

Sioux Falls Figure Skating Club Board of Directors Meeting Minutes
Monday, February 8, 2021 at 7:15 pm

Members Present: Sarah Hanson, Tom Stengrim, Barb Ebeling, Carl Carlson, Katie Luggar, Erin Steever
Also Present: Beverly Lush, accountant; Tasia Hillestad, program/admin coordinator

A motion was made to approve the January meeting minutes by Steever, seconded by Stengrim. Motion was approved

Reports and Updates *(some items were brought up at other times in the meeting, but included under their report category here):*

Marketing – Marketing efforts are proceeding well. In addition to the Facebook campaign, an initial foray into Instagram was explored through Maren Jensen’s “Midwest in Style.” The Club received a request for a silent auction donation from O’Gorman Catholic Schools – two were suggested, one for Learn to Skate and one for Hockey Academy, which would highlight both these growing programs. We will want to be putting the question before users/parents: How did you hear about us?

Registration and Membership – Session 3 (ending in February) represents the largest Learn to Skate and Hockey Academy enrollment of the year. If growth continues in this manner, there will be a need for more coaches and/or more ice time. Current skaters are stepping up to join the coaching team as both junior and senior coaches. Consideration will probably need to be made as to timing of advanced classes offered at the same time as Learn to Skate (Axels class and Jumps and Spins) for space considerations and the availability of potential “skate squad” volunteers (12-14 year olds who can help with classes but are too young to coach). For summer, LTS requests 1 day for lessons; sufficient registration needed by May 1 for summer ice to be contracted. There are approximately 15 Learn to Skaters who are eligible for the Great Life partnership benefit of a free private lesson. Three skaters have utilized the Community Fund.

Programming – Spring Show planning is proceeding under leadership of Coaches Alicen Hauck and Lily Derynck (on-ice) and Chairs Karla Derynck and Kelly Andersen (off-ice). A discussion of the percentage of ad revenue to be applied to family’s fundraising requirement determined that 25% of ad sales should be attributed for this year. A more elaborate tiered structured might be considered for the future.

SFFSC’s USFS Competition is slated for the 3rd weekend in June.

Ann (Messerschmidt) Weber is heading a new adaptive skating offering on Wednesdays; she is checking into the feasibility of starting a sled hockey program as well.

Would there be current/former hockey players to approach to join Hockey Academy coaching staff as that program continues to grow?

Financials – SFFSC financial statements reflect the Club is running a tight ship. Several one-time sources of income (the SD Small Business Grant program related to COVID; refund related to clarification of sales taxes collected in the past) will be included in this year’s income.

Other Assorted Items:

Steever reminded the group of the Task Tracker and 2020-2021 Calendar and encouraged their review/use.

The annual Senior Banquet will be put under the leadership of the parents of the Class of 2021.

Methods of surveying membership groups and monitoring feedback were briefly discussed; connecting a survey to a QR code is something Deb Melstad could create and would probably be the most efficient.

Motion to adjourn made by Carlson and seconded by Steever at 8:56 pm – motion passed.