

Sioux Falls Figure Skating Club  
Board of Directors Monthly Meeting Minutes  
Tuesday, September 17th, 2024, 6:30pm - Zoom

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Present: Molly Daniel, Wendy Quam, Riley Block, Kendra Karsky, Krystal Paulson, Mackenzie Melstad, Deb Melstad, Tasia Hillestad

Call to Order: The meeting was called to order by President Kendra Karsky at 6:30pm.

Approval of Agenda: 1: Daniel, 2: Paulson  
Approval of August Minutes: 1: Karsky 2: Paulson

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REPORTS

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Coordinator's Reports

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MARKETING – Deb Melstad

- General Marketing Report
  - Deb and Katelyn chatted about what she had been doing
  - Deb pulled stats from Facebook
- Marketing Plan for September and October
  - Use social media to communicate updates about ice and other options
  - Deb will send email to club members to join the FB page
  - Using public FB page to make fun and educational posts about figure skating

CLUB OPERATIONS – Riley Block

- Fall Registrations
  - Iceplex Closure and Program Cancellations
    - Thursday, 9/12 Scheel's experienced a major chilling issue; by the end of the day they shared they would be closed until the end of October – early November
    - Riley immediately communicated to club about cancellations and advised everyone to stay tuned for further communications and updates
      - Good response from club
    - Most recent update: ice at Midco, consistent week-to-week. Hoping to add in more dates as they become available.
    - Riley has contacted Brookings, Mitchell, and Luverne.
      - Yankton (via Krystal): Saturday in October 7am – 1pm; Sunday 7am – 1pm.
    - TOI: trying to secure ice in Sioux Falls
  - Lock In and Picture Day
    - Still happening as scheduled
    - Evolving ideas for activities; Riley will send updated email to all participants

- o Virtual Test Session in November – postpone until January
  - Will secure judges at a later date
- o Skate-A-Thon
  - Should we offer an off-ice option this year or move it to April?
  - Board voted to move it to April
- o Poinsettia, Noodles for a Cause, Holiday/Cookie Catalog
  - 120 pre-ordered poinsettias; pick-up dates, pricing and other details are still forthcoming by EOW (September 20)
  - Deb will assist Wendy in creating the sales form
  - Noodles: change to November
  - Holiday/Cookie Catalog: persistent salesman
    - Not this year due to Poinsettia
- o Riley will ensure Ice Plex has THREE updated copies of the SFFSC logo when the ice goes back in

COMPETITION & EVENTS – Tasia Hillestad

- Autumn Classic has been canceled and refunds issued
- Halloween schools out event is canceled

COACHES REP – Mackenzie Melstad

- Skater council: 7 applications received; limited to 5 members
  - o 4 high school; 3 middle school
  - o Council members will be voting members
    - “at-large” members will still get to participate
    - Kenzie will send out voting with bio for each candidate to coaches for their vote

Treasurer’s Report - Wendy Quam

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- Table the budget once financials are revised due to the ice plex closure
  - Riley/Deb will work with Heather to revise dollars once refunds and credits are mostly handled per club member
  - Advanced, Freestyle and Aspire are where we stand to lose money
  - Saving roughly \$25-30k per month on wages and ice costs
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Motion to approve revised budget and timeline: 1<sup>st</sup> – Quam, 2<sup>nd</sup> – Karsky

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OLD BUSINESS

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- Spiritwear Store Days – to be rescheduled for November
  - o Opening to LTS nights; will need skaters/parents to volunteer to help sell

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NEW BUSINESS

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- President Maternity Leave
  - Kendra due October 21<sup>st</sup>
  - Will be checking communications: text and email
  - If she needs help, she will raise her help

Next Meeting: October 15, 7:30-9pm

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Adjournment: Motion to Adjourn-

1<sup>st</sup>: Karsky

2<sup>nd</sup>: Paulson

Meeting adjourned @ 8:18pm