

Sioux Falls Figure Skating Club Board of Directors Monthly Meeting Minutes Tuesday, August 17, 2021, 6:30pm at Scheel's Ice Plex

Present: Tom Stengrim, Sarah Hanson, Carl Carlson, Allie Alvine, Olivia McDowell, Lily Derynck, Peter Hauck, Riley Block, Beverly Lush (Zoom).

Call to Order:

The meeting was called to order by President Tom Stengrim at 6:30pm.

REPORTS

Secretary's Report : Allie Alvine, Secretary

Carl moved to approve agenda, Olivia seconded, motion passed. Minutes from July meeting presented and motion to approve them by Allie, seconded by Olivia, motion passed.

Financial Report : Beverly Lush, Club Accountant

Reviewed the statement of financial position, and all is still going well. Slight loss in July but some items were from last year. Beverly will get Tom some of the receipts that came in later. Will plan to use summer programming numbers for next budget.

Director's Report: Riley Block, Club Director

- 2021-22 Calendar: Includes all events, programs, competitions, meetings, etc so everyone can plan ahead. Will be on website.
- Pictures: Two dates were scheduled for individual/group/banner pictures. Will add Aspire skaters for individual pictures and an Aspire group photo. Will have coaches do headshots to add to the website.
- Coaches Training Event: Sept 18, 8:00am-5:00pm. Mandatory for all junior and senior coaches with <2 years coaching experience, encouraged for all other senior coaches. Will have private lesson sign up with Barb Yackel and Jane Sheber, very experienced coaches coming in to facilitate (coaches should watch their skaters' lessons). Will have observation at classes & feedback, classroom time, on ice training, and a parent/coach Q&A. Will invite outside of club members to offset cost. Will also make a plan for ongoing monthly coaches trainings.
- Club Swag Store: Would like to offer club clothing and accessories for families, and have coaches wear club swag at all programming. One option discussed was keeping inventory on hand and use Square or Venmo for payment. Risk having leftovers. Another option is using the online business we've used in past. This option would require open and closing dates to sell items, with site payment, so wouldn't have inventory on hand. A percentage of sales comes back to club too. Could keep a few items on display to get more interest. More discussion needed.
- Coaching Staff Update: Adding new senior coaches to staff. Pay scale is based on years of experience and certification. Junior coaches will be paid by age and hours of experience. Scales were presented and well received.
- Masking Requirements: Masking at the rink to prevent Covid spread was discussed. It was decided the best way to proceed is by following the Sioux Falls School District plans for students and teachers. If USFS adds restrictions we will follow these as well.

Marketing Report: Peter Hauck, Director of Marketing

Peter is planning for the year, using a social media schedule and following the calendar of events. Will post on both Facebook groups. He designed the logo for the SFFSC and is working on one for the Hockey

Academy. Will do a campaign for program registrations. Will be working on adding Instagram communication as well, and give coaches opportunity to do Insta stories on that platform.

Fundraising Report: Carl Carlson, Treasurer

We had 3 fundraisers last year: Flyboy donuts, Skate-a-thon, and ad sales. All did ok with not everyone participating. It is an issue that not everyone meets the fundraising requirement. It is hard to know if the fundraising check should be deposited, if only part of the goal was met. If not, we have several hundreds of dollars not received in required fundraising. Carl moved that going forward, for the \$150 fundraising requirement per family, that this should be fully satisfied, or the difference paid, before the Spring Show (deadline this year May 4, 2022, before Spring Show May 7) for the skater to be able to participate in the show. Sarah seconded the motion. Motion passed. For this year, the TOI refunds will be applied to fundraising deficits for families and Riley will notify them by email. We also need to look at Volunteer Time requirements and buyout options, and these need to be enforced going forward. We need to have our requirements defined before the Kick Off on September 11.

OLD BUSINESS

Approval of 2021-22 Budget:

Reviewed the updated budget, accounting for 10% program growth, and adding Riley's salary, and will add \$1100/year workman's comp insurance. Olivia moved to approve the 2021-22 budget, Carl seconded, budget approved.

NEW BUSINESS

ISI Conference Attendance for director:

Riley will attend this in Pasadena, CA, for training and networking. Estimated cost is \$1200. Will add as a yearly expense to budget going forward.

Bylaws Update:

A revision to the bylaws was made to Article 3, Section 3:1 adding "coaches" and "identifying SFFSC as their home club". This clarifies that coaches are included with skaters for Classes of Membership and that to be a voting member you must identify SFFSC as your home club. Allie moved to approve the changes made to the Sixth Amended and Restated Bylaws of the Sioux Falls Figure Skating Club. Olivia seconded. Motion passed.

Employee Discount:

Considering adding a perk for coaches: 50% discount for LTS and Hockey Academy to immediate family, including foster children and children of legal guardianship. To include those without kids, we would do a 25% discount to extended family including aunts, uncles, nieces and nephews (but excluding cousins). Also could give a "buddy pass" to one person of their choosing to participate. Would need to choose buddy pass or percentage off. This would be only for senior coaches who are currently teaching LTS or Hockey Academy classes at least 1 class per week per session. The discount would not apply to Aspire, TOI, or freestyle times. Sarah moved to work on implementing an employee discount program with these parameters, Olivia seconded, motion passed.

Standing Committees:

Board and staff need help from parents. Planning to form standing committees with descriptions. So far planning for these committees:

- Fundraising/Sponsorship
- Holiday Show
- Spring Show
- Home Competition
- LTS Competition (LTS parents)
- Banquet (high school junior and senior parents)

Junior Board:

Looking to restart the Junior Board for skater input and involvement.

Booster Club:

Looking at ways to get more people involved and supportive of skating and our club. Could do different levels of sponsorship. Skaters can get family and friends to support their activity and the local club. Further discussion tabled for email ideas and discussion next meeting.

Next Meeting:

Tuesday, September 21, 2021, 6:30pm Scheel's Ice Plex

Adjournment:

Motion to adjourn by Allie. Seconded by Sarah. Meeting adjourned 8:27pm.

LATE ADDITION TO MINUTES

A board meeting was held on Thursday, August 5, 2021 at 4:30pm via Zoom. Participating were Tom Stengrim, Allie Alvine, Carl Carlson, Olivia McDowell, and Sarah Hanson. We discussed the employment contract to be presented to Riley Block for the full time job offer of the Sioux Falls Figure Skating Club Director. Carl moved to approve the offer, Allie seconded, and the motion passed. Tom was planning present the offer to Riley that day.