**James River Figure Skating Club**

**Board Minutes**

**December 10, 2019 6:15pm**

**Board Members Present for Board Meeting:** Dana Kolden, Elizabeth Sherfy, DeAnn Brunner, Chantel Harr & Mark Sherfy.

**Others Present:** Coach Mark, Doreen Eckman, Jeanne Sortland & Kent Sortland

**UJ Presentation:** Jake, Jaret & Landon from the University of Jamestown presented their consultation information to the board members. They presented the clubs strengths, weaknesses, opportunities and threats. Recommendations included: 1. To consider switching to a website provided named “Shopify” which is clear and interactive. 2. Have the head coach be more active with recruiting more members. 3. Change the name of our club to “James River Skating Club”. 4. Target the age group of 3-5-year old within the daycare settings of Jamestown to recruit. 5. Provide a “Free Family Skate” in coordination with the Jamestown Prowl. 6. Develop picture archives from club events and post on social media.

Meeting opened by Elizabeth.

November minutes reviewed. Chantel motioned to approve. DeAnn seconded. Motion approved.

**Ice Show:** Jeanne updated the board on the photographer for the ice show. Pictures are scheudled for February 6th at Trinity Lutheran Church. Danielle Westerhausen has agreed to run the concessions for the ice show. Will McConnell is willing to help with the sounds and lights with the help of Levi Westerhausen and Kurt Rostenbach to run the sounds at the show. Warren Abrahamson from IG3 Media will be the announcer. January 19th at 3pm for the 2020 Ice Show Reveal. Discussion of the Jamestown Tourism Grant, which needs to have a form filled out, submit the form and then someone would have to present it to their board. Jeanne continues to work on getting the DVD ready for last year’s show. Next meeting is scheudled January 7th for the show core committee.

**Schedule:** Kent reviewed the schedule.Updates were made.

**Hockey Games:** Games are still available this week and next for skaters to skate between periods. DeAnn will email club members about available dates to see who is able to sign up.

**Treasurers Report:** Mark shared the November financial report. Chantel made a motion to approve the November report. DeAnn seconded. Motion approved.

**Fundraising:** Raffle has been completed, with a current profit of $15,750. The winner of the grand prize chose the $10,000 as opposed to the side by side. The club will need to sell the side by side. There is currently an offer of $10,800. There will be an email sent to all club members offing the option to make an offer on the side by side. The deadline to respond will be 8pm on Sunday December 15th. Gun and Reel sold 127 tickets! There are currently 11 families that did not meet the ticket requirements. This will be brought back to the Fundraising Committee to decide a course of action.

**Christmas Program:** Went well this past weekend.Elizabeth would like to make guidelines for future Christmas Programs to make sure all is covered for the program.Doreen has volunteered to oversee the Christmas Program next year.

**Registration:** Two people have signed up for the Christmas package. Discussion regarding unpaid memberships.

**Publicity:** DeAnn created a flyer for the Christmas Package to daycares and the schools.

**Digital Billboard/Radio Ad**: Currently the week of December 2nd is reserved for the digital billboard to advertise the raffle and Christmas Program. Elizabeth will look to see if an additional week can be added, and the funds from the Medicine Shoppe will be used. If the digital billboard is not available, the money will be used for additional radio ads.

**Bring a Friend:** “Bring a Friend” will be January 5th will begin the Christmas Package.

**Jr. Coaches:** Currently going well with jr. coaches with no concerns. Hannah will continue helping until the Christmas break. Stacey would like to set up a Jr. Coaching clinic. She will be reaching out to all of the Jr. Coaches to see what day/time would work.

**Boutique:** No comments.

**Coaches Comments:** No comments.

**New Business:**

**Credit Card:** Mark S will be looking into options of the club having a credit card, as opposed to writing checks for all purchases.

**Meeting Adjourned:** Motion made by Chantel. Seconded by Mark. Motion approved.

**Next Meeting:** January 14, 6:15pm at the Gladstone Inn.