

Sioux Falls Figure Skating Club Board of Directors Monthly Meeting Minutes Tuesday, September 21, 2021, 7:30pm Zoom Meeting

Present: Tom Stengrim, Sarah Hanson, Carl Carlson, Allie Alvine, Olivia McDowell, Lily Derynck, Peter Hauck, Riley Block, Beverly Lush.

Call to Order:

The meeting was called to order by President Tom Stengrim at 7:30pm.

REPORTS

Secretary's Report : Allie Alvine, Secretary

Carl moved to approve agenda, Riley seconded, motion passed. Minutes from August meeting reviewed and motion to approve them by Sarah, seconded by Olivia, motion passed.

Financial Report : Beverly Lush, Club Accountant

Reviewed the statement of financial position, and all is still going well. Slight loss in August but some items were from last year, and better than prior month. Some unearned revenue from LTS. Budget vs Actuals not much different from last year. Had large donation last year that accounts for some difference. Also payroll expense has increased with hiring a director.

Director's Report: Riley Block, Club Director

- Coaches Training Event: Was Sept 18, 8:00am-5:00pm. Mandatory for all junior and senior coaches with <2 years coaching experience, encouraged for all other senior coaches. Barb Yackel and Jane Sheber facilitated. 16 attended. One of those was a guest coach (only paying participant). Great feedback. Was productive and beneficial.
- Coaches: Staff is growing. Up to 19 senior coaches and 9 junior coaches.
- Freestyle: 30 skaters have purchased ice time for September. Average of 9.8 skaters per ice time (slightly lower than goal of 10). September is usually lower and hope to increase. Not considering removing an ice time presently. 10 skaters in advanced classes. Average of 4 skaters per class.
- Hockey Academy: 31 are registered, doing well.
- Theater on Ice: Only 7 skaters. Too small for a national team. Adjusted cost, practice time, and travel. Will have another audition in February for anyone wanting to join for home competition.
- Calendar: On website. Detailed updates through 2021, but dates are on through the season.
- Ice Check-In Policy: Riley has been checking people in. Looked at paper and ipad options. Planning to continue with ipad, possibly mounting by rink. Need someone there to make sure all skaters check-in and do not enter ice without checking in on ipad. Riley gets immediate notifications when someone signs up for drop in registration. Riley will check the ipad check-ins compared with the registrations, and invoice anyone who is not prepaid. Will also look into random checks of this process. She will buy a subscription to LiveBarn (a live feed of who is on ice) for the club, which will be beneficial for incidents and liability as well.

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

- LTS: 72 skaters first session. Had 50 this time last year. Will see an increase after holiday break.
- Ratios: Shooting for 4 to 1 skater to coach ratio in snowplow, and adding 2-3 skaters with a junior coach. For higher levels of LTS, looking at 6 to 1, adding 3-4 skaters per junior coach. Evens out to the goal of 5 skater to 1 coach ratio. This is keeping quality instruction, but still profitable for the club. Going well so far.

- *Aspire: 7* in the program. Offering participation in just the 2nd half of the session may increase numbers.

Marketing Report: Peter Hauck, Director of Marketing

Has been posting Facebook events as well as social posts. Made posters with QR codes up at the rink. LinkedIn is updated, and he will send emails to coaches to have them join this and Instagram. He finished the Hockey Academy logo. He will post about the upcoming New Ulm competition.

Fundraising Report: Carl Carlson, Treasurer

We still need fundraising and volunteer checks from 5 skaters. Riley has contacted them, and will stay connected.

OLD BUSINESS

Standing Committees:

Board and staff need help from parents. Planning to form standing committees with descriptions. Tabled discussion until next meeting.

NEW BUSINESS

New Ulm Competition: November 19-21. Deadline is coming up soon. Riley will talk to coaches to encourage their skaters to participate. Is an ISI competition. TOI will be skating. 25 rooms have been requested at the Best Western there. Olivia is organizing the social event. Want to have a large turnout.

ISI Conference: Riley will be attending this next week in Pasadena, CA for training and networking. She will have a report for next meeting.

PRESIDENT'S COMMENTS, Tom Stengrim

Jump Harness: Was installed in locker room. Not first choice for location, but best option. It is more private, but need to meet SafeSkate requirements of 2 SkateSafe certified coaches during lessons. Can also have parents sit in on lesson. Will plan to always prop door open during all harness lessons as well.

Rink Relationship: Management is very pleased with our club's progress. Great relationship with the rink continues.

Next Meeting:

Tuesday, October 19, 2021, 7:00pm on Zoom

Adjournment:

Motion to adjourn by Allie. Seconded by Carl. Meeting adjourned 8:53pm.