

Sioux Falls Figure Skating Club Board of Directors Monthly Meeting Minutes
Tuesday, February 28, 2023, 7:45pm - Zoom

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

Call to Order: The meeting was called to order by Vice President Leanne Siverhus at 7:48.

REPORTS

Secretary's Report : Allie Alvine

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

Treasurer's Report : Katelyn Conover

Bank Account: New members have been added and access to online platform.

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. Not concerning as reflects that club is growing. Budget is on target.

Marketing Report: Submitted by Beth Hagland, Marketing Director

- Social media going well. Continued presence on Facebook and Instagram. Recent FB ad campaign brought 163 clicks to website. Running 2/22-3/1. Hoping 180-85 by end of campaign. Continues on FB promoting fundraising events, the POP summer camp, and SFFSC culture posts.
- Hood Magazine will feature SFFSC Shooting Star summer camp in their March edition with a trackable QR code to trace ROI.
- Planning for upcoming events and creating guide to new website.

Director's Report: Riley Block, Club Director

- Hockey Academy: 43 skaters registered for Winter/Spring, and always grows in number in March after hockey. 2022 Winter/Spring session ended with 77 skaters.
- Holiday on Ice Spring Show: May 6. 64 skaters registered.
- Summer Ice & Programming: Calendar is final for evening & daytime ice. All programs available for summer. Will have 2 week long camps and 3 hockey skills challenges as well as POP camp. Looking into packages or month-to-month options for families.
- Advanced Clinics: Jason Dillworth did a clinic Sat Feb 8 with 9 skaters in attendance. Went well. Looking into possible March dates.
- USFS Adult Midwestern Sectionals: SFFSC won bid to host in March 2024. Riley will travel to Florida to the Southern sectionals to learn more about it for our event next year.
- Augie Ice Rink: Meeting coming up with SFFSC and Augustana's activities director to discuss our relationship with them and collaboration.
- Uplifter Platform: Riley and Deb have researched multiple platforms that would work better for our club and are proposing Uplifter to replace Sports Engine. Sports Engine is designed for team sports, not individual, so have run into multiple problems. Have used work-arounds the last few years, but as the club is growing this is becoming more difficult. There are many options and

tools our club can use as we grow on Uplifter. The accounting is easier and it is actually a slightly less expensive platform to use. Overall Uplifter works well for figure skating clubs needs and will be much more functional system for staff and families. Tom moved to change our club platform from Sports Engine to Uplifter. Tasia seconded. ***Vote was unanimous for approval.*** There will be some growing pains as we switch to the new system, as well as some overlap where both systems will be active for a period of time. But ultimately is a necessary and positive change for the SFFSC.

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

- Programs are running smoothly. Approaching end of winter session and promoting registration for Spring session.
- Winter session 124 LTS and 20 Aspire. Spring session starting soon 87 LTS and 17 Aspire. Similar to last year. 19 new Aspire skaters this year, most we've had in one year!
- Teen/adult program growing with 16 skaters this session.
- Tots program (2-3 yoa) had over 10 skaters.
- Planning "Let's Try Aspire" and "Let's Try Skating events in May.

Coach Report: Tasia Hillestad, Coaches Representative

- *Coaches Education:* She has been having personal meetings with coaches to discuss ISI education and transitioning from LTS coaching to private coaching, and well as judges training. Had 2 participate in Jason Dillworth coaches clinic. Will do more in future and encourage coach participation. Had parent education "Intro to Competitions" with better in person response than online. Will plan more in future. Several new coaches added to staff!
- *SFFSC ISI Challenge Cup Competiton:* April 15-16, 2023. Planning has been going well. 71 skaters registered from many different regional clubs. Registration deadline today. May extend deadline to Friday to gain a few more participants. Has past and new ISI coaches in club and helping with event. Barb Yackel will be main referee. Tasia assisting. Mindy working on sign up genius to secure volunteers. Will do a program with ads and shout outs. Raegan is helping find sponsors, but all parents and coaches can talk to businesses they know. Have several fun vendors and a food truck. Tasia will start working on the competition schedule. Planning to use one rink with the majority of events on Saturday.

OLD BUSINESS

- *Year End Banquet:* (Leanne) May 7, 4-7pm at the Country Club of Sioux Falls. Molly Daniel will be the emcee. Need numbers and food choices by 10 days ahead of event. Will send out registration early April and have ticket sales deadline April 20, and solid numbers by April 27. Todd Steever will bring his sound equipment/karaoke again.

NEW BUSINESS

- *Future Planning for Coaches:* As our club continues to grow we need to focus on developing and elevating our coaches. The Scheels Ice Plex has agreed to give SFFSC 25K for coaches education and development. SFFSC will match that to plan for 50K in the budget for this for next year. Will

also look at hiring a ‘Training Officer’ to coordinate coaches training and education as they work through their rating system.

- *Future of Ice in Eastern South Dakota:* As clubs in our area are struggling, including Sioux City, Mitchell, Yankton, and Brookings, SFFSC is looking at ways to help. Area clubs could pay a fee for us to provide services to facilitate some of their programs, like Learn to Skate. These clubs could then feed our higher level skating programs. This could grow our club and also recruit higher level coaches. We could look at a ‘Regional Membership’ option of some sort and help their programs attract young skaters. There are models around the country of this type of ‘satellite system’ with our club being the hub. We want to help keep figure skating an option to skaters around South Dakota. It’s good for the sport, for those young skaters, and for our club.
- *Board & Putnam Award Nominations:*
 - Putnam Award- Will plan for deadline for nominations to be May 1. Allie will email the letter/nomination form to Riley to be emailed to membership mid-March when it works between other emails going out. Allie will put up paper copies on the bulletin board at the rink mid-March. Winner will be announced at banquet 5/7.
 - 2023-24 Board Nominations- Will be 2 Board positions openings. Leanne was filling in as VP just this year and won’t plan to stay in the position. Allie has completed her 2-year term as secretary and is planning not to seek a Board position going forward. Allie will email Riley the letter and nomination form to be emailed to club membership the end of March or early April. Will check when the Annual Meeting is scheduled and plan the nomination deadline around that date.

Next Meeting: Tuesday, March 21, 2023, 6:30pm

Adjournment: Tom moved to adjourn. Leanne seconded. Meeting adjourned 9:10pm.
