

Sioux Falls Figure Skating Club Board of Directors Monthly Meeting Minutes
Tuesday, October 11, 2022, 7:45pm - Zoom

Present: Tom Stengrim, Leanne Siverhus, Allie Alvine, Lily Derynck, Riley Block, Tasia Hillestad, Beth Haglund, Katelyn Conover, Beverly Lush.

Call to Order: The meeting was called to order by President Tom Stengrim at 7:45pm.

REPORTS

Secretary's Report : Allie Alvine, Secretary

Katelyn moved to approve agenda, Tasia seconded, motion approved. Minutes from September meeting were reviewed, and one change was noted to be made, the spelling of Maren Jensen's name. Katelyn moved to approve them with the spelling change, Tasia seconded, motion approved.

Financial Report : Beverly Lush, Club Accountant

- Reviewed the annual 990 for the year ending 6/30/2022. Katelyn moved to approve it for e-filing. Allie seconded. Motion approved. This is available for anyone to view online in the government public record.
- Reviewed balance sheet and budget vs actuals as of 9/30/2022.
 - All similar to last year at this time.
 - Excludes ice bill and several other expenses.
 - Requests that everyone is more timely when turning in expenses. Helpful to have no later than 10th of the month to reflect appropriately. Suggests instead of saving for the month, just turn receipt in immediately upon receiving.

Marketing Report: Beth Pearson, Marketing Director

- Social Media: Continues regular posting. Keloland spot was top post with 65 click links. Daytrip skate post got 6 clicks. Sunlight Skate post got 40.
- Press Release: Recently released.
- Argus Leader: Will be doing a story on the club.
- Graphics Work: Continues to update the look at the rink. Club bulletin board is done. Work on home club member wall too. Working ahead on some projects as baby due soon!
- Influencer: Partnered with Maren Jensen from "Midwest in Style". Also has talked with Maddie Peschong, who is a local Brand Photographer & Strategist. Has 8000 followers. 3 kids, to whom could skate with our club. Would do 2 posts and storied with trackable links.

Director's Report: Riley Block, Club Director

- Lock In: Had 26 skaters. 24 slept overnight. Went very well. Had cash only snacks which made a profit. Skated. Did craft. Everyone well behaved and slept when told it was time for bed. Planning for one in Spring and hope to do twice a year going forward.
- Theater on Ice: Have 9 skaters this season. Will do one program all together, and also split into 2 teams for 2 more programs. This will give them more opportunities to compete. Tasia and Reagan are coaching this year.

- Advanced Classes: Have had 2 clinics with Jason Dilworth, with coaches education for junior and senior coaches. 8 skaters for first, and 4 for second. Want to continue this relationship with him and he is a valuable resource. The second clinic was last minute, so accounts for the low participation. Want to have more coaches attend, and will have more planning and communication going forward. Will consider making a certain number of these clinics required per year for coaches, and pay them for attending. Discussed travel payment policy for the coaches we bring in, and decided to pay the IRS rate for mileage, as well as lodging if needed.
- Competitions: The Club endorsed competitions this year will be the following:
 - *New Ulm Fall Festival- ISI, New Ulm MN, Nov 18-20, 2022*
 - *Central SD Ice Classic- USFS, Pierre SD, Dec 2-4, 2022*
 - *Frosty Blades- ISI, Blaine MN, Feb 3-5, 2023*
 - *Winter Festival- USFS, Omaha NE, Feb 23-26, 2023*
 - *SFFSC Challenge Cup- ISI, Sioux Falls SD, Apr 15-16, 2023*
- Coaches: Have a good number of junior and senior coaches. However not a good response for coaches wanting to take on private lessons. Partly due to coaches personal schedules. Also has been hard for new private lesson families to understand the limited days/times that we have ice to do lessons. Need trainings for new senior coaches to gain confidence in teaching private lessons. Tasia has interest in creating and implementing a “Intro to Private Lessons” training, as well as matching newer coaches to mentor coaches.
- Hockey Academy: 38 skaters registered, higher than last year. Planning on increased enrollment for next session.
- Skate a thon: Had 5 skaters this year and raised more than \$800.

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

- LTS: 74 registered Fall session. Not including Maren’s kids. Comparable to last year.
- Aspire: 12 registered. Last year 8 Aspire skaters graduated into freestyle/advanced last year, so basically refilled their spots, which is how we want the programs to work.
- Coach Compensation: We have not been paying coaches for the 15 minute breaks between LTS times. In past this was because coaches were encouraged to do private lessons during these break times and get payment for their time privately, instead of during LTS group lessons. We discussed starting to pay coaches for this time. They can use it for lesson planning or keeping notes on their students or working on skater reviews. It will be implemented that skaters will now be paid for these breaks, and the coaches will be educated about the expectations and responsibilities of how to use these times efficiently. Will plan a thank you lunch for all the coaches, as they have thus far been at the rink/working during these breaks without pay.

Fundraising Report: Katelyn Conover, Treasurer

- Proposed Per Diem Club Policy: Policy was reviewed. Allie moved to implement the policy as written. Leanne seconded. Motion approved.
- Fundraising: Fly Boy fundraiser is ready to start soon.

OLD BUSINESS

- Parade of Lights: Need to decide soon if we want to have a float. Riley has a truck. Tom has a trailer we can borrow from his friend. Will look into parents volunteers for help. Would be fun to start doing every year and use same set up each year. More work this year to get it going. Great free advertising.

NEW BUSINESS

- Emergency Preparedness documents: (Katelyn) Tabled for next meeting.
- Coaches Survey: (Tasia) Tasia reported the survey was emailed yesterday. Only 5 responses so far, with much positive feedback, and a few items that can be improved upon. Full report at next meeting.
- Scheels Ice Plex Funds: (Tom) Joe Zueger offered large sponsorship to our club. Tabled discussion for next meeting, but Tom will send out an email for more info and ideas we can discuss before next meeting.

Next Meeting: Tuesday, November 8, 2022, 6:30pm (future mtgs: 12/6, 1/10, 2/7, 3/7, 4/11, 5/9, 6/6)

Adjournment: Katelyn moved to adjourn. Tasia seconded. Meeting adjourned 9:47pm.
