

## September 8, 2019 SFFSC Board Meeting Minutes

### Board vote of approval to seat Katie Jess and Deb Melstad

Prior to the start of the meeting, the board received the email resignation of Karla Derynck from the board. In order to be at Quorum, new board members were selected prior to the start of the meeting. Katie Jess and Deb Melstad were brought forward as recommendations. Jim moved to nominate Katie Jess and Deb Melstad to fill the remaining terms vacated by Karla and Julie Mickelberg. Erin seconded and all approved.

**Call to order** The meeting was called to order at 5:00 pm. Board Members in attendance were Pat Hoier, Erin Steever, Jim Naro, Jennifer Siggette, Barb Ebeling, Wendy Quam, Jane Eilders (arrived at 6:25 pm), Katie Jess, Deb Mestad and Tiffany Thornson. Board members not in attendance was Riley Klein. Other guests were Sarah Mueller and Tasisa Hillestad.

### **Open Forum** (time for guests to bring forth agenda items)

Sarah Mueller offered a suggestion of pairing up an older skater with a younger skater, so younger kids have someone to go to. Sarah indicated that the fun part and comradery is not there for her daughter. The board indicated planning fun events and creating a mentorship program are item that the junior board is going to be tasked with.

### **Approve meeting agenda**

Wendy suggested adding email communication onto the end of the agenda. Jim moved to approve the agenda as amended. Erin seconded and all approved.

### **Approve last meeting's minutes**

Wendy made changes to the attendance in August's meeting. Barb moved to approve the amended minutes. Jim seconded and all approved.

As indicated previously, last week, Karla submitted her resignation via email to the executive board. The board accepted her resignation. The board and the Sioux Falls Figure Skating Club appreciates her service and all that she has done in the past.

### **Director's Report**

*Skating Clinic:* Made a profit (after expenses) of \$635.24 Skaters and coaches in total. SF coaches were free.

*Summer Ice report:* \$1134 profit on summer ice after all expenses taken out. The goal is to offer more ice next summer. Better ice utilization this summer vs last year. 25 LTS athletes this summer. Consideration of asking Brian to offer ice over Christmas break. Can't teach on public as it is the busiest time of the year. Once Brian sends out fall report for winter ice, it will be on Tiffany's radar to watch for Christmas ice opportunities.

There was discussion that we need to check for seats on Sports Authority and Scheels Iceplex Advisory Council. Pat will check on each.

*Fall LTS:* First session is underway and started this past Saturday. 4 kids off last year's total as there are 56 kids signed up. Numbers will likely increase as registrations still come in. Profited about \$5,000 last year. It's looking like it will increase this year due to better ice utilization (spins class during LTS). We are marketing the same as last year- did one Facebook campaign. Jennifer Sigette placed an add and Erin followed up on any Facebook messages that came in. Takes adults 7 times of seeing something to react. Facebook ad reached over 6000 people, 279 engagements, 7 comments, 8 shares. Cost \$100.

Erin talked about Jason Dilworth's suggestion of being at every open skate session from the board's meeting with him the previous evening. Tiffany suggested Saturday and Sundays afternoon. Jennifer Sigette talked about how this will fall under the marketing committee. A suggestion was made to add a LTS information to the bulletin board in the Iceplex as LTS is currently not advertised in the Iceplex.

*Ice Monitors and White Table Volunteers:* Tiffany wanted to know where we are with ice monitor volunteers. Jennifer indicated she rolled out new sign in today. Music player should have the sign in sheet. Skaters can't take the ice until they have checked in with the music player. There will be a sign up sheet at the entrance to the rink, skaters will sign in, and then ice monitor take binder to play music and then confirm every signed in. Who is signed up to volunteer at the White Table? Tiffany suggested paying someone the 45 mins-60 min that they are there. She needs coverage Saturday 10- 11:30 and Monday 5:45-6:15 during LTS. Barb and Jennifer Sigette are helping through September. Barb suggested that we have people who do it consistently that enjoy it. Barb and Sigette know the people who help and will look at people who are signed up. September is covered.

*Fun fact from Tiffany:* Last year Tiffany was told people just don't skate in September. This year, Tiffany took the chance and laid out a bunch of ice in September. Last year, from October through Dec, FS registration totalled \$7,473. From September through November this year, FS registration is at \$11,950. Parents are purchasing more with the tiered system.

Standing Reports:

Treasurer's Report (Erin)

We don't have a full treasurer's report as accounts in transition. Erin has the reports our accountant had sent. In August, we had \$7,020 in profit. ISI has been renewed for the club. We

have 3 ice bills still needing to be paid- April/May, July and August. We continue to use money in checking and not borrow from savings. Changing our coding for accountants starting in July. Erin will recode July items. Jennifer Sigette noted we have an endowment account with the Sioux Falls Community Foundation and received a check for about it \$870.

Total assets: \$55,867.09

August Net Income/Loss: \$7020.96

### **Membership update (USFS, ISI, Club)**

*USFS:* Jennifer Kilmer: We have 5 more signing on but have not yet been submitted to USFS. She will be doing that soon.

*Club:* Barb has gone through registration. As of September, the club members has 36 skaters, 7 board members and 6 coaches.

### *Report from USFS Testing Chair (Jane)*

We have 3 Gold Judges lined up and 2 can test solo dance. Test session will be November 19 from 8:00-1:00 pm. Time is tentative and will be confirmed after registration numbers are submitted.

### **Schedules and Registrations**

No additional items noted to Tiffany's report.

### **Fundraising Committee (Jennifer Sigette)**

Jen Gintvanis has offered to help. We will have two Stampede events this year. Friday, November 30, we will have a ticket promotion and will sell chuck a pucks. In addition, we can do an exhibition again. The Second Stampede event will happen in the spring. This second event will just be ticket promotion and exhibition similar to last year. The Krispy Kreme Donut fundraiser is still up in the air. Another idea discussed was an event at the Crooked Pint as they offer 15% of sales on Sundays and Mondays. Jennifer will look into this.

### **Volunteer Committee (Barb)**

No update

### **Finance Committee**

See Treasurer's report

### **Junior Board (Jane)**

Still working on it. Jim offered to help.

### **Old business**

#### **Report on Membership Meeting (Barb)**

We have 9 families that didn't attend either parent meeting. Board members will reach out to them.

### **Photos/Banner**

Pat shared the info from Karla.

Membership documents said who can be on the banner. In addition, in the past seniors get their own banner. Jennifer moved to spend up to \$200 for 2 nights and a 3 x 9 banner on Chris from Define Photos. Deb seconded and all approved.

We have three seniors: Olivia Slack, Hannah Miller and MacKenzie Melstad. Jennifer moved to work with Chris to create 3 seniors banners and spend up to \$300 (max) on all three banners and to give these to seniors at the end of the year. Erin seconded and all approved. Deb and Barb abstained from voting.

In addition we will ask Chris from Define to photo take coaches headshots. Katie will work with Karla.

### **Safe Sport Completion**

Pat is now our Safe Sport Representative in place of Karla. He sent an email to board members regarding Safe Sport

### **Bylaws Changes**

Tabled until next weeking. Pat has put in the changes- proposed changes include giving Tiffany and Coach liaison a vote, looking at how only abuse of minor excludes people not on board, and voting processes.

### **Report on Clinic**

Information included in Tiffany's report

### **Policy review**

What do we tackle first? SafeSport are included in our Bylaws. Jim drafted language on SafeSport but wants to ask USFS how to put SafeSport into our Bylaws. Katie will help Jim and Pat. Updates to our SafeSport Policy need to be done prior to Test Session

### **Report on Ice Monitor policy and how it is progressing**

See Director's report above.

### **Review Season Calendar for possible**

Not needed

### **Social Media usage/Texting Platform**

No updates /Tiffany suggested using the GroupMe app with parents opting into the app

### **Marketing Approaches (Jennifer)**

Jennifer discuss how we have no literature or brochure. Go on USFS website and use what we can.

In addition, there was discussion about asking Brian to do an exhibition after ice cut and prior to open skate starting.

The Bulletin Board was stripped down last night by Jennifer and Barb. They will work on updating it together.

Jim suggested we go to Special Olympics and start a team? The board was in support of Tiffany pursuing the opportunity.

Deb moved we move forward in investigating an adaptive skating program. Erin seconded and all approved.

### **Suggestion Box**

Jason suggested having a suggestion box. Include a half a page with name and contact info.

Pages goes into the black box. Erin will collect forms. Erin will design the slips.

Jennifer moved to change the black box to not only a payment receptacle but also a suggestion box. Katie second and all approved.

### **Board Retreat**

The goal of the retreat is to get us all on the same page, create a unified vision, use the same terminology and create goals for the year in addition to evaluating a strategic plan. Katie discussed using the book Traction.

The board retreat is tentatively scheduled for Friday October 11 evening and Saturday October 12 morning and afternoon not at the Iceplex. Jennifer will look into us using the Crooked Pint.

### **Scrip Update**

Nearly \$700 in Scrips rebates have been earned. Between 6-7 families are utilizing it and have earned between \$40 and \$200 in rebates.

### **Email Communication**

Wendy will work with Tiffany to get an appropriate @sffsc.com email. All club business needs to go through club account for Tiffany and board members.

Next meeting: Tuesday, October 1 at 5:30pm

Jim moved to adjor. Katie seconded and all approved.

Meeting Adjourned at 7:38 pm.