

SFFSC July 30, 2014 Board Meeting Minutes

Patty called the meeting to order at 6:42pm at Director Karen's apartment building meeting room at 6003 South Cliff Avenue, South Pointe Apartments.

Those in attendance were: Patty Grady, President; Sally Pelletier, Treasurer; Karen Thornbrugh, Skating Director; Bonnie Harvison, Dan Kolbeck, Sue Salter, Debbie Geddes and Susan McDowell, Secretary.

Minutes

Susan distributed the July 15, 2014 Board Meeting Minutes to those in attendance. After review, Patty recommended including the "exact wording" of the on-line motion she made to vote on a last-minute fundraising opportunity: (July 9th)

Subject: SFFSC - On line vote – Paver Project – ASAP

SFFSC Board,

The paver project has a deadline of August 1st and we need to get the information out to our club members this week. Since our board meeting isn't until next week, we will need to do a quick on-line vote to allow this information to be sent out.

A few items:

- Please respond ONLY to the club secretary, NOT "reply all."**
- Vote yea or nay**
- You have 24 hours to respond. If no response, then you are considered as abstaining.**
- During the 24 hours, an attempt will be made to reach you through email or a phone call to alert you to the vote.**

Motion is made to approve the following: to participate in the paver project sponsored by the Ice Sports Association. The pavers will be sold for \$350. A SFFSC certificate/voucher of \$150 will be given to the skater for each paver sold during this initial offer. This first offer phase expires August 1, 2014. Payment is required prior to the deadline. The certificate is good toward anything payable to SFFSC. It is nontransferable. Profit from the sale of the pavers will go toward the general fund.

It was also noted to include that the Secretary should print each response and include for permanent record in the Secretary's file.

With the above changes made to the July 15th minutes, Bonnie made a motion to approve, Sally seconded and all approved the minutes.

Treasurer's Report

No treasurer reports were available due to transition of accountants.

Fundraising

Paver project, dasher boards – a few coming in (August 1st deadline).
Dan Kolbeck is heading up this fundraiser.

Insurance

Patty will be meeting Friday with Brian Kouri. Bids being taken for insurance coverage for BODs **Review of all insurance needs.

Programming

The Programming Committee is continuing to meet and will present their final recommendations to the board on August 12th. Specific items include membership levels/cost, registration fees, ice schedule/class options, pricing, volunteer agreement/hours required.

Debbie presented a general overview of what the committee will be recommending:

- 3 Levels of membership – Competitive, Freestyle/Associate and Learn to Skate.
- Registration fees will increase to \$75 for Comp/FS/Assoc. and to \$35 for LTS.
Will include \$13 ISI membership fee/liability coverage
- Volunteer hours will be required for all memberships except LTS.
- Volunteer hours will be required for everyone involved in the spring show.
- Overall class/practice ice pricing will increase slightly to defray increased ice costs.

By-Laws

Greg Starnes (SFFSC legal council) made a recommendation **not** to change the by-laws to include very specific language regarding on-line voting, as the by-laws already allow such an action to take place, if necessary. Outlining a specific policy for on-line voting would be recommended, however. This policy will be presented (Patty) at the next board meeting.

Past President

Greg Starnes recommended **not** adding a past-president position to the BODs. This position would require a past president to serve another term. This topic was tabled until the next board meeting.

Board Position Opening

One vacant position is available on the SFFSC Board of Directors.

Sally made a motion to appoint Debbie Geddes to fill the open position on the SFFSC Board of Directors, Bonnie seconded and all approved this motion.

New ISI Programs

Learn to Skate Hockey! New programming is available for teaching/testing hockey skills. Karen will get more information on this option.

**Registration forms for SFFSC hockey classes will be on the youth hockey website.

**SFFSC website will have a tab to link to the Scheels Ice Plex website.

Scheels Ice Plex

Grand Opening Kickoff Party – September 20, 2014 – more information to follow.

A few job opportunities may be available to the user-groups.

Taxes

A few board members met with Darrin from the SD Department of Revenue. The Club sought this meeting out in an effort to get a few questions answered in regards to paying appropriate taxes. After review, he had concluded the Club is doing everything correctly. Skill classes, practice ice and competition admission is taxable. Advertising, donations and costumes are exempt. Vouchers are not taxed when they are given, but the value is taxable upon redemption.

Individual Accounts

This individual fundraising opportunity is allowed based on how the accounting is set up. All monies collected would be treated as a donation to the Club. A ledger/spreadsheet would be used to track individual money collected/earned.

Technology

Dan is looking to set up board initiated communication to the membership. Bills will be directed to the Club email account. Dan is looking into options for the Club. One option is Sport NGIN - \$495 set-up fee/Logo/Customization, \$60 month subscription fee.

(*Module for payment options?) More information will be available at the next meeting.

Club Phone

Sally & Tami arranged for Karen to have a separate flip phone for Club use. She could take it with her to the rink and back home again. The separate line would be added and Verizon would itemize the charges so Karen could be reimbursed for those charges.

Banking

Debbie (currently on signature card) provided the list of the new executive members who would be able to sign the new signature card for the SFFSC account. Patty, Michelle, Sally and Susan will need to go to Metabank and provide identification & signatures. Debbie would also approach the bank about Club sponsorship & Club credit card info.

Karen's Review

Patty requested input/feedback from the board members in order to complete Director Karen's performance review.

Guest skater exhibition/fundraiser/workshop

Patty is looking into a fundraising opportunity for the Club. A "special guest skater" would be brought to Sioux Falls to perform a ticketed exhibition skate. The possibility of adding a workshop with the guest skater may also be an option. Sponsors are needed to put this idea into motion. More information on this will be available at the next board meeting.

Scheels Ice Plex Tour

Brian Prisbe will be conducting a tour of the new Scheels Ice Plex on Thursday, 7/31 at 1pm if anyone is interested in attending.

Coaching

Karen announced that the Club has hired a new coach, Kailyn Breen. She is a graduate of USD and has four years of coaching experience in Yankton.

Karen reported Coach Tasia is not interested in teaching group lessons this year and will pay her own professional membership fees. She will not be taking on any more new privates/skaters.

Budget

Seeking volunteers to work on the budget committee: Sally, Patty, Tom and Susan have agreed to be part of this committee and work on the Club budget for the new skating year.

Club Revenue

Patty compiled some information (Cost/Revenue Analysis) that was reviewed by the board members. With the significant increase in future ice expenses; there is a need to substantially increase revenue for the Club. Registration fees and class/practice ice costs will need rise to help with this cost, as well as growing the overall program, but other options must be explored, as well.

Ice Costs will increase from \$88/hr to \$156/hr.

Ways to increase Club revenue:

- Increase registration/class fees
- Grow membership/program/advertising
- Pavers/dasher boards
- Sponsorships/Donors/Grants
- Show
- Concessions
- Open Competition
- Guest Skater Exhibition
- Workshops/Camps

*More discussion on this at the next board meeting.

September Registration

Karen will have a September contract available for approval at the next board meeting. The ice (SFIRC) cost will be the same rate (\$125/hr) as what was charged for June ice rental. The official “move over to the new rink” date is yet to be officially determined. October 1st is the current plan.

Patty made a motion to adjourn the meeting at 9:47pm, Susan seconded, all approved.

Respectfully submitted by,
Susan McDowell, Secretary

The next SFFSC board meeting will be held on Tuesday, August 12th, 2014 at 6:30pm at the office building of McDowell Financial Group – 609 East Tan Tara Circle (corner of 69th St & Tan Tara Circle).