

Sioux Falls Figure Skating Club Board of Directors Meeting Minutes
7:15 p.m., Monday, October 12, 2020 via Zoom

Members Present: Sarah Hanson, Tom Stengrim, Barb Ebeling, Carl Carlson, Erin Steever, Katie Luggar
Also Present: Bev Lush, accountant; Katelyn Conover, marketing director;
Tasia Hillestad, program and admin director

The meeting was called to order over Zoom at 7:18.

Carlson moved and Stengrim seconded approval of the agenda. Motion passed

Carlson moved and Stengrim seconded approval of the minutes. Motion passed

Program Reports:

Marketing Director Katelyn Conover presented a progress report on what she has done in the 35 hours she has spent in the first two months of this position. Current marketing efforts show increased reach and engagement. SFFSC has 606 followers on Facebook and the SFFSC group has 37 members. Three Facebook ad campaigns have been conducted this season – 1) “Try Skating” event, 2) Great Life partnership, and 3) First Session registration.

Administrative/Program Coordinator Tasia Hillestad sent a report of membership details: 107 Members
Home Members: 25 Collegiate: 2 Secondary: 2 Coach: 5 Board: 4 LTS: 70
USFS: 26 ISI: 31 (including coaches)

For Session One:

Final LTS registrations: 50

Final Aspire registrations: 5

Final Hockey registrations: 16

Final National TOI registrations: 13 (1 pending payment prior to registration)

Freestyle registrations: 38

In programming notes, several current skaters who will need ISI memberships do not have them and Hillestad will pursue those individuals to get this taken care of (ISI registration was the responsibility of families this fall and did not go through the Club). There was not sufficient interest expressed in a regional Theatre on Ice team to move forward with that this year; a “mini TOI” team that prepares and competes only in the Sioux Falls spring competition is a programming possibility as a way of increasing interest in that offering.

Accountant Beverly Lush had provided monthly reports for review in advance of the meeting. Of particular note is the fact that this most recent report marked the first quarter in two years to finish in the black. The Central Bank (formerly MetaBank) account is ready to be closed out once SCRIPT account has been transitioned; Steever will finalize that transaction once this is ready. Her reports are set up to facilitate comparisons between years and within the year. 2020 summer ice was successful. The season is only now getting started and there is much to be learned from examining the financial reports and trends – the Club is better set up to utilize this information moving forward.

Treasurer Carlson reported that he continues to pursue the refund of excess taxes collected on ice time over the past with the SD Department of Revenue, and that the Club will be applying for a grant through the South Dakota Coronavirus Relief Fund – Small Business and Healthcare Provider Relief Program when the application window opens (October 13-23, 2020). *(This was reported toward the end of the meeting, but recorded here in order to keep financial matters together. – Sec’y note)*

Additional Items:

An individual needs to be identified to costume/dance supplier as the designated purchaser (as discounted group rates can be available specifically to studio owners and program directors, and frequently only those individuals can purchase larger quantities). The Theater on Ice team needs to order for the group in the near future in order to be costumed for the New Ulm competition in November. Sarah Hanson was identified as that person for the time being.

Update to COVID Policy (see email from Hanson on October 3). A revision was made to the SFFSC policy to bring it into line with the current Sioux Falls School District policy in order to reduce the impact of “close contacts.” Under the revision, contact that occurs with a person who tests positive will no longer result in a 14-day suspension from SFFSC activities *IF* both parties were appropriately masked – in such cases, refraining from activities becomes a parental/family decision. This revision is to be immediately shared with membership.

Update to Scrip Policy & Practices: Conversation continued about appropriate use of the Scrip program. There is to be no “cash out” of Scrip monies and Scrip revenue should be used by skater families to the fullest extent possible. Any revenue unused for a period of six months should revert to the Club as a donation. Scrip earnings can be used 1) toward the fund-raising minimum and 2) toward programming expenses (classes, freestyle ice, Theatre on Ice). For efficiency’s sake, it should not be used for small incidental items such as drop-in ice. In order to make the program beneficial to the Club overall, a 15/85 (Club/individual) split was approved effective 01/01/2021 to cover administrative fees.

The traditional fall Parent Meeting will be conducted via Zoom this year for safety’s sake. One of the presentations will be recorded for viewing by members unable to attend the scheduled sessions. Sunday, October 25 and Tuesday, October 27 were selected as appropriate dates for such meetings. Topics of discussion need to include on-ice safety, codes of conduct, volunteer checks and opportunities, fundraising requirements and opportunities. Volunteer checks will be collected during the week that follows the meetings at a rate set sufficiently high to encourage fulfillment of volunteer hours and discourage buyouts as the volunteer hours are critical to the success of the events. (Specifics = \$300/16 hours of volunteer service for Home Club members; \$150/10 hours for Introductory and Secondary Club members.) Members may choose to buy out the fundraising requirement at \$100 for the remainder of this year or to participate in fundraising activities (or both!); fundraising opportunities will include selling sponsorships and/or advertising, participating in product sales (such as Flyboy Donuts), Scrip program revenue, other ideas welcome.

A job description for Holiday Show Director was previously distributed via email by Hanson. Ebeling moved and Luggar seconded acceptance of this position. Motion passed. Coach Alicen Hauck was named to the position. Spectator safety under COVID conditions was discussed and opening both sides of the

ice surface to the audience was proposed in order to offer more physical distancing between audience members. Adding LTS to the show programming was also discussed.

Ongoing correspondence with USFSA officials was discussed in closed session.

Next Board Meeting – Monday, November 9 at 7:15 pm at SCHEELS IcePlex

The meeting was adjourned at 9:31 pm