



SCFSC Board Meeting
Monday, July 17, 2017 | 6:30-8:45 p.m.
Caribou Coffee outside Crossroads Mall/Window meeting room

Board Members: Beth Donnelly, Carol Thelen, Crista Mrozek, Sam Parker, Gabriela Juarez, Kim Vaverek, Melissa Linares, Patti Clymer, Kareen Hayden.

Not present: Lisa Stang

Invited Guests: Kaycee Eiyneck, Janelle Honer

TIME **AGENDA**

6:30-6:35 p.m. **Call to Order** - Meeting was called to order at 6:35 pm, Introductions were made

6:35-6:40 p.m. **Approval of the Agenda** – any additions, Agenda approved

6:40-6:45 p.m. **Approval of Last Month's Minutes** - Motion to approve made by Christa Mrozek, seconded Melissa Linares. Motion passed.

6:45-6:50 p.m. **Gratitude**

- Janelle did a fabulous job with 4th of July parade. It was fun and great for public relations.
- Ice monitoring is going well-lots of volunteering
- Carol has done a great job improving communication and auto-pay, and the online pieces are a big improvement
- The website is great!
- Facebook is going so well-thanks to Carol
- Lori did a great job of organizing the jump clinic!
- Calendar through November is up for ice time—wow!
- Attendance at board meetings and input by members has been amazing!

6:50-7:15 p.m. **Reports**

1. X-Skate/LTS Numbers
 - a. X-Skate Summer Skaters total 26 – currently 15 High, 11 Low Skaters
 - b. LTS – currently 27 skaters registered for summer
 - c. Mini Camps – 14 signed up for the Choreography camp to date (4 openings left).

2. Club Finances (Kaycee)
 - a. P/L Statement
 - b. Bank Account balance as of June 30, 2017 - \$88,478.33
Fundraising Credits have been sent out to those who are skating this summer. There are still a few credits left. If the skaters skate in the fall, we will send them credit checks for fundraising. Off-line balances owed to club by about 16 different families is now approximately \$2,600.00.

Skaters who still have a balance from the past year will be getting a notice soon as a reminder. Payment will be due August 15 or else a payment plan needs to be set up. Test forms for testing will not be signed if not paid up.

3. Ice Monitoring (Kim)

About 10-11 skaters are practicing on the first and second sessions of ice in the morning, while the 3rd session is smaller- 6 skaters. Thursday night has about 7 skaters

4. LTS Director (Janelle)

5. Event Reports/Updates
 - a. Fall Kick Off Event – Sept. 10th

This will be after freestyle ice at the MAC. It is mandatory and attendance will be taken. There will be a make-up meeting for those who couldn't attend.

b. GCC

Crista is working on this, because there are changes to the rules. If interested in the details, come to the meeting with Greg. This year we will try out the judging but next year it will be required. The judge seating will be addressed this year so they are up higher with a table to write on.

c. Jan National Skating Month

d. Hockey Day MN – January 20, 2018

We will do some kind of a performance for this opportunity. There are concerns about our skaters on the rough ice because it is at Lake George. More information to come.

e. Compete USA Competition

f. Ice Show

g. Banquet/Annual Mtg.

6. Any other reports?

Carol will discuss with Todd about the possibility of our skating club paying for locker rentals for free-style skaters to use.

7:15-7:35 p.m. **Old Business**

1. Board Roles and Responsibilities list and reaching out to other club volunteers to fill in areas board can't cover.
2. Tuesday meeting with BIG Athletics.
They have many items that we can brand and sell. They work with a lot of clubs in MN. A Rep will meet with us at the MAC at 4:30 on Tuesday, July 18.
3. Club Logo - We reviewed the vote for a new emblem. It was suggested to use #1 font and add a blade at the bottom, with no star. The blade would be grey and the font black or grey.

7:35-8:45 p.m. **New Business**

1. Strategic Planning discussion
 - a. Review Club Survey
 - b. Discussion on these 5 questions...
 - i. What is going well?**
 - Sports engine
 - Ice show! And Feature skaters
 - Ice show flowed nicely!
 - Finances under control
 - The board is fabulous-more involved and participation is great!
 - Volunteers have increased
 - Communication is awesome!
 - Things are being put into action
 - Synchro costumes were great!
 - Strong fundraising through events
 - Consistency of freestyle skaters
 - X-skate high numbers have increased
 - Great coaches-good balance of styles and consistency
 - Ice monitoring is going well
 - Web site and info on site is great!

- Meat raffle fundraiser is profitable

ii. Where can we improve?

- The maturity, cut and sizing of costumes
- Senior Skaters could be given costume options
- Communication with LTS skaters and parents
- Develop program for ice dancing-Lori could find a coach and Jamie Burns is a good contact person
- More connection, trust-building and participation between skaters, coaches, parents, and board
- Work on growing sponsorship and advertising
- All club accounts in one spot for access by all board members
- Add conflict of interest to the by-laws to prevent profiting by being on the board
- List responsibilities of each job/chair to be used each year
- The board should divide up jobs “equally”
- Events and committees should have more volunteers outside of the board
- 3-4 people should be checking on our finances
- we should go through finances at every meeting, plus annual meeting for all members
- Get more LTS skaters in ice show
- LTS table set up for questions
- A banner set up for promotions
- New fundraiser-**shop with scrip**
- A committee could be formed to look at fundraisers

iii. What can we eliminate?

- Fundraisers that aren't profitable

iv. What do we want to add?

- Fundraising sub –committees
- Ice dancing
- Christmas/Halloween program
- Exhibitions
- Free skating session to introduce LTS
- Formalize the Jr. board
- Communication about transitioning from LTS to freestyle
- LTS hockey program
- Off-ice jump program and new harness

v. What are our top priorities for the coming year in order of number of votes? These are listed in RANK order...

1. Grow LTS program and improve communication
2. New Ice show curtain
3. Improve relations between all groups and improve perception of the board
4. Rebranding our logo/new apparel
5. Documents all in one spot and accessible
6. Transition of FA of treasurer to a volunteer
7. Financial transparency
8. Positive impact of Jr. board
9. Improve club culture
10. Executive board positions more desirable and positive PR

Motion to adjourn was made by Kareen Hayden. Gabriela Juarez seconded. Board was unanimous to adjourn at 8:40 PM.