

Rochester Figure Skating Club
Board of Director's Meeting Minutes
 Monday | October 19, 2015
 7:00 p.m. | Rochester Recreation Center | Bob Fick

RFSC Mission Statement

The purpose of the Rochester Figure Skating Club (RFSC) is to foster, promote, improve, and encourage the sport of figure skating among youth under 18 years of age in the State of Minnesota. The RFSC will encourage and facilitate youth participation in regional, sectional, national and international figure skating competitions. The RFSC does not discriminate on the basis of race, religion, sex, age, gender or national origin.

Board Members Present: Tammi Desens, Stacy Dierauer, Lori Jean Engle, Amanda Mikhail, Janis Miller and Laura Schroeder

Staff Present: Vikki Dalquist, Jenny Daniels, Scott Knapp, Tim Rinkel, Jamie Santee, Maureen Schembri Wismayer, and Elizabeth Thornton,

Others: Felicia Zhang

The meeting was called to order at 7:01 p.m. by Amanda Mikhail, RFSC President.

1. President's Report – Amanda Mikhail

- Amanda reviewed the 2015 – 2016 RFSC Board Priorities:

2015 – 16 RFSC Priority:

Grow Overall Membership & Program Participation

Specific Goals:

Specific Actions:

1) Increase L2S to Contract conversion

- Understand roadblocks, detractors to conversion
- Determine historical baseline
- Establish action plan to address issues
- Measure progress

2) Improve customer satisfaction

- Evaluate customer satisfaction
- Understand roadblocks, detractors
- Establish action plan to address issues
- Measure progress

3) Increase marketing, community participation

- Leverage social media
- Grow public presence

Desired Outcomes:

- Larger skater base, in general
- Larger skater base in specific programs like L2S, Synchro, TOI, Competitive Skating, Ice Show
- Larger volunteer base
- Increased revenue

Maintain our Foundation:

- Maintain what we've invested in, including increased focus on financial diligence, personnel, policies, etc.
- Maintain our positive momentum

- After discussion, it was decided to add parent mentoring to #1.

2. Secretary's Report – Stacy Dierauer

- Review and approval of the September meeting minutes
 Laura makes a motion to approve the minutes and Janis seconds the motion
Motion passed – all in favor

3. Treasurer's Report – Laura Schroeder

- We are in the first month of the new year so there is not a lot to discuss
- Ice category - \$3,700 loss – it has some expensed from summer (ballet billed all summer expenses in September so the total loss for September was \$1,700 which is very typical
- Laura mentioned that she needs to schedule a meeting with Eva to discuss ice.
- All ice times look good for the year. We may do something with the 45 minute Thursday dance session.
- The admin category is now showing Maureen's salary

4. Club Director Report – Maureen Schembri Wismayer

- Had meetings with Carol Schulman and Vikki Dalquist
- Did costings for classes and ice costs with increase in mind
- Meeting with Tammi Desens and Tom Burkett regarding fundraising and am in support of all efforts
- Worked with Anne to:
 - Make sure everyone is compliant
 - Paperless billing
- Compiled stats regarding L2S figures from Fall 1 2014 and Fall 1 2015. Contacted those families who did not sign up by Fall 1 2015 via a survey
- Worked with Elizabeth on L2S – marketing ideas regarding retention
- Coordinated the Skatefit classes and worked with Paul and Jamie – outcome is encouraging
- Weekly meetings with Amanda
- Monitored progress regarding fundraising activities currently in progress
- Made contact with Post Bulletin
- Handles day to day issues
- Held coaches meeting
- Started exploring possibility of bridge program via addition of more classes. Still in the early days.
- Followed up with RYH regarding classes for hockey players. No response
- Contacted the coordinators for the Home Schoolers in charge of skating. They are not interested in trying to get a program together. Submitted an article in their newsletter to see if there are any families who would be interested
- Followed a Webinar on Marketing Strategies

5. Jr. Board – Felicia Zhang

- They are working on the holiday party
- They are also working on Boo Fest
- They are looking at the holiday exhibition being either the 6th or 13th – Laura needs to get the ice time planned

6. Consent Agenda

- TCFSFA Report – No report

- We removed TOI from the consent agenda.

Janis made a motion to approve the consent agenda with the removal of Theatre on Ice and Stacy seconds the motion

Motion passed – All in favor

7. Theatre on Ice – Jamie Santee

- Jamie discussed the Skate-a-thon and that all is going good
 - She is wanting suggestions on advertising
 - One suggestion was online with Rah Rah Rochester

Old Business

8. Show Update – Tim Rinkel

- Registrations are in at about 102
- Tryouts are on Saturday, October 24th
- L2S registration will happen soon

9. Upper Great Lakes Regionals 2017 – Laura Schroeder

- Laura attended Regionals and met with their chair
- We are at a great advantage with all of our rinks at one site
- She talked with many vendors and they all are interested in attending
- She has a photographer set up
- She toured Graham to get an idea of how to set things up
- Her core team is in good shape

10. Hiawathaland – Jenny Daniels

- We are sanctioned
- We will need to start registration in November due to synchro needing to close 60 days prior
- We are offering Learn to Compete and will need to push this – maybe rename it? Elizabeth will take this on and try to get parents involved in marketing. She may schedule a meeting.

11. Construction Update – Scott Knapp

- Completion for the RFSC area is expected at the end of November. There are some facility issues that are causing this delay
- Parking lot – the rework of the parking lot is taking place. Did not get an estimated completion of site work. The road along the north property line by Podiens will be worked on next year. Youth hockey, Orcas, Ice Hawks and RFSC are looking to change the plan that eliminated the access onto Elton Hills Drive at the City Council meeting a couple of months ago. We have not heard what ultimately was decided.
- Laura, Debbie, Anne and Scott have made a list of items we will need
- Spotlights – We had 2 spotlights plus all of the platforms removed last spring so electrical work could take place. Everything was put back before last Saturday by the Rec Center staff. We may have some searching to do during setup of next spring show. Some of the items moved across to the Mezz.

New Business

12. Policy Update – Tammi Desens

- Tammi made updates to our Policy Manual
 - 1709 – Graduating Senior
 - Laura makes a motion to approve the changes are written and Janis 2nds the motion
 - 1623 – Substitution Coach Policy

- Laura makes a motion to approve the changes are written and Lori Jean 2nds the motion
 - 1602 – Learn to Skate Director
 - Stacy makes a motion to approve the changes are written and Laura 2nds the motion
 - 1803 – Cancellation Policy
 - Laura makes a motion to approve the changes are written and Lori Jean 2nds the motion

13. Fundraising – Tammi Desens

- Tom B., Maureen, and Tammi met to discuss fundraising. They discussed:
 - Skate-a-thon
 - Boo Fest
 - Herberger's
 - Poinsetta's
- They are discussing a tiered approach
 - 5 Tiers – benefits change per tier
 - Dasher boards
 - Full page advertisements
 - Advertising through website
 - Social media
 - Highest tier will be incorporated into parade and get ice show tickets
- How do we handle current relationship with this new approach?
- Laura suggested talking with Wayne about dasher boards as he has most of the knowledge on them.

Laura makes a motion to end the meeting: Janis seconds. All in favor. Meeting ends at 8:44 p.m.

Respectfully submitted,
Stacy Dierauer, Secretary Rochester Figure Skating Club