

November 5, 2019 SFFSC Board Meeting Minutes

Call to order The meeting was called to order at 6:07 pm. Board Members in attendance were Jennifer Sigette, Erin Steever, Barb Ebeling, Wendy Quam, Jim Naro, Deb Melstad and Tiffany Thornton. Board members not in attendance were Jane Eilders, Pat Hoier, Katie Jess and Riley Block. Guest member in attendance was Jennifer Kilmer (USFS Membership Chair).

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

No items brought forth during the meeting

Approve meeting agenda

Wendy requested Ensembles be added to the agenda. Jim moved to approve the agenda. Erin seconded and all approved.

Approve last meeting's minutes

Jim moved to approve the minutes with the edits made by Erin. Barb seconded and all approved.

Director's Report

Christmas Show

Registration is open. Tiffany wants to give back to the community during the show. The board offered the suggestion of the Teddy Bear Den. More info on that to come.

Competition

Tiffany is trying to see if we could make competition bigger in Sioux Falls. She looked at Skate Games of America. However, we would be about 18 month away from hosting a Skate Games (figure skating, hockey, curling). In addition, it would need to be set up as its own no profit. Down another avenue, she is researching the possibility of hosting an Excel Competition Series event. ISI and USFS feed into this competition, and it is a national qualifying event. She'll continue to look into it, but we are likely still a year away at a minimum.

United Way

United Way offers \$100 coupons to different types of families in need. Tiffany is working to build a class/4 week LTS program for the Sioux Falls Immersion Elementary Center as Kacey reached out as a way to use 32 United Way coupons. This program would be during the day at a decreased ice cost. Tiffany is hoping this is a gateway to other day time programs. Wendy and Deb will work to get Tiffany a homeschool contact for additional daytime programming outlooks.

Mommy and Me

The new *Mommy and Me* Class will be on public ice and was approved by Brian Prisby. If this takes off, fantastic. If it doesn't, no loss to the club. In addition, Tania from the Iceplex is helping advertise since it is on their ice. We will look at extending this to stay-at-home Dads group, Jennifer has a contact and will pass on information to Tiffany.

LTS USA Workshop in Sioux Falls

On March 7, we will host of LTS USA Workshop in Sioux Falls for Instructors. LTS USA brings their people to instruct. We will provide the ice and are the host. We may or may not make money on this workshop.

LTS and Advanced Classes

The Session II has just started. Including the Excel skaters, there are currently 74 skaters and Tiffany thinks it can go up to 80 (58 last year) by the end of the season. We had 54 skaters at this time last year. The more we market, the more will come. There was no advanced class update as the registration is not closed. Most skaters will register last minute. She anticipates it to be similar to what it was during the last 8 weeks.

Marketing

Tiffany suggested \$200-\$250/month for a 12 months marketing budget. This is about double what we spent last year. She is looking at what is going to hit people the fastest with the least amount of money. It was decided to table the request. Tiffany had flyers printed up at Alpha Graphics - \$185 for 850 rack cards that can be handed out during Open Skate in addition to putting in Iceplex Birthday Bags.

Standing Reports:

Treasurer's Report (Erin)

Checking account balance: \$8,482.39

Savings account balance: \$23,863.09

Scrip: \$986.58 (no accounting fee since we are above \$500)

\$292.45 has been used out of Scrip.

The Board received the treasurer's report and pending review, Barb moved to transfer up to \$8,000 from savings to checking pending reconciliation of receipts. Jim seconded and All Approved.

Jennifer and Erin rewrote the chart of accounts and will go back to July and recode expenses and income.

Budget (Erin)

A budget is In the works. The budget goes along with the new chart of accounts. Hopefully by next month, it will be completed.

Membership update (Barb)

Club: Remain stable

ISI memberships: 24

USFS: 5 more membership for a total of 56

Report from USFS Testing Chair (Jane)- reported by Erin

Test session closed Friday but more are continuing to register. We still need to secure hotel for judges, hospitality gifts, etc.

Fundraising (Jennifer Sigette)

Upcoming event: Sioux Falls Figure Skating Night at the Stampede game on Saturday, December 28. More information to come.

Marketing (Jennifer Sigette)

Wendy moved to spend up to \$100 on a Facebook campaign for the *Mommy and Me* class. Deb second. All approved. Jim moved to spend up to \$200 for Flash Black Friday/Cyber Monday sale. Erin second and all approved.

Barb ordered National Skating Month materials.

Volunteer (Barb)

Everything is all good. She will get the December Ice Monitor sign up out soon.

Scrip Report (Deb)

We have 7 families using Scrip. It has been challenging on what members can apply it to. Deb has been working with families on an individual basis to give them a balance update, discount registration codes and discuss what they can use it towards. Scrip can't be used on Freestyle Ice; there is no timeline when it can be used for this. This is a SportsEngine issue that they've been notified of and have stated they will fix it in an update in the future.

Old business

Bylaws

Jim sent out Bylaws changes for our review. The biggest changes were putting Tiffany and Riley on the board and electronic voting. Members will need to read the changes and there will be a vote at the next meeting.

Junior Board committee (Jane)

There will be a Pizza Party on Nov 10 at 4:30 to kickoff the committee. There are currently 5 skaters interested in the Junior Board. In addition, there was an email sent out to invite any additional members to the Pizza Party.

Policy Review Committee (Guest Skaters, Purchase Limits, Safe Sport/Background Checks)

Meeting is being set this week. The first policy to be updated is SafeSport Compliance.

Social Media Usage (where are we with platforms)

Wendy needs to create texting platform. More information to come.

Fall Photos (Katie)

No update as Katie was not in attendance.

Role of Ice Monitor/Music Players (Follow-up/Discussion)

Wendy will order more more orange vests. There was also discussion of the Freestyle Rules that were sent out at the beginning of the season need to be sent out again.

Email Use follow-up:

The email boardmembers@sffsc.com has been updated with all board members emails (minus Tiffany and Riley). In addition, director@sffsc.com has been set up for Tiffany and should be used going forward.

Retreat Dates

No update as Katie was not in attendance.

ISI Administrator (Barb)

ISI started a new dashboard. Barb and Tasia are able to get on the ISI privileges to access skaters records, renew memberships, file tests, etc. The board discussed having an ISI Administrator. Discussion was tabled until we get more information.

Donation Request Processes

Tiffany sent the policy to board members. No further update needed.

New Business

Develop core values from our retreat outcomes and Develop marketing strategy from the retreat outcome

Tabled until the next meeting..

Bulletin Board Decorating

No update at this time. Katie was not in attendance.

Ensembles

Wendy will email the request for everyone to review. The discussion was tabled.

Deb moved to adjourn. Jim seconded and all approved.

Meeting Adjourned at 8:52 pm.

Next meeting: Tuesday, December 3 at 6:00 pm
(1st Tuesday of the month unless otherwise determined)