

Sioux Falls Figure Skating Club
Board of Directors Monthly Meeting Minutes
Tuesday, February 13th, 2024, 7:30pm - Zoom

Present: Jennifer Gintvainis, Katelyn Conover, Riley Block, Kendra Karsky, Krystal Paulson, Mackenzie Melstad

Call to Order: The meeting was called to order by President Jennifer Gintvainis at 7:30pm.

REPORTS

Secretary's Report: Kendra Karsky

Motion to approve: January Minutes not ready at the time of the meeting.

Treasurer's Report: Katelyn Conover

- The January report had a good improvement from previous months.
- Fundraising is going well- Butter Braids, Noodles and Co
- Great revenue coming in for Adult Sectionals, even more than expected.
- Question about the ice plex and if any walls/areas were available to have some of our own advertisements. Riley checking into that.

Marketing Report: Submitted by Katelyn Conover

- Week 3 of Katelyn completing the marketing tasks.
- Great reach on Facebook posts- a \$5/day ad is currently running till 2/23
- Internal Facebook page has had a lot more interaction and analytics of both pages are improving.
- Encouraging the board to engage on the posts to increase engagement.

Director's Report: Riley Block, Club Director

- Adult Sectionals
 - \$43,773 Revenue
 - Waiting on travel expenses from Heather
 - Mixture of prices for travel, most ranging from (\$300-\$600)
 - 127 Skaters, 22 Officials, 2 MC
 - Hotel Rate for judges \$160/ night ranging from 3-4 nights each.
 - Videographer quotes in process.
 - Katelyn will be putting out a press release for the competition.
- ISI Competition
 - \$10,026 in revenue and no practice ice added yet.
- Volunteers
 - All sign up for the next 3 big events are in the works, they will be coming out soon.
- Second Session

- 55 for Spring session so far with hopes of more closer to first day of session.
- Hockey academy already has 32 skaters signed up for second session.
- 11 Aspire
- Spring show
 - Numbers so far are 8 soloists, 9 small groups, 7 aspire, 13 LTS
 - Registration closes in 2 weeks
- Healthy Living with the SFPR
 - 4/6/24 and Spellerberg Park- Set up at noon.
 - The board agreed that it was a great opportunity for the club and motioned to approve the idea unanimously to participate.
 - Kendra will be at the table/booth but still would like another coach/employee to participate, skaters are also welcome.
 - Need some free things to hand out to visitors- Riley will work on that.

Motion to Approve: Approved by entire board.

Coach Report: Mackenzie Melstad

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- Checked in with new coach and it sounded like she was getting comfortable and was happy with this new coaching position.

OLD BUSINESS

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- *None*

NEW BUSINESS

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- Banquet is booked at Holy Cross Lutheran Church for 4/28/24 from 2-4 and it was decided to have a dessert/ice cream bar.
 - Information will be coming out soon.
 - Admission- \$5

Next Meeting: April 16th @7:30

Adjournment: moved to adjourn Katelyn. Seconded Krystal. Meeting adjourned @8:40pm and went into executive session.