

**Sioux Falls Figure Skating Club**  
**Board of Directors Monthly Meeting Minutes**  
**Tuesday, June 27, 2023, 7:30pm - Zoom**

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**Present:** Tom Stengrim, Leanne Siverhus, Allie Alvine, Katelyn Conover, Riley Block, Beth Haglund, Kendra Karsky, Krystal Paulson.

**Call to Order:** The meeting was called to order by President Tom Stengrim at 7:42pm.

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**REPORTS**

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**Secretary's Report :** Allie Alvine

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Katelyn moved to approve agenda, Leanne seconded, motion approved. Minutes from June 20 Board meeting were reviewed. Katelyn moved to approve them, Allie seconded, motion approved.

**Treasurer's Report :** Katelyn Conover

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Financials are available through today, however there are a large number of pending payments, and also some issues with transferring data from Sports Engine to Uplifter. It isn't categorizing items appropriately yet. As soon as this is rectified and entries are caught up, we will have a better picture of financials. July 18 is the goal to close out the fiscal year and present the 23/24 budget.

**Marketing Report:** Submitted by Beth Hagland, Marketing Director

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- Social analytics: look very positive. Facebook remains our highest reach. Continued upward trend of content posted.
- Paid Campaigns: 8 completed. Each had a call to action. Numbers look great.
- Influencers: Maren Jensen was a positive for the club. Will move forward with continued partnership. Maddie Peschong was not as good of a fit for our club. No gains from her influence. Will look into other options, and prioritize a homeschool contact.
- Hood Magazine: Did a package deal last year to be in 4 issues over the year. For the cost, didn't seem to be the best use of our funds. Will consider being in 2 issues this year, instead of 4. A good connection to have as reaches the demographic we want.
- Community Connections Folder: SFFSC ad will be inside the folder every child is given at Harrisburg Elementary.
- Other Marketing Efforts this Year: All went well: Parade of Lights, updated club board at the rink, Keloland feature, Argus Leader article, many new graphics and branding materials.

**Director's Report:** Riley Block, Club Director

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- Point of Perfection camp: Happening this week. Going well.
- Group Class Price Increase: With the cost of ice up 12% we are needing to slightly increase fees of LTS, HA, and Aspire classes. Has been several years since we have increased class cost. It is presently \$22/class. Planning to go up to \$24/class. This is very comparable to other kinds of classes in town, as well as other skating clubs. May also increase the drop in rate for freestyle.
- 2023/2024 Offered Contracts: Tasia was offered the LTS Coordinator, Competition Coord, and Coaches Education Coord positions. Raegan was offered the Community Connections Coord, Sunlight Skate Coord, and Aspire Coord positions. Kenzie was offered the Club Director Assistant position. Deb will remain Membership and Uplifter Manager, and Barb the LTS Welcome Coordinator.

- 2023/2024 Coaches 1099 Contracts: For coaches to coach skaters privately on SFFSC ice time they need to help with group classes/LTS or pay a fee. We want to encourage coaches to help make the whole club successful by helping with these group efforts. The fee has been \$150 per year (\$75 per session). The policy with fee increase is proposed as follows:

**As an independent contractor skating coach, I agree to:**

- Pay SFFSC an annual fee of \$300 in order to coach private lessons on Club-contracted ice.
  - o This fee is waived for any coach who also signs a W2 employee working agreement with the Sioux Falls Figure Skating Club, to be honored only while W2 employee agreement is current and in good standing and while the coach is available to lead group classes (Learn to Skate, Aspire, Hockey Academy or Advanced Classes).
  - o Fee is Due prior to coaching on any SFFSC ice.

Katelyn moved to accept the changes as written above. Leanne seconded. Motion approved.

**Learn to Skate and Aspire:** Submitted by Lily Derynck, LTS and Aspire Coordinator

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No report.

**Coach Report:** Tasia Hillestad, Coaches Representative

Kenzie Melstad was voted in to the Coaches Representative position on the Board.

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**OLD BUSINESS**

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- None

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**NEW BUSINESS**

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- Welcome to new 2023-24 Board members Kendra Karsky and Krystal Paulson. Thank you to Allie Alvine and Leanne Siverhus for serving on the Board. This will be their last meeting.

**Next Meeting:**

Tuesday, June 11, 2023: Will vote in new officers, go through USFS checklist, check on yearly Safesport certifications and USFS Board memberships, review 2023-24 draft budget and calendar.

Tuesday, June 18, 2023: Will review and approve budget and plan Board meeting dates for the year.

**Adjournment:** Katelyn moved to adjourn. Leanne seconded. Meeting adjourned 9:04pm.

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