

September 19, 2015

Attendees

Board members:

Richard Harms, President  
Marcy Loukili, Vice-President  
Rano Marupova, Test Chair and Sanctions Officer  
Brett DeBruyn, Secretary  
Valentina Ordagic, Treasurer (Absent)  
**Vacant**, Membership Chair  
Cecilia Granwehr, Social Media Chair (Absent)  
**Vacant**, LTS Chair  
Elena Tobiash, Skate Director, SafeSport Chair (Coach)  
Maya Alexandrova, IT Chair  
Burton Powley, Board Member (Coach)

Guests:

Bobbie Ellis  
Kimberly Robert

Agenda

Membership Chair Responsibilities  
Membership Chair  
LTS Chair  
Fundraising Chair Responsibilities & Compensation  
Fundraising Chair  
Fall Club Fundraiser Proposed by Bobbi (PDF)  
Birthday Parties and Group Events  
Coach Compensation for LTS  
USFSA SafeSport Compliance (PDF)  
Club SafeSport Compliance Chair  
Burton resigning from being an at-large board member (assuming election into another position)  
SafeSport Training  
Social Media Update  
Email Marketing  
Wells Fargo Ice  
Wells Fargo LTS  
Skate Director Position Description  
Holiday Show Registration (PDF)  
2016 National Skating Month, kit is \$35  
Figure Skating Training Harness (Igor)  
Guest Coach Discussion (Elena)

Called to order at: 5:55 PM

Membership Chair Responsibilities

Background:

Existing Responsibilities as documented:

- Enrolls new members
- Re-enrollment (retention plans)
- Works with LTS Chair and Skate Director to increase Enrollment

USFSA Description: "It shall be the responsibility of the membership chair to handle all applications for membership to the club and U.S. Figure Skating. This person will need to work closely with the treasurer to ensure that the membership dues are deposited and a check is cut to U.S. Figure Skating for the registrations."

- Distribute U.S. Figure Skating membership cards to club members.
- Notify U.S. Figure Skating of address changes for club members
- Distribute information to prospective members
- Handle the yearly membership drive

Motion:

Add Additional Responsibilities:

- Helps organize public skating events to introduce new people to the club.

Approved.

#### Membership Chair

Motion: Burton Powley as Membership Chair.

Approved.

#### Treasurer

Motion: Som Rasavanh as Treasurer.

Approved.

Burton suggested closing books at end of fiscal year.

There should be a clear handoff date for when when Som takes over.

#### LTS Chair

Background:

Proposing that we eliminate the LTS Chair and distribute responsibilities for finding volunteers to other board members.

- Skate Directory, scheduling and curriculum
- Social Media, promotion on Facebook and other SM channels
- Secretary, check-in and payment collection

Approved.

#### Fundraising Chair Responsibilities & Compensation

Background:

#### Existing Responsibilities

Coordinates ideas to raise money for the club, and then forms committees to execute.

#### Additional Responsibilities

Follows-up with past donors to the club about continuing their sponsorship.

Builds relationships with donors and ensures that sponsorship premiums are carried out.

Opportunity for group events and birthday parties.

#### Compensation

Members bring cash donations or grants to the club would receive 10% of the amount as a credit for freestyle ice or group lessons where coaches are compensated by the club.

Same for anyone that brings us a birthday party or group event.

If someone brings a deal to the club, and someone else closes it, it will be expected that the commission will be split between them.

Approved.

#### Fundraising Chair

Bobbi Ellis as Fundraising Chair.

Approved.

#### Fall Club Fundraiser Proposed by Bobbi

Background:

Chili cook-off and costume party on Halloween.

\$10 chili entry fee, \$5 tasting fee

\$15 open skate and halloween party

Approved.

#### Birthday Parties and Group Events

Background:

Booking coordinated by Fundraising Chair

Maximum of 1 per freestyle session

Includes:

1 hour party on freestyle ice

skate rental

private coach (1 per 10 people, assistant if > 10), each paid \$30

Learn basics of skating

Private table for guests

Food NOT supplied, but can bring

Rates

1-10, \$150

11-15, \$200

16-20, \$225

#### Add-ons

Puppet show, Brett, \$50 (paid to him minus commissions for referral to club)  
Elsa, Olaf or Frosty, Coordinated by Burton, \$50

Approved.

#### Coach Compensation for LTS

Question: What are the coaches pair per-hour for LTS? I've heard varying rates and want to confirm.

\$30/hour on or off ice. \$30/hour for skate director supervising off-ice.

#### USFSA SafeSport Compliance

(Printed copy of what's required of the club was distributed to those in attendance.)

#### Club SafeSport Compliance Chair

Motion: Burton as SafeSport Compliance Chair.

Approved.

Other SafeSport committee members include:

Kimberly Roberts  
Elena Tobiash

#### Burton resigning from being an at-large board member

Resigned.

#### SafeSport Training

Background:

Should have at least three that have completed the SafeSport Program training course.  
Online videos.  
Available free of charge.

Burton, Kimberly and Elena are our three committee members that have completed the training.

#### Social Media Update

Status:

Cecil and Rich has a great meeting to discuss our Facebook presence  
Cecil has prepared "CIFSC Social Media Guidelines" (PDF)  
Rich distributed a printed copy of statistics on the latest ad campaign and page promotion.  
Cecil is working with other club members in both the Des Moines metro and Ames to increase the frequency of updates.  
Spend around \$120 the week LTS started to promote the page and start an ad campaign for LTS.  
123 clicks on LTS ad to go to web site information page on it (\$90.16).

Last minute ad to promote post for Saturday LTS (\$20).

Ongoing campaign of \$5/day to gain "Likes" for the FB page, to build a base for future ads.

We need to start building this into our budget and LTS/Group Lessons budget.

### Email Marketing

Status:

MailChimp's lists are organized and being updated

General interest list membership count discussion.

Member list count discussion.

LTS Lists created by Session & for all sessions)

LTS Session 1 "welcome" messages sent out three times during week leading up to it

Brett and Elena have gone through how to use it with me, though I'm still sending

### General Marketing

Greenwood elementary school folder proposed by Burton .

\$395 dollars for a year.

Not pursuing at this time.

### Wells Fargo Ice

Proposal:

Same base agreement as last year

Last couple days of September through mid-March

\$220/hr., 45 hours minimum, we have 44 reserved, though a few changes so far

Lower price than last year, we've gone ahead and reserved the ice times

Wanted to know by 9/11, we sent to them on 9/14

Most time is in October and November, schedule for February and March was VERY bad

Approved.

### Wells Fargo LTS

Proposal:

Iowa Wild:

Donating ice

Will promote in their email newsletter and on social media

Will supply storage for skates in their office

VIP entrance

CIFSC:

We supply coaches

We supply skates (via Burton) unless Iowa Wild buy his, then they will supply

Coaches paid first out of registration

Remainder split 50/50 with Iowa Wild

10/26, 10/29, 11/2, 11/4, 11/9, 11/12 (three weeks, twice per week)

Approved.

Skate Director Position Description

Tabled until a later meeting.

Holiday Show Registration

Proposal:

No Price Changes

Second Skater is 75% of first

Approved.

Budget for coach gifts discussed.

Stated donors were promised an ad in the program and so ads needed to be placed in the program. Show meeting at Bucs arena on Oct. 10.

2016 National Skating Month

Proposal:

Kit is available from USFSA for \$35

Purchase 2 kits.

Approved.

Marcy said "no fat mice."

Figure Skating Training Harness

Borrow it from Burton, he will loan it out as he sees fit.

Guest Coach Discussion

Tabled until a later meeting.

Adjourned at: 8:02 PM

CIFSC board members (as of the end of the meeting):

Richard Harms, President

Marcy Loukili, Vice-President

Brett DeBruyn, Secretary

Som Rasavanh, Treasurer

Rano Marupova, Test Chair and Sanctions Officer

Burton Powley, Membership Chair (Coach)

Cecilia Granwehr, Social Media Chair

Elena Tobiash, Skate Director (Coach)

Burton Powley, SafeSport Chair (Coach)

Maya Alexandrova, IT Chair

Bobbi Ellis, Fundraising Chair

Kimberly Roberts, At-Large Board Member (Coach)