

Sioux Falls Figure Skating Club Board of Directors Monthly Meeting Minutes
Tuesday, March 21, 2023, 7:30pm - Zoom

Present: Tom Stengrim, Leanne Siverhus, Allie Alvine, Katelyn Conover, Riley Block, Tasia Hillestad.

Call to Order: The meeting was called to order by President Tom Stengrim at 7:33.

REPORTS

Secretary's Report: Allie Alvine

Katelyn moved to approve agenda, Leanne seconded, motion approved. Minutes from February meeting were reviewed. Katelyn moved to approve them, Leanne seconded, motion approved.

Treasurer's Report: Katelyn Conover

Financial Report: Submitted by Beverly Lush, Club Accountant. Reviewed Statement of Financial Position and Budget vs Actuals. Overall lower than last year with increased ice and coaching costs. Reflects that club is growing. Also Show and Competition are biggest revenue at end of fiscal year.

Fundraising: Several sponsors committed. Would like to find more businesses to be club sponsors this year. Ad sales for programs are being sold. Requested businesses from last year and new ones. Will do follow up calls as well.

Marketing Report: Submitted by Beth Hagland, Marketing Director

Social media going well and current. Promote events coming up. Also contacting media. Working on Uplifter platform and clubhouse graphics. Collecting senior bios. Harrisburg district backpack handout for elementary kids. Hood Magazine- events will be listed. Ad went well.

Director's Report: Riley Block, Club Director

- Hockey Academy: 75 enrolled in spring session. 110 total for the year, up from 71 last year.
- Holiday on Ice Spring Show: May 6. 64 skaters registered.
- Summer Ice & Programming: Camp registration launches April 1.
- USFS Test Session: Friday, April 28 during the day. 23 skaters so far. 32 tests. Extended deadline.
- USFS Adult Midwestern Sectionals: Planned at SFFSC for March 2024. Riley traveled to Florida to the Southern sectionals to learn more about it for our event next year. Great experience. Appreciated the supportive community environment. Is finding out how many participants and number of clubs represented. Was alarmed that they had 26 officials, however many were only there part of the weekend. Did get names and contacts info so we can get judges scheduled early. Plan to contact SF Visitors Bureau for help with planning. Will contact Ramkota re event sponsorship and possibly hotel room donations. Event very much aligns with our club goal to promote lifelong skating!
- Augie Ice Rink: Meeting with Augustana's activities director to discuss our relationship with them and collaboration went well. Will have ongoing planning meetings for intramural sports and helping with their programs.
- Uplifter Platform: In the final stages of implementation. Should be similar to Sports Engine for families to operate, but many upgrades and tools, including a cart feature to pay all programs at once. Info will go out to families to explain. Release date planned for April 1.
- Ice Dream Workshops: Planning this clinic for hopefully early Fall 2023.
- Midwestern ISI Championships: Possibly hosting in April 2024. More to come.

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

- Programs are running smoothly. Two weeks into last part of Spring session.
- 205 LTS members for the total year. Last year 173.
- Aspire is going well. 17 skaters now after 2 graduated to freestyle. 2-3 more will graduate soon. At this point Aspire capacity is 15-17 with number of coaches and amount of freestyle ice. Want the Aspire skaters to have a private coach before they graduate. Encouraging younger coaches to start private lesson coaching. Possible private coach rotation with certain coaches and skaters in future to have more private coaching opportunities. Will discuss further.

Coach Report: Tasia Hillestad, Coaches Representative

- Coaches Education: Concern about coaches participation. In competition as well as clinics/trainings. Also very difficult to get coaching subs for LTs and responses from other coaches. Goal to encourage more coaches participation in learning opportunities. Possible have minimum education requirements per year for club coaches? Possibly have a coaches page through uplifter to get training information, meeting dates, educational videos, etc.
- SFFSC ISI Challenge Cup Competiton: April 15-16, 2023. 86 skaters. Up from last year's 70. 8 rinks represented and 22 coaches coming. The schedule is ready and going out to skaters tonight. Total income from Entryeeze for events is up from last year. Events are Friday evening, Saturday all day, and Sunday morning. Skater gift is free digital image and coupon. Coaches gift is a blanket from one of the vendors. Donor secured to cover hospitality room.

OLD BUSINESS

- Senior Send-Off Banquet: (Leanne) May 7, 4-7pm at the Country Club of Sioux Falls. Italian buffet, drinks, and dessert \$20/head. Planning to cover coaches cost again this year and only charge \$15/head for members/attendees. And secure sponsorships to help cost. This is a great thank you to the coaches and decreasing cost increases participation for a fun evening. Tom will ask Pam Putnam if she would like to come again to present the Bob Putnam award to the winner. Riley and Leanne will work on Sign Up Genius for registration.

NEW BUSINESS

- Board & Putnam Award Nominations:
 - Putnam Award- Email sent out today. Deadline for nominations is Monday, May 1. Posted to website. Need to post to social. Will put up paper copies on the bulletin board at the rink this week. Winner will be announced at banquet 5/7.
 - 2023-24 Board Nominations- 2 Board position openings. Annual meeting is Monday, April 24 to open nominations. Will plan deadline for nominations Monday, May 1. Email will go out soon, and will post to website and social media, and to rink bulletin board.

Next Meeting: Tuesday, April 18, 2023, 6:30pm. Annual meeting Monday, April 24, 2023, 6:30pm.

Adjournment: Leanne moved to adjourn. Katelyn seconded. Meeting adjourned 9:16pm.
