

## **November 13, 2018 SFFSC Board Meeting Minutes**

Meeting called to order at 7PM Those in attendance Michelle Carlson, Karla Derynck, Julie Mickelberg, Pat Hoier, Kelly Andersen, Jennifer Sigette, Jim Naro, Wendy Quam, Tiffany Thornton, Guest – Amanda Erickson Pat Hoier made a motion to approved the agenda and Jim Naro seconded and all approved.

### **September and October, 2018 Minutes – Karla Derynck**

September Minutes reviewed Julie Mickelberg made a motion to approve the September minutes presented as is, Pat Hoier seconded and all approved.

October Minutes reviewed, Pat Hoier made a motion to approve the October minutes presented as is, Julie Mickelberg seconded and all approved.

### **Treasurer's Report – Julie Mickelberg**

Categories are still mixed up a bit and accountant is not separating out like Julie is giving her. Julie and Jennifer will still meet with her to try and sort through categories. May need to start this year as a baseline. Our organization and bookkeeping need to move ahead with the times with our technology.

Cash flow accounting is good.

Pat Hoier made a motion to approve the October treasurers report, Kelly Andersen seconded and all approved.

### **Director's Report – Tiffany Thornton**

September – December 117 skaters this year and 83 LY

Let's try Hockey event went well, Hockey President Adam and Coach Dan want to work with us and our LTS program. Hockey is an untapped market and clubs and coaches sometimes forget about it so we need to get it up and going.

LTS numbers a bit disappointing, and need to market this area. This is and should be one of the busiest sessions, we need to say Learn to Skate instead of Figure skating. Maybe do some advertising and use our budget money for commercial, radio ads, newspaper, val pak,

Take advantage of free ideas: pass out flyers at public skate sessions, social media with Katelyn Conover, Come try LTS with flyers, Tea and Harrisburg school newsletters, bring a friend to class, magazine calendars that have free event offerings, and then all members should pass along if they have a personal connection to someone that would love skating, figure and hockey.

Things being done to get more involved, all boys class on Sat., moved Gamma and Delta to Sundays and then they see the older higher level skaters and get motivated and want to do more.

9 skaters on the pre TOI and working on getting some advertising info able to be passed out at Disney on Ice.

Board approved to let Katelyn spend a reasonable amount on social media to promote LTS program, Christmas program, Give the gift of skating.

We need to get the media involved with the press release for promoting the LTS USA program and lets try skating event during national skating month. Julie Mickelberg offered to help reach out to the media. Maybe do a live remote.

New Sunday classes offered , the most popular is the Theater On Ice and skills 1-4. TOI can be a great bridge to competitive USFSA

Questions with LTS USA?

Be prepared with catch phrases to answer with, hold steady, sport engine signup be sure to tell everyone to reach out to Tiffany, have a sport engine education night and have a meet and greet. We will need to figure out logistics how we will get isi memberships transferred over to LTS USA.

Patrick O'Neill who will be helping at clinic wants to meet with the board and also be a part of the parent meeting for those attending clinic.

The clinic registration came out today, Board will meet with Patrick on Friday, 12/21 at 11 AM

Practice Ice over Christmas break will need to be figured out

January 5, 2019 Lets Try Skating

Spring Show will happen and be the same weekend, May 4-5, 2019

No to parade, next year get on top of it earlier.

Meeting went into executive session at 9:36 out out at 10:04

Discussed away competitions and paperwork and will need to continue to discuss this.

Meeting adjourned at 10:25

On November 19, 2018 a motion was made via email

Karla Derynck made a motion to request \$1500 in advance to pay for promotional spirit wear items to be resold at a table during certain days. Michelle seconded and 8 of 10 replied and approved the motion.