

Sk8 Bay Figure Skating Club Annual Meeting
Sunday May 22, 2022

Meeting called to order at 1:30 PM by Lynne Greathouse, seconded by Jodi Schulz.

Attendance: Lynne, Makayla and Brett Greathouse, Jodi and Susie Schulz, Nancy Morrow, Kimberlee Ward, Jennifer and Paityn Gruesbeck, Tiffany Allshouse, Tennell Crowell-Laverty and Eloise Laverty, Madeline Gallagher, Janet Karr, Lori and Emma LaBrie, Heidi and Rachel Helgren, Lela Travis.

Jan Karr referred to the Purpose statement with suggestion that participation include “through international competitions.”, and “inform the public of all aspects of the benefits to be derived...”

Consent Agenda

Approval of Minutes from May 4, 2022, meeting. Motion to approve made by Lynne, seconded by Jan.

Change in price for Introductory Membership approved by email vote 5-13-22.

Reports

President's Report: Lynne spoke about the boards' main focuses which include improving accountability, creating policies to streamline and communicate expectations along with standardizations and looking at the benefits of being a member.

Treasurer's Report: See report. We are a 501c3s with possible change of tax bracket. Motion to approve report by Lynne, seconded by Kim.

Test Chair Report: see Kim's statement

Bylaws Committee Report: There has been much progress made with the bylaws; Heidi has looked them over for us. The new draft is getting clearer, more organized, and more modernized. We still need to review several proposed changes. We are learning what needs to be in the bylaws vs. what needs to be in policy. This will hopefully be complete with one more committee meeting, then the bylaws will be reviewed by the board and the club.

Membership Chair Report: Lynne, as acting membership chair, spoke about changes in membership for the 2022-2023 year.

All membership forms will be signed online in EntryEeze. All payment is completed through EntryEeze. Associate and Introductory memberships were added. Membership opens June 1 and closes June 30. Once renewals are enabled, skaters will be required to renew their membership before they can register for club ice or test sessions.

One more detail about Associate Membership needed to be addressed. It was voted on unanimously that Associate would pay \$50 if they did not complete their volunteer hours.

LTS Overview: Lynne relayed Melanie's information in her absence.

- The numbers for LTS are great. They are much higher than expected.
 - Current skating year: Total instructors 12, Total skaters 165, Total Members 177
 - Retention is at 48%, up from a 2018/2019 low of 24%, other years were around 38%
 - COVID opening, Facebook Ads, word of mouth, and overall positive environment are helping increase the numbers

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- Other information
 - We will need more volunteers and low level coaches if the numbers remain high
 - Melanie is waiting for more information on in person instructor training to improve on instructor weaknesses
 - Melanie needed ideas for newsletters. The group made suggestions for newsletter topics of sharpening skates, edges, more education on levels, gaining a patch for participation, proper skating attire, introduction to dance, showcase, pairs, theater, sleep, nutrition, support your child.
 - Summer ice numbers should be lower, so some coaches will not be on staff
 - Booster Lesson and private lessons need to be promoted
 - Melanie requested input to promote the LTS program.
Some ideas to increase Public Relations including utilizing member contacts within the community such as make a LTS commercial to advertise at Spirit Hockey games, have LTS do a demo at period break at Spirit Hockey games, Madeleine volunteered to do some PR when Disney on Ice is at Dow Event Center in September. The local pageant circuit was mentioned as another place to promote. Another suggestion was to share our flyers at other family oriented businesses like Studio 23, Painterly Pottery and the local roller rink. These businesses could put their flyers on the LTS table in return.

For fall

- The group was not in favor of an additional practice time on general ice for LTS package with lesson time. The consensus was that they could use public ice.
- Melanie asked for approval for dropping Free Skate levels from LTS and starting the Aspire program. Result of vote and discussion: As a group, we are not ready yet. When there are more skaters at a higher level, this topic will be revisited.
- Peach Jar Program at schools, flyers go out electronically, but there is a per school fee for it \$25/school/flyer. For the fall focus on flyers at Essexville and Bangor Township since they do not use Peach Jar. Start promoting in Saginaw. Incorporate other promotional ideas discussed above.
- Bay City Kids Theater on Ice group has the potential to move forward
- Summer Camp cancelled for lack of participants.
- LTS Weaknesses: Lack of instructors
- Learn to Skate is our biggest fundraiser. We are all working hard. We need to be thankful that a great group of volunteers from other clubs are helping us. Spring

Exhibition: June 6, 2022, 5:45 pm

Costumes: Madeleine needs to choose costumes for group numbers from Amazon for the three group numbers for the Spring Exhibition. Madeleine will share links for costumes, quantities, and sizes with Jodi. Jodi will order costumes. Parents will pay cash for costumes.

Show Promotion: Madeleine suggested that Lynne contact Harley about show promotion.

Warm up schedule: Madeline will prepare and share information with parents of group members. Midland Misfits will warm up their group number at 5:30pm.

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Old Business

There is an open Director's Position tied with Membership Chair.

Volunteers are needed for ice monitoring in the summer. Tennell or Lynne will train. The following people volunteered.

- Tuesday, Starting June 14, 4:00-5:20: Tennell
- Wednesday at 4:00: Lynne
- Friday morning, starts June 17, 10:00-11:50 am- Brett, Makayla, and sometimes Heidi
- Sign up in EntryEeze

New Business

Club Pins: Coach Mary proposed the idea of a club pin. She has several skating club pins that she has collected throughout the years, and they are her treasured keepsakes. Cost of an enamel pin made to our design is approximately \$8-9 each on Etsy. Metal pins are more expensive, over \$20. The club voted to move ahead with the club pin project. A pin design contest will be initiated. Individuals will purchase their own pins. Pre-orders will be taken.

Define Club Ice: At the meeting Club Ice was defined as member of any club, level does not matter. Practice Ice is for anyone.

Fall Exhibition: Due to the busy time of the December Holiday season, the idea of a fall exhibition vs. a Christmas exhibition has been brought up. The members voted to keep Christmas Exhibition. Fall does not allow time to coordinate and practice.

Award Dinner 2023: The board has considered setting up and Award Dinner for 2023. The annual meeting would become a simpler event (pizza and meeting at the rink). This was approved with an unanimous vote.

SWOT Analysis: The meeting group was given a SWOT analysis form. Discussion followed. Due to lack of time, this will be answered in emails to Lynne by 5/29.

Date of next meeting: July 20, 2022

Meeting adjourned at 3:00 PM by Lynne, seconded by Jodi.