

Sioux Falls Figure Skating Club Board of Directors Monthly Meeting Minutes Tuesday, November 16, 2021, 7:00pm Zoom Meeting

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

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 passed. Minutes from September meeting (we didn't meet in October) reviewed and motion to approve by Allie, seconded by Sarah, motion passed.

Financial Report : Beverly Lush, Club Accountant

Beverly needs all turned into her by 7th of month to prepare for board meeting. This month compared to last year showed membership improved. Higher cost of ice YTD likely because we had no programming last year until September. Payroll higher with more staff. Fewer TOI families, and fewer of them paying for year up front. Assets stable. Beverly is paying bills through QuickBooks electronically, which is free, and going very well.

Director's Report: Riley Block, Club Director

- Membership Amendment Proposal: Memberships are confusing to new skaters and parents. Riley is working to streamline the process and make it easier for everyone. She is proposing 3 types of HOME CLUB memberships, which all include the home fee, annual Rink Music, and both ISI/USFS or just one. There will be an option to choose that you are also a junior coach to satisfy LTS. The LTS/ASPIRE membership will include home fee, ISI, and LTS. May separate LTS and Aspire after discussion with USFS and see if Aspire requires this membership. There will be a GUEST skater membership choice, a COLLEGIATE choice, and a COACHES membership which would include any combination of national memberships as well as liability insurance.
- Coaches Continuing Ed Proposal: Riley proposes a kick back plan for coaches to apply funds to CE. There are lots of costs to the coaches with memberships, certifications, training, travel, liability insurance, ratings, and registrations. We have 16 senior coaches, and 10 have less than 4 years' experience. We want to keep our coaches at our club and encourage their training and growth. Senior coaches would get \$2/hr teaching towards CE and training. Junior coaches would get \$1/hr. Not all would use it, and would be financially feasible if all did take advantage of this. Would get the kickback at the end of the fiscal year, and would roll over yearly. This would keep our coaches learning and staying with us, as well as help recruit new coaches.
- ISI Conference Report: Riley enjoyed the conference. Talked with directors from all sizes of clubs. Most said best model is the USFS/ISI clubs giving better opportunities for skaters. LTS is top priority to feed higher levels. She will do the 2nd half of this conference soon. There is no USFS meeting this year.
- Rink Music System: Riley has had contact with the company. Has cleared installation with rink manager. Hoping to have it hard wired. Planning to implement in Jan 2022 if all goes as planned. Skaters and coaches will have fobs to control their music, one time purchase.
- Ice Check in: Going well. Ipad suction mounted to the glass on the rink door, so easy to see, and must check in before entering ice. Door remains closed between. Skaters check in on a google form. Riley double checks this against registrations.

- Freestyle Ice: Monday has 11 skaters, some also drop in. Tuesday has 7. Thursday has 8 with drop ins too. Saturday has 5. Sunday has 8. Advanced classes have 4-5 per class.
- Theater on Ice: National team has 7. Regional has 5. Total of 12. Riley and Alicen coaching national team, and Raegan is volunteering her help. Raegan will take over for Alicen when she has her baby. Margaret Ann is coaching the regional team.
- Holiday Show: Sold out for solo and small groups. Hoping more LTS and aspire will participate. Both TOI teams will also perform.
- Hockey Academy: 39 skaters enrolled. Planning for growth. Offering HA Combine event. Planning to do pre-season and end of season to show skaters improvement.
- Star Spirit Spectator Package: Riley introduced this like a booster club to support the skaters and the club. Purchase through Sports Engine. There is a "guest" option for non-members. \$45 dollars for 1 ticket to shows, scheels ice gift card, early entrance, etc. Encourage parents and friends to purchase!

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

- LTS: 103 skaters. Had 56 this time last year. 88% of LTS from first half participated in 2nd half. This is a higher retention rate than past year (64%). Parents could register for both sessions at the beginning, which may have helped.
- Ratios: Better skater/coach ratio with increased coaches. Planning for increase after holiday. We had an increase last year. And this year the Winter Olympics will likely contribute to higher interest. We won't have enough coaches with the present times, so would like to add 45 min LTS time on Mondays and Wednesdays. Looking like we can keep these times during hockey season so far. Continuing to seek more coaches.
- Aspire: 10 in the program. Increased from 7. Aspire Clinic 12/22.
- Coaches Trainings: These are continuing regularly. Getting positive feedback. Junior coach evaluation is in process. Want to keep these records for future use as coaches advance. Looking into peer feedback for coaches as well.
- Holiday "Give the Gift of Skating" Promo Package: Skaters who register for the Winter/Spring session before Christmas will receive a gift in the mail. Includes a lesson cert, car decal, vinyl sticker, 1 free private 15min lesson. All costing less than \$15 or less including postage. This is an incentive to get people to register early. Will post on social media, have flyers at rink, and online holiday show program and intermission announcement. Will cut off on Monday 12/20 (after show) to get them mailed in time for Christmas.
- Compete USA Competition: For LTS and Aspire. First year offering. Smaller than anticipated. 5 registered so far but planning for 5-10 more. Will use some of the ice for a critique of the older skaters.
- Adaptive Skating Grant: \$1000 received. Have 45 min of ice scheduled 3/19, and looking at a Let's Try Skating adaptive event.

Marketing Report: Peter Hauck, Director of Marketing

No verbal report. Emailed graphs show increased Facebook and Instagram reach, increased page visits, and increased likes. Riley will look at what was posted on the dates with high spikes so we can continue this content. We discussed how our marketing needs to be consistent and clear, and that at this point Facebook is our most important marketing tool. Due to Peter's work and family time demands, he will be unable to keep up our marketing expectations. We will terminate his contract effective immediately and look into filling this need as soon as possible. Will look at some marketing firms and post on some freelance sites. Would be ideal to have some skating knowledge. Also want to start prioritizing Instagram as well (post same on FB and IG) as this will likely be the platform our audience will use in future. Peter

can continue on a volunteer basis as his time allows, using his graphics talents and announcing for us at some events.

Fundraising Report: Carl Carlson, Treasurer

As nonprofits need sources of income that have no costs and are mostly passive, want to continue to encourage Amazon Smile and Scrip. These funds should go directly to the club as there is not a good way to track who the funds came from. There is not a way to direct these funds to individual skaters fundraising minimums. Carl moved that all process from Amazon Smile and the \$15 from Scrip do not go towards personal fundraising minimums, and are put in the club's general account. Allie seconded. Motion passed. The Fly Boy donut fundraiser is presently in process. About half the skaters are doing it. Forms are due Dec 1. The Skatathon did well with approx \$900 profit.

OLD BUSINESS

Standing Committees:

Board and staff need help from parents. Planning to form standing committees with descriptions. Tabled discussion.

NEW BUSINESS

New Ulm Competition: Good participation for this weekend's comp November 19-21.

Associate Membership Surrounding Clubs: SFFSC, as well as all other surrounding clubs, except Watertown, offer an associate membership. This is to allow skaters on a different club's ice periodically as needed other than their home club, instead of asking them to change their home club membership. This is a higher rate paid for the ice. Riley and Olivia will be meeting with members of the Watertown skating club's board and hope to help them understand the benefit of offering this, even if they do it on a case-by-case basis. All area clubs need to support each other and benefit from each other's programs.

PRESIDENT'S COMMENTS, Tom Stengrim

Area Club Relationships: Want to encourage good relations between area clubs. Plan to send invitation and some comp tickets to the Holiday Show to surrounding rink directors and boards.

Marketing and Social Media Policy: Tom emailed a draft letter to the board that will eventually go out to the general club membership. Regarding posts of milestones on the general club FB page vs the private members only page, we are looking for a balance between sharing great accomplishments, keeping our skaters safe and private, as well as remembering our audience on the general page and how too many of our skaters' milestones may confuse the general public. We want that content there to be about attracting LTS skaters. Riley will discuss with coaches a good list of "milestones" that we can post on the general page that won't overwhelm the general audience, show them what can be accomplished, and give our skaters some kudos for high achievements. These posts can be more detailed and frequent on the private members page. We want to focus on authenticity, remember our audience, keep skaters safe, but also honor their hard work. We will revisit this topic at the next meeting.

Next Meeting:

Tuesday, December 7, 2021, 7:00pm (this was changed from Thursday, Dec 16)

Adjournment:

Motion to adjourn by Sarah. Seconded by Carl. Meeting adjourned 9:42pm.