

**Rochester Figure Skating Club  
Board of Director's Meeting Minutes**

Monday | September 15, 2014

6:30 p.m. | Rochester Recreation Center | Bob Fick Room

***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:** Wayne Brakke, Adam Brase, Stacy Dierauer, Chris Gade, Jeff Germer, Elizabeth Harty, Julie Hobbs, Amanda Mikhail, Dawn Nelson, Kim Otte, Laura Schroeder and Andy Schram

**Attendance**

**Board** - Wayne Brakke, Adam Brase, Stacy Dierauer, Chris Gade (absent), Jeff Germer, Elizabeth Harty, Julie Hobbs, Amanda Mikhail (arrived 7:01), Dawn Nelson, Kim Otte (absent), Laura Schroeder and Andy Schram (absent)

**Coaches / Others :** Debbie Colgan (arrived 7:50), Betsy Wilson (arrived 7:00), Vikki Dalquist (arrived 7:00), Elizabeth Thornton, Anne Pappas Owen (arrived 7:00), Linda Rasmussen (arrived 7:00 – departed at 7:50)

1. Notation of approval of August meeting minutes via electronic vote



08 18 2014  
minutes.pdf

Yay: 8 Nay: 0 Abstain: 1

2. Review of current meeting agenda  
Agenda approved as written – Wayne moved, Elizabeth Harty second

***Calendar***

Upcoming Board Meeting Dates/Times

- Monday, Oct. 20 | 6:30 p.m.  
Rochester Recreation Center | Bob Fick Room
- Monday, Nov. 17 | 6:30 p.m.  
Rochester Recreation Center | Bob Fick

***Old Business***

1. Volunteer/Committee Leads –Dawn Nelson
  - a. Jr Board Representation at board meetings  
A Junior Board Executive Committee member will provide monthly updates to the board.  
Representation will rotate through Exec members.
  - b. Hiawathaland  
Jeff Germer confirmed his willingness to serve as Co-Chair.
2. Fee increase proposal - Julie Hobbs
  - a. Report on actions taken electronically -  
Julie reported that the L2S fee increase was approved with a slight amendment.



Approved L2S  
Rates.pdf

Yay: 8 Nay: 0 Abstain: 1

***Committee Reports***

1. President's Report – Chris Gade (no report)
2. Secretary's Report – Julie Hobbs

Consent Agenda - Julie described the plan to implement a consent agenda process beginning with the next Board meeting. She shared that this will facilitate the business of the club and that items intended for consent may be pulled from consent and added as a discussion topic for the board at any time.

USFS encourages the use of the consent agenda in the Checklist for Success:

<https://www.usfigureskating.org/content/Checklist%20for%20Success%20final.pdf>)

Those who would like additional information about the consent process may link here:

[http://www.help4nonprofits.com/UseltToday/UseltToday-Consent\\_Agenda.htm](http://www.help4nonprofits.com/UseltToday/UseltToday-Consent_Agenda.htm)

### 3. Treasurer's Report – Laura Schroeder

- a. Highlights – Fiscal year end metrics were shared
  - i. Overall, \$39K positive margin
  - ii. Higher than expected fund raising
  - iii. Questions about higher than expected expenses vs. income
  - iv. Less membership than previous year
  - v. Wrote off \$6K in long standing bad debt

Elizabeth Harty moved to accept finance report; Julie seconds

**Action:** Laura will clarify year-end financial report and provide additional info at the next board meeting regarding the reason for higher than expected administrative expenses.

### 4. Ice & Rules – Dawn Nelson

- a. General updates
  - i. Dawn shared that current registration numbers pretty close to breaking even
  - ii. Theater on Ice will start in October; September ice cancelled because of low numbers
  - iii. Discussion about potentially moving some sessions around to accommodate others if needed
  - iv. Concerns about not having coaches available during some early morning sessions, although our policies do not require this

#### b. Ice reservations/Cancellations

- i. Concerns with cancellations of ice without notification to rink manager. This results in avoidable and non-revenue generating expenses to the club.
- ii. Discussion about how to communicate cancellations more efficiently

**Action:** Dawn will take suggestions back to Ice and Rules at next meeting to further discuss whether to adjust sessions. Dawn will also hold a meeting with all stakeholders to discuss process enhancement for ice cancellations. Laura will talk with Andy about possibly developing a spreadsheet where ice reservations may be maintained.

### 5. Marketing /Communications – Adam Brase

- a. Website strategy – Adam shared that website is now is a component of the Marketing/Communications group.
- b. General updates - Adam reported that he will form a marketing/communications group soon (winter session) and will develop a strategy. He reported that he has discussed this with Tim.

- c. Regionals / send-off party - Stacy D. will lead the planning on this event to occur during the last week of September.

**Action:** Adam will develop the Marketing / Communications committee and update the board when complete.

### ***Coaches/Staff Reports***

1. Coaches' Liaison Report – Debbie Colgan

Debbie reported that the coaches will review the following topics at their upcoming meeting: safety and traffic patterns, lettering, ice and rules.

2. Synchro Report/Discussion – Vikki Dalquist



Director Board report  
Sept 2014 (2).pdf

In addition to the attached report, Vikki shared that the novice team is now complete with 14 skaters. She is not yet certain about numbers for the Beginner /pre-juvenile team.

3. Learn2Skate – Amanda Mikhail/ Elizabeth Thornton



Learn 2 Skate  
Report.pdf

Elizabeth T. stated that L2S has 185 skaters enrolled in the first fall session.

Amanda highlighted the recent Midwest VP Call in which she participated. The primary topics were related to the need to cater to parents of badge 4-8 as well for retention as the suggestion to offer a bundled package for learning skaters. She stated that one take home message is that our club needs to over-communicate, cater, etc. to parents and skaters to help keep them engaged. One way we are doing this includes an upcoming "Transition to contract" meeting with JPSE parents 9/22 – 7:00 in Bob Fick. In addition to Amanda and Elizabeth Thornton, Julie Hobbs, Dawn Nelson, and Vikki Dalquist will also assist with this meeting. Elizabeth Harty suggested that we consider sharing figure skating app information with parents.

The group also discussed possibility of developing a package of lessons JPSE skaters. This group will continue to evaluate options for developing bundled classes.

Thanks to Anne Pappas Owen and Tim Rinkel for assisting with L2S registrations, questions from parents, etc., while transitioning to Jackrabbit software. Thanks to Amanda and Elizabeth T. for great job organizing and moving L2S forward!

4. Theatre on Ice – Jamie Santee -( absent – no report)

In Jamie's absence, Debbie shared that there would be two classes of Theater on Ice this fall. A Saturday morning class will be held for lower level and a Tuesday class will be designated for higher level skaters.

5. Competitive Team Update – Lori Brakke (absent – no report)

6. Jr Board Report - Shreya Nayar (Junior Board President)

Shreya shared that last Saturday's Locker room clean was attended by only one person and unfortunately, the notification for this event was not published via the newsletter. Dates for all locker room clean-up sessions have been identified for the remainder of the year and should be published.

Shreya announced that the next Junior Board meeting will be held this Saturday and the group will be working on plans for the club Halloween party scheduled for October 25. Per Elizabeth Thornton, this event will be in conjunction with the L2S Fall Festival. Laura suggested that on-ice games be included in the events.

**Action:** Anne Pappas Owen will publish all locker room clean up sessions to allow ample time for skaters to participate.

## ***New Business***

### **1. Scrip – Linda Rasmussen**

Linda reviewed the club's Scrip program, which she currently organizes. She described that the program has been somewhat dormant over recent months and asked the board to determine how to proceed with either keeping the program and advertising it or determining that it will no longer be promoted. She reviewed the "Scrip Now" program which allows for easy online purchase and printing at home.

The group discussed the perceived value and potential for Scrip and reminded all that funds raised through Scrip would be added to the general RFSC fund rather than designed for a specific individual or group. It was suggested that no decision be made at the meeting and instead, this topic be forwarded to the Fundraising Chair (once identified) and the committee for consideration. Linda has offered to remain the organizer for Scrip but prefers to be become the sole promoter.

**Action:** Chris Gade will follow up with potential Fundraising chair candidate to confirm interest. Once a Fundraising Chair is confirmed, we will ask that Linda Rasmussen be engaged for further discussions.

### **2. North Rink Advertising Sign Procedures –Wayne Brakke**

Wayne shared the advertising lease agreement used that will be used by RFSC for board, in ice advertisements, and hanging banners.



Advertising Sign  
Lease Agreement.pdf

Wayne proposes to charge \$600/year for lease each board. The timeframe of this lease will run concurrent with Club's fiscal year September 1 – August 31 and will be prorated if the lease is not started at beginning of the fiscal year. He shared that protective shields will be required to cover the boards for protection and this will be an upfront cost for the club. Wayne estimates that each protective cover will cost approximately \$100.

The board discussed how to review submitted board language/design for family-friendly appropriateness and agreed that a process for review should be established. It appears that the City of Rochester's Parks and Rec department has a process for such review, but this will be confirmed.

Wayne also reminded the board that the Rec Center has granted three North boards for our use. We need to determine how to best take advantage of these boards.

Motion: Elizabeth Harty moved and Julie Hobbs seconds motion that we approve up to \$1100 to purchase Plexiglas covers for 10 boards.

**Action:** Wayne will order 10 Plexiglas covers for ten boards via Ed S. at the Rec Center. Wayne will also follow up with the Parks and Rec department to clarify the review process for advertising that is submitted for boards.

## ***Adjourn***

Elizabeth moves to adjourn; Amanda seconds. Meeting adjourned 8:02pm.

Closed Session

**Note Item**

1. TCFSA September Board Meeting Minutes



TCFSA\_Sept14.pdf

**Future Agenda Items**

- Executive Skating Director Job Description (October)
- Governing Council Representation
- Bids Committee Update – Elizabeth Harty
- Marketing Communication Update
- Financial Modeling – Andy Schram (deferred to Oct)
  - Short term strategy based on stakeholder input
    - Bid Strategy, Volunteer strategy, others
- Confirm fundraising chair - Chris