

LSA Board of Directors
July Meeting Minutes

Tuesday / 27 JULY 2021 / via ZOOM

CALL TO ORDER by LSA President Hilary Pohn at 7:36pm. The meeting was held virtually via Zoom, minutes recorded by LSA Secretary Mary Vaughn.

MEMBERS + ADVISOR PRESENT: Jennifer Battat, Jonathan “Jon” Becker, Jeramie Cabanban, Sharon “Sheri” Carey, Terry Giltner, Lauren Irving, Jessica “Jesse” Mills-Kincade, Kathryn Mills, Stephanie Peters, Hilary Pohn, Steve Sizemore, Jeanette Thomson, Mary Vaughn

MEMBERS ABSENT: John Hofmann (Hilary Pohn, proxy)

CONSENT AGENDA: Reports (June BOD Meeting Minutes, President’s Report, Vice President’s Report, Secretary’s Report, Skating Director’s Report, Governance Report) were emailed to BOD by Mary Vaughn for review prior to meeting. Motion to accept consent agenda was made by Jennifer Battat, seconded by Sheri Carey, and unanimously approved.

TREASURER’S REPORT: Deferred to follow New Business after Jon joined the meeting. Differences in this month’s budget include the second installment from summer contract, Fire & Ice final number, and membership; we are almost at the budget. Jon talked about putting in for PPE loan forgiveness, Fire & Ice going well, and things going as expected with Fire & Ice overperforming what was predicted. Jon reiterated that LTS and NOI need to return to form to improve the LSA budget, mentioning that covid resurgence could hurt. Steve stated that marketing can help improve those factors.

NEW BUSINESS:

1. **Board Education Kickoff/Webinar:** Sheri led review and discussion amongst the BOD regarding how the webinar can help the club with its strategic planning. Marketing was the primary focus of the webinar, the four “P”s: 1)product, 2)price, 3)place, and 4)promo. Recruiting, volunteerism, and IIMP (information, inspiration, motivation, communication) play key factors in successful clubs. Hilary honed in on the webinar’s suggestions for easy ways (apps, website, etc.) to find information and communicate with members. Kathryn inquired about the presence of volunteer opportunities on the website; she suggested

presenting more of those opportunities on social media platforms and bringing back in-person parent meetings. Terry suggested Zoom as a platform for parent meetings. Sheri asked Kathryn if she'd volunteer to coordinate future parent meetings. Jeanette stressed the importance of the website being a place where parents can go to seek out info when they have time. Stephanie spoke on the typical operation of social media updates; she also inquired if the info meetings could be called a more inclusive name than Parents Meeting, noting new skaters who aren't parents. Terry recalled how the webinar talked about parents accessing social media stories for info; Jeramie concurred, stating that the club should use social media more as an outreach tool. Steve added to post on social media to steer people to the LSA website, Jeanette emphasizing the website should be there to support. Terry quoted the webinar's mention that photos and what we do go on social media while the main information goes on the website. Hilary talked of getting with social media admin (Jesse, Sarah, and Stephanie) to help drive flow to club info on the website. Jesse shared that Facebook is more focused on parents while Instagram is geared more toward skaters, suggesting the BOD may want to get a person solely focused on social media presence to handle the platforms. She also mentioned someone can help keep up the club's display cases inside the rink. Sheri wrapped up suggestions/reminders about emails, polling, domain name, etc., mentioning there will be another Strategic Planning meeting coming up soon to incorporate the webinar and BOD ideas.

2. **Membership Season Update:** Mary shared the July membership update from Task Force Leader Kristin Kephart. Total members=153 active: 54 parents, 49 first family (under 18), 14 collegiate, 11 additional family members (under 18), 9 coaches, 6 officials, 4 first family (18 and older), and two 14.5 month introductory members.
3. **NOI Update (12/18-19/21):** Jesse talked about the committee planning to meet in the next couple of weeks to safely and successfully produce Nutcracker On Ice this year. They tentatively plan to open registration mid-August (8/15).
4. **Fall 2021 Schedule:** Registration is August 5th for new contract. Jeanette inquired about open sessions; Jesse answered that they are for LSA members and LTS participants. You can contract in advance as LSA members; LTS skaters can walk-on.

5. November Competition (11/6/21): Jesse has a draft of the announcement ready to be reviewed to submit for sanctioning. Stephanie asked about adult categories/events in the competition. Steve asked about conflict with regional competition. Jesse confirmed that it shouldn't overlap.
6. New Task Force Proposal: Questions arose about the topic. Mary reminded that the proposal was discussed at the prior June BOD meeting to be added to the July meeting. Jeanette mentioned that she'd promised to write it but had not completed it yet. Hilary mentioned moving the topic to the next meeting. Jeanette added that based on this and the webinar discussion, a Marketing Task Force needs to be formed, stating she would look at creating 2 proposals for those task forces.
7. Upcoming 2022 BOD Positions: Several terms will expire in 2022. Sheri encourages to run again; Nominating Committee/Task Force will start convening in September to find replacements.

OLD BUSINESS:

1. Banquet Task Force Report: Hilary mentioned that Mary sent in the report submitted by Task Force Leader Bethanie Opell. Jeanette asked to view the report, asking questions about the process in viewing the reports. Sheri added that it could be helpful to view the report as a tool or have it available to show members who may be interested in volunteering. Jeanette recommended creating a Task Force Folder on the website. Mary presented the Banquet Task Force Report for reference, promising to send and/or make it available to BOD who want to view it.
2. RPH Task Force Report: Jeanette is drafting the submission.
3. Strategic Planning Update: Sheri is getting with the committee in an upcoming meeting. Jeanette mentioned that Mary has a new member reviewing a draft of the join website page while she is planning to ask a couple more new members to take a look. Talk then centered around club website models. Lauren mentioned keeping things lighter on the web page with "top line" information.
4. LSA Task Force Openings: Safe Sport needs filling; Terry mentioned that she is talking with someone this upcoming week regarding filling the leader position. Turning back to marketing, questions about logo wear and an online store arose. Jesse talked about working on new gear, synchro team jackets. Steve suggests

that the BOD evaluate the LSA logo, saying he can share more at the next meeting. Kathryn asked about merchandise for drawings to encourage attendance/participation at future membership drives and information meetings.

ADJOURN: Motion to adjourn made by Sheri, seconded by Stephanie at 8:52pm. .

NEXT MONTH'S MEETINGS: EC=August ?, 2021, BOD=August 24, 2021, 7:30pm

Respectfully submitted,
Secretary Mary Vaughn
LSA Board of Directors