

**Sioux Falls Figure Skating Club Board of Directors Meeting Minutes**  
**7:15 p.m., Monday, November 9, 2020 - Scheels IcePlex Conference Room**

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; Eric Mages, SCHEELS IcePlex Management Team

The monthly meeting was called to order at 7:20 pm  
Steever moved and Carlson seconded approval of the agenda. Motion passed  
Steever and Carlson offered edits to the October meeting minutes; Steever moved and Carlson seconded approval as amended. Motion passed.

**Program Reports:**

Marketing: Marketing Director Katelyn Conover reported the Facebook page's metrics were all up this month, although there was a dip in the reach of ads. The Facebook group added four members and is averaging four posts per week. Conover is drafting social media guidelines to ensure consistency. An Instagram profile has been reserved for the Club, but it is not yet active. This service is more reliant on visuals; photo sharing from Club membership is to be encouraged through Google Photo.

Membership and Registration: Administrative/Program Coordinator Tasia Hillestad reported that Session Two Learn to Skate Registration numbers were up in all categories from Session One:  
LTS = 56 (+5)  
Hockey = 23 (+7)  
Aspire = 7 (+2)  
Enrolled LTS Members = 93 (+23)

Registration on Freestyle ice was slightly down for Session 2 as compared to Session 1.

Programming: Eighteen (18) SFFSC skaters registered to compete at New Ulm Skating Club's Fall Festival (November 21 & 22). This competition will mark the first appearance of the 2020-2021 South Dakota Stars National Theatre on Ice Team. (*Note: This competition was canceled in mid-November due to a shutdown of activities in Minnesota resulting from a spike in COVID-19 infection numbers.*)

**Financial Reports** For full details, see November 8 reports generated by Club Accountant Beverly Lush. By several standards, the Club is in an improved financial status (e.g., compared to this month last year, the Club has \$5,000 more in the bank; since the beginning of the fiscal year, the Club has gone from a deficit to approximately \$33,000 in the operating account). Lush will be working to match revenue to related expenses at least quarterly in order to facilitate program evaluation.

The Metabank account can be closed at any time (sole remaining Metabank contact Erin Steever will finalize this).

The State of SD has requested and received additional information related to the grant for which SFFSC has applied. Applications are being vetted by a third party and funds are to be distributed by December 31<sup>st</sup>.

**SFFSC opportunity to host USFSA sectional event:** Eric Mages reported on efforts to secure a USFSA regional event over the past two years. Preparing and submitting these applications has been a learning experience for Mages. He provided a document on bid information and guidelines for the 2023 Adult Sectional Figure Skating Championship, as well as budget information for the past several years for this event. (He feels the size and scope of this event would be a better fit for SCHEELS IcePlex and SFFSC than some of the previous efforts.) SFFSC would be responsible for hosting the event (this would involve event coordination and a staff of volunteers), thus taking the financial risk and reward. Mages shared his belief that a \$5,000 income could be expected; “done well” (soliciting sponsorships, etc.) it could raise \$10,000-\$15,000. The deadline to apply for the 2023 event (March 3-5 OR March 10-12) is March 31, 2021.

**Upcoming Events:**

SFFSC Spring Show – scheduled for the second weekend in May

ISI Competition – scheduled for the second weekend in March. A competition coordinator needs to be hired – Tasia Hillestad would be the top contender for this position as she has served in that capacity for several years. The competition description is prepared; an endorsement certificate (\$55) needs to be filed 60 days in advance

USFS Competition – considering a weekend in late June, as there are fewer opportunities to compete in summer and the chances of the competition needing to be canceled due to COVID should be significantly lessened by this time. This timing could also boost summer ice purchases both for Club and surrounding teams. A test session would be conducted in conjunction with this event.

**Tracking and Acknowledging Sponsorships:** Current sponsors include Sanford, Jimmy Johns and Cemcast; recognition of the latter needs to be added to website immediately and included in other locations as appropriate to donation level.

**Team and Senior Banners:** Chris from Define Photography submitted a quote of \$150 for a 9’ x 3’ Club banner and \$50 each for 2’ x 3’ Senior banners for display in the central rink of SCHEELS IcePlex, with the ability to sell skater photos directly to parents. If he is able to take the pictures for the SFFSC Spring Show, he would donate the Club banner. Ebeling to schedule this based on Define’s availability.

**Assorted action Items:**

Costumes left from last spring’s canceled show – these will be used to the extent possible for the Spring 2021 show.

Flyboy Donuts Fundraiser, headed by Deb Melstad, will occur around the Thanksgiving holiday. A method of electronic payment (PayPal or Venmo) is being explored to facilitate transfer of monies to the Club.

A survey of participants in Learn to Skate will be sent out at the end of Session 2 in order to help improve the programming.

**Next Board Meeting** – Monday, December 14 at 7:15 pm at SCHEELS IcePlex

The meeting was adjourned at 9:23 pm