside of Chicago, IL, Aug 4-7, 2022, for National team. This is an off season TOI opportunity to bring skaters in to try for a short season. Deadline for commitment is April 26, to meet World's team deadline.
- Challenge Cup Home Competition: Had USFS testing and competition, and ISI competition. 18 skaters did 25 tests. 43 skaters competed USFS. 69 skaters competed ISI. 12 competed in both. USFS testing lost money. USFS competition made >\$1000, using same testing judges, for USFS net over \$400. ISI made almost \$4000. All after expenses. Just a couple of more expenses still out, but total weekend cleared approx. \$4300. Riley will start looking for judges now, so could find those that live closer to reduce costs. Good feedback from weekend. Was some confusion with both ISI and USFS competitions at the same time. Considering doing USFS competition in early November, and keeping ISI competition in April, if ice is available and finds judges for November. Also aiming for IJS competitions and looking into virtual test session.
- New Coaches: There are 3 coaches moving to the area that are interested in our coaching opportunities. Also looking at a specific hire to oversee coaching program. A young man has applied who looks very qualified. Interview soon. Riley has other names she has received and will be looking into more coaches for hockey as well.
- Hiring Personnel: Putting together contracts for several positions. Deb will be the Sports Engine & Membership Manager. Barb will be the White Table Receptionist, and be able to train others to do this. Tasia will have a position to train others in ISI management. Contracts are still being completed for Riley, Lily, and Beth as well.
- Family Movie Night: There are 40 numbers planned (20 before and after intermission). 64 skaters registered. Programs going to print soon. Good ad response.

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

- LTS: 120 skaters in Spring session. Decreased 6 from Winter session.
- Aspire: 8 at beginning of year, now 16. 8-10 will soon move up to full club membership. Looking at making a guide for parents and skaters to help with this transition, outlining details of club membership etc. Continuing to encourage LTS skaters into the Aspire program.
- Summer plans: Classes Mon and Wed evenings. Registrations will start coming in soon.
- Shooting Stars Summer Camp: Planning July 18-21, 2022. Mon though 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. Ad in Hood Magazine summer camp guide.
- Adaptive Skating Clinic: Planning April 30, 2022.
- Fall Scheduling: Planning to keep the extra 45min ice time for LTS—will be used. Continuing to grow the teen and adult program.

Marketing Report: Beth Pearson, Marketing Director

- Social Media Policy: This was discussed in depth, regarding posting our skaters' accomplishments on our public page. The public page has been kept to mostly info about getting skaters into our LTS programs, but some feel it should also be used to show off the skills of our skaters to bring in more interest and participation. We do use our private SFFSC member page for these accomplishments. We discussed and decided to try posting more of our skaters higher accomplishments on the public page, as well as skaters doing fun and technical moves that might be impressive to the public and draw interest to our club. We discussed that it should be the responsibility of the coach to pass along the achievement to Beth, so she can post within 24 hours if possible, and that Beth should be notified that of the testing date days prior to it. Beth, Riley, Lily, and Olivia will meet and discuss the details and which accomplishments should be defined as those that are posted on the public page. They will present an amendment to the policy soon via email to the Board. Once it is in place, the coaches will be notified of their responsibilities. We also discussed posting recent high achievements that fit their parameters retroactively over the next few weeks.
- Update: March/April have been going well. Facebook had 10,500 reach, up 10%. Paid reach was 5000. Instagram is growing with about 7000 engagements, up 3%. Continuing to post about programs, staff, and events. Working on a trifold about the programs offered, as well as a promo video, and a Senior Banquet presentation.

Fundraising Report: Carl Carlson, Treasurer

Doing well for the year. Ads going well. Checks are coming in.

OLD BUSINESS

- Bob Putnam Passing: Thanks to the Carlsons for sending flowers to the memorial. His widow may be able to present the Bob Putnam Award to the recipient this year at the banquet.
- Calendar: Riley is finishing up and will have plans for which competitions will be attended as a club.
- 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. Sioux Falls Specialty Hospital will be the sponsor, so we can comp coaches tickets as a thank you, and lower ticket price to \$10 so more people can attend.
- 2022-23 Board Slate: Nominations still being accepted. Two open positions, president and treasurer. Also the coaches rep needs to be filled with Sarah leaving—one year term. Riley will discuss at upcoming coaches meeting. If Vice President steps down, then Board will vote to fill the 2nd year of that position.

NEW BUSINESS

- *Saking Buddies Program:* Madison Stengrim discussed organizing a new program as a part of her National Honor Society Project. She would pair younger skaters with older ones for mentoring, education, and friendship. Would pair an Aspire skater with a higher level skater, starting after the Senior Send Off Banquet. Would have a “match party” and other events planned throughout the year as a group. The Board thought this would be a great addition to the club. Madison will meet with Riley and Lily to plan further details.
- *Ice Plex Meeting:* Tom Stengrim briefly highlighted that the Flyers program is growing and wants to continue to partner with us, and appreciate the Hockey Academy. In future may require all hockey players to go through Hockey Academy, but will need to have more coaches in place before entertaining this. Also the Ice Plex offered to seed funds for coaches training/expenses to invest in our club, as it has been growing and thriving. Details will be discussed later. There are no plans at this point to add a 4th sheet of ice.
- *Augustana Press Conference:* Tom attended. They introduced their new D1 hockey coach for Viking Hockey. We are planning to work together with them in future.

Next Meeting: Yearly Membership Meeting, Tuesday, April 26, 2021, 7:00pm, Virtual Meeting

Adjournment: Motion to adjourn by Carl. Seconded by Allie. Meeting adjourned 5:47pm.
