

Sioux Falls Figure Skating Club
Board of Directors Monthly Meeting Minutes
Tuesday, March 18th, 2025, 7pm - Zoom

Present: Molly Daniel, Wendy Quam, Kendra Karsky, Mackenzie Melstad, Krystal Paulson

Call to Order: The meeting was called to order by Kendra Karsky at 7:20pm.

Approval of Agenda: 1st: Daniel 2nd: Karsky

Approval of February Minutes: 1st: Daniel 2nd: Paulson

REPORTS

Coordinator's Reports

MARKETING – Deb Melstad

Facebook Post

- I have increased the number of posts again and plan to stay at 2 each day through the show.
- The photo post for Challenge Cup was very well received and will be doing more with this idea
- Senior Spotlights are coming out and will be posted twice.
- Sponsor thank you posts for our club & show sponsors are scheduled
- Posts will focus on Show, events, and Summer programming.
- Please like and share the posts - it makes a big difference and would help by greatly if we all could like & share posts - they will show up more frequently and for a stronger assortment of families. Also when they see you liking - they are more likely to like or share as well.

Instagram

- Instagram will focus on Show Tickets, Shooting Stars & Summer Programming

Skater Ad Promo had its first \$300 qualifying skater ad - Keira Steever (others have ads coming or payment not received (we are waiting on some payments that were invoiced) - Sarah Mueller potentially could be next if the ones she is working on end up submitting.

Questions I have:

- When is the Skate-A-Thon?
 - Let's review who did it last year and see if they need more fundraising dollars
 - Riley to send a poll to the club asking who wants to do it this year; looking at April or May
- What are the details for the Senior & Skater Celebration for the website and to begin promoting
 - See Old Business

Transition Plan

- Please reach out to me if you would like to meet with me - I would love to meet with anyone and everyone and share as much as I can.

TREASURER – Wendy Quam

- General report sent in email

CLUB OPERATIONS – Riley Block

- Spring Registration
 - Going well; 150 skaters
 - Had to cap tots and snow plow
 - Hockey academy has highest numbers in program history
 - Aspire; two skaters ready to graduate
- ISI World Championship Competition
 - Riley has email ready minus the hotel block
 - Registration deadline is May 15
 - Riley sent 4 week (April) trial hockey cheer program to Deb to build out
 - Age requirement: 8th grade and above
 - Need a minimum of 4 skaters to run program
 - Can try again in summer
 - UND has a great program; Mary Kline is currently being recruited
 - KwikStar fundraiser had good turnout
 - 1st Virtual test had only one skater
 - Didn't lose money, small profit
 - Coaches communication is to promote the testing

COACH REPRESENTATIVE – Kenzie Melstad

- Nothing to report
- Skater council
 - Mtg next Thursday: skater celebration planning, helping with show décor and other items
 - Discussed timing of when council is selected

PROGRAM REPORTS –Tasia

- ISI Challenge Cup
 - Wrapping up final details and will share at April mtg
 - CandyLand Spring Show
 - Everything is going well
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OLD BUSINESS

- End of season celebration (Krystal)
 - What is the name? keep “end of season” out of it, we encourage year-round programming
 - Skater Celebration – honoring our graduating seniors and celebrating our talented skaters (please re-word the subtitle)

- Council needs: welcome, game (trivia), blooper reel and slide show (Kenzie)
 - Seniors to create their own video; five minutes or less
 - Riley to communicate video details to seniors, list of sponsors, list of coaches, how many skaters total (50 home club, 12-15 Aspire, 150 LTS/Hockey)
 - Wendy committee leads
- Charge \$5/person; order pizza, fruit, cake and drinks
- Timing: doors open at 4:30; eat at 5; program at 5:30
- Coach of the Year award
 - Membership voting on coach of the year
 - Used to be board members
 - Google form with criteria and coaches to vote on
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NEW BUSINESS

- Membership volunteer requirements
 - Policy needs to be revamped and buy-out increased (currently \$300)
 - Wendy suggests \$750; hoping more families will volunteer
 - Deposit if you don't volunteer or show
 - Signed policy
 - Didn't have enough newer families volunteering
- Annual Mtg April 28 prep
 - Announce nominees for next year's board
 - Voting is open until the end of April
 - Electronic voting
- SoDak Soda Fundraiser
 - Kendra can pick any date to book
 - World's kickoff party with the fundraiser; shoot for end of June or a day there is group/team practices

Next Meeting: Tuesday, April 15 @6:30pm

Monday, April 21 @ 7pm – ALL MEMBERS Annual Mtg – VIRTUAL

Discussed May meeting being in person

Adjournment: Motion to Adjourn

1st: Paulson

2nd: Melstad

Meeting adjourned @ 9:35pm