

**Sioux Falls Figure Skating Club Board of Directors Monthly Meeting Minutes**  
**Tuesday, September 13, 2022, 6:30pm - Zoom**

---

**Present:** Tom Stengrim, Leanne Siverhus, Allie Alvine, Lily Derynck, Riley Block, Tasia Hillestad, Beth Haglund, Katelyn Conover, Beverly Lush, Raegan Klein, Courtney Heath.

**Call to Order:** The meeting was called to order by President Tom Stengrim at 6:33pm.

---

**REPORTS**

---

**Secretary's Report :** Allie Alvine, Secretary

---

Katelyn moved to approve agenda, Tasia seconded, motion approved. Minutes from April, June, and July Board meetings, as well as the April Annual Meeting were reviewed. Katelyn moved to approve them, Leanne seconded, motion approved.

**Financial Report :** Beverly Lush, Club Accountant

---

- Reviewed balance sheet and budget vs actuals July/August.
  - Membership usually above budget this time of year
  - Cost of ice was higher than budgeted because offered more Summer training, freestyle, and had the Summer camp, also sent 5 people to coaches training in Boston
  - Discussed that at the Board meeting following any event, Riley/Beverly/event organizer will go over financial in more detail

**Marketing Report:** Beth Pearson, Marketing Director

---

- Facebook: Increased messaging with start of classes coming up. 1 paid campaign this month- was 1 week long, ended yesterday. 56 link clicks. Happy with this.
- Hood Magazine: Monthly local magazine. Ad is in this month's. Will be in 4 issues over next 12 months.
- Ad to Hire Coaches: graphic has been reviewed. Will be posted. Also to be printed and posted at rink.
- Revamp of SFFSC Bulletin Board: Updating posters, handouts. Will have more info on skaters and coaches displayed (ie: spotlights). Will have QR codes for programs. Hope to be ready for Fall session.
- New Displays Purchased: Pull up banners, posters, rink banner, tabletop cloths to grow club name.
- Swag: Stocking caps, baseball caps, headbands, stickers. Will order tshirts, tote bags. Will have a rolling display that can be easily brought out during events, programs. Can purchase in stock items from it.
- Press Release: Re SFFSC growth and programs- Katelyn and Tom will help with contacts for this
- Influencer: Partnering with Maren Jensen from "Midwest in Style". Her daughter is joining Fall LTS and in return she will do 2 SFFSC posts and stories with trackable links. Also looking for a homeschool and a daycare 'influencer' or contact that where could reach those families.

**Director's Report:** Riley Block, Club Director

---

- Hockey Academy: This summer had 40 HA skaters. Fall has 17 registered so far, but expecting more. Had 22 last year. Have some new coaches to help as well. Planning a new "Teen- Learn to Play Hockey" class to teach basics and terminology to teens so they can join rec etc.
- Theater on Ice: 8 auditioned this week. Will have the season from September through May, ending with the Spring Show. Then will reassess interest for an expanded season in the summer, possibly going to Showcase Nationals, which would accommodate our smaller group. Extending auditions, hoping to get more skaters who were limited by cost of Nationals and length of season before decision to end the season at the Spring Show.
- USFS Home Competition: Had to be cancelled because couldn't secure judges and refs. Shortage across the country. Will hold the test session Friday, and coaches education event in place of the competition. Coaches are very disappointed with the late notice of this as they planned their skaters' schedules

around this. It was discussed that we should look into growing our own judges and the training and requirements are being reviewed. Riley will discuss the competition cancellation with all the coaches and the plan to have a USFS competition next year.

- ISI Home Competition: Scheduled for April 1, 2023.
- Coaches: Added 4 additional skating coaches, and several HA coaches for Fall.
- Worlds Recap: 14 skaters attended. Met Mariah Bell, Olympic skater. Was a fun experience for all.

---

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

- Fall Session: Starts Sept 19. Lasts 10 weeks. Then Holiday show practice will start.
- LTS: 50 registered so far. Expecting more. Had 75 last year.
- Aspire: 5 registered. Hoping for more. Had 8 last year. 8 Aspire skaters graduated into freestyle/advanced last year, so program is doing what is planned! Plan to have skaters in the program from 1-2 years, depending on age.
- Let's Try events: Let's Try Skating and Let's Try Aspire were well attended.
- Coaches Training: Had 2 mandatory sessions in the past week. Will hold another one for those that couldn't attend one of these, hopefully before or soon after Fall session starts. Considering the CDC "Heads Up" concussion training for coaches. It is free online. May make it a requirement for coaches later in Fall session.
- Summer Camp: Held in July. 29 skaters. 6 coaches. Went very well and positive feedback from skaters and parents. Profit greater than \$1000. Will advertise and organize sooner for 2023 and hope to have even greater participation.

---

**Fundraising Report:** Katelyn Conover, Treasurer

- Proposed Per Diem Club Policy: was emailed out to the Board. Members will review and will be discussed at the next meeting.
- Fundraising: Looked into doing the Fly Boy fundraiser again this year. Possibly Krispy Kreme to have actual donuts to sell. Looking into businesses to contribute to club as well.

---

**NEW BUSINESS**

- Boston ISI Meeting Report: Attendees present are Riley, Reagan, Katelyn, and Courtney.
  - All expressed thanks for sending them, and discussed how much was learned and the excitement that was instilled in them to educate others about what they learned and implement improvements to our club. Lots of networking with other coaches and clubs.
  - Other themes that came up: the business of coaching, coaching techniques with body awareness, mental health of coaches and skaters, operations and safety, skating as a career and lifelong sport.
  - Katelyn will review safety/emergency plan at next Board meeting and plan for coaches training.
  - Leaders with ISI were proud of the direction our club is going, as well as complementary of the leaders and coaches in our program.
  - The attendees will be implementing much of what they learned to our club and continue to report on progress at each Board meeting.
- USFS Feature and Excellence Award: Proud of our club's growth and the teamwork it took to get here. Excited about the attention this is giving the club.

---

**Next Meeting:** Tuesday, October 18 (changed from Oct 11), 2022, 6:30pm

---

**Adjournment:** Meeting adjourned 8:37pm.

---