

Sioux Falls Figure Skating Club
Board of Directors Monthly Meeting Minutes
Tuesday, October 15th, 2024, 6:45pm - Zoom

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

Absent: Riley Block

Call to Order: The meeting was called to order by President Kendra Karsky at 6:50pm.

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

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

REPORTS

Coordinator's Reports

MARKETING – Deb Melstad

- General Marketing Report
 - Negotiating pricing for ad in Hood Magazine
 - Pavilion has monthly membership nights; we can buy a table to promote SFFSC for \$65. Starts in January Sunday's 12 – 4pm. 400+ members
 - Deb will put together a proposal for our approval
- Marketing Plan for October, Into the Iceplex & November
 - Winter Show
 - Poinsettia fundraiser; get some signage up around the ice plex
 - Butterbraids March 10 – 26, 2025

TREASURER – Wendy Quam

- 2024-25 Season Budget Adjustments
- Iceplex Closure impact on the budget
 - Heather has sent the following information - Update Budget Overviews
 - Current adjusted budget is showing a \$7,065 loss for the year due to the revenue loss projected from September and October.
 - This current budget has the Autumn Classic as canceled and not rescheduled so providing that is successful later in this fiscal calendar the deficit could be less.
- Poinsettia Fundraiser is LIVE!

LEARN TO SKATE & ASPIRE

- We will start the Session 2 Classes on November 2nd and 4th
- Only 5 Learn to Skate Families from Session 1 asked for a refund, everyone else received a credit or transferred to Session 2

COMPETITION & EVENTS

- Show themes for vote this year are CandyLand and Suessical - will be shared with the skaters at the Lock In and then sent out later this month.
- Winter Wondershow Registration is open and many are registering.

- TIME OF SHOW????

CLUB OPERATIONS – Riley Block

- 3rd Annual Lock-In
 - 21 Skaters at this years Lock-In
 - T Shirt Inventory was used for the craft/project
 - Snack Shake made \$\$ (to be added)
 - Lock-In Total Revenue (to be added)
- Into the Iceplex Details
 - Into the Iceplex Promotional Events Monday October 28th and Wednesday October 30th
 - Emails sent to All main members about Freestyle Ice, Advanced Classes and Aspire
 - Emails sent to LTS and HA families about Into the Iceplex Event and the Start of Session 2 (paired with matching Facebook posts)
 - Midco Freestyle Ice remains and will be monitored while other freestyle ice is added

COACH REPRESENTATIVE – Kenzie Melstad

- Elle Q., Harper P., Riley Matzen, Ava G., Sofia A.
 - Plan November outing, décor for Winter show
 - Theme for Parade of Lights
 - Door signs for New Ulm competition

OLD BUSINESS

- Spiritwear Store Days - Monday October 28th and Wednesday October 30th
 - Board member or other volunteer to sell items
 - Gather all items and have a parent pull out the box to set it out and sell

- Each night, starting October 28th - November 7, we will have a volunteer parent available at the Iceplex set out the Spiritwear and sell it to incoming skaters. We will collect money through Venmo.
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NEW BUSINESS

Can we permanently move monthly meeting start time to 6:45?

Next Meeting: November 19, 7:30-9pm

Adjournment: Motion to Adjourn-

1st: Karsky

2nd: K. Melstad

Meeting adjourned @ 7:50pm