

Sioux Falls Figure Skating Club
Board of Directors Monthly Meeting Minutes
Tuesday, November 19th, 2024, 6:30pm - Zoom

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

Absent: Krystal Paulson

Call to Order: The meeting was called to order by President Kendra Karsky at 6:35pm.

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

Approval of October Minutes: 1st: Karsky 2nd: Quam

REPORTS

Coordinator's Reports

MARKETING – Deb Melstad

- General Marketing Report
 - Washington Pavilion membership on Sundays
 - 200-300 members; family-friendly
 - \$65 to set up a booth
 - Giveaway stickers, brochures, collect contact info for a giveaway
 - Promote next session, schools out event
 - Motion to approve: 1st Quam 2nd K. Melstad
 - Social media posts
 - Posting daily on Facebook and finally accessed Instagram
 - Deb plans to post daily
 - Adding in videos to posts
- Memberships Reports sent in email
 - Numbers look good compared to last year

TREASURER – Wendy Quam

- 2024-25 Season Budget
 - Amended to account for 8 weeks of closure and deficit caused by the closure
 - October revenue \$899
 - Typical October revenue is \$8,000 - \$10,000
 - Last year and this year are not atypical and can't be used to compare year over year
- Program Budgets and overall budget
 - Riley will send an amended budget to BOD for approval in November
- Fundraising
 - Poinsettia – brought in \$1,311.60 in profit

- Dine-In Nights

- Molly D to contact: Chick-Fil-A, Fizoli's & Texas Roadhouse
- Kendra to contact SoDak Soda

CLUB OPERATIONS – Riley Block

- Fall Registrations
 - Iceplex Closure and Program Cancellations
 - Skate - a - Thon move to April
 - \$30,488 total revenue affected by Iceplex Closure
 - \$2,900 refunded to cards
 - \$2,900 moved directly to session 2
 - \$11,211 applied credit to accounts for future use
 - We will see how much of this is redeemed for the Winter session; will plan to give people a heads-up that it needs to be used by July 1, 2025
 - \$8,373 in adjusted payment plans
 - Parade of Lights
 - We will not be participating 2024
 - There were limited spots
 - This cuts \$300 out of the expenses for the year
 - Idea for NEXT year: use the CandyLand décor for the float
 - Kendra contacting Scooters about the use of their signs
 - Also asking about gift card fundraiser
 - Will be exploring other exposure opportunities
 - Frosty Frolics
 - Lessons at the Parks
 - Sioux Falls Ribbon
 - Frosty Blades Competition Room Block
 - Block of rooms at Fairfield Inn will be through the Frosty Blades competition instead of the club
 - Winter Registration
 - Target Release date is Wednesday Nov 27th
 - Learn to Skate
 - 60 Skaters on Mondays
 - 40 Skaters on Saturdays
 - 4 New Coaches from Augustana training now to join the team in January on Mondays and Saturdays. Will coach LTS, may dabble in Aspire and early competitors
 - Aspire currently has 12 skaters
 - Skaters are advancing through aspire and participating in the Winter Wonder Show and competitions
 - Schools Out Event
 - First one of the season will be this month and Thanksgiving themed on November 27th

- Did Raegan send out a sign-up for volunteer coaches?
- Theater on Ice
 - 15 skaters will attend Frosty Blades Competition
 - ISI World Championships will be the second competition of the season since New Ulm was dropped.
- Winter Wonder Show
 - Volunteer Committees have been filled
 - Registration is closed for Solos and Small Groups
 - Registration is still open for LTS and Aspire Groups
 - 12 LTS Skaters
 - 5 Aspire Skaters
 - TOI will perform
- Spring Show
 - Candy Land theme is winning and will likely be the show theme for 2025

COACH REPRESENTATIVE – Kenzie Melstad

- Skater Council Members Announced
 - Initial meeting
 - Making Door Signs for New Ulm
 - December Outing – hang out at the rink; movie night December 20 6:30-8
 - Watch Elf, hot chocolate and cookies all in the back conference room
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NEW BUSINESS

- Banquet
 - last year was weekend BEFORE spring show; April 28
 - feedback: don't take away ice time the week before the show
 - a sit-down meal is preferred
 - felt more inclusive for the club having it at the church
 - scheduled for April 27, 2025; Riley will check on available ice so we can do both on the same day: banquet and ice time

Next Meeting: Tuesday December 17th, 6:30-8pm

Adjournment: Motion to Adjourn-

1st: Karsky

2nd: Quam

Meeting adjourned @ 7:54pm