

LOUISVILLE SKATING ACADEMY, INC.

ANNUAL MEMBERSHIP MEETING MINUTES

05/11/21

LSA Mission Statement: *Provide programs in a safe and supportive environment enabling skaters of all ages and abilities to achieve their goals in recreational, artistic, individual or team skating.*

11 MAY 2021 / 7:00 PM / via ZOOM

AGENDA

CALL TO ORDER & WELCOME by LSA President Hilary Pohn at 7:06pm.

READING OF THE APPROVED 2020 LSA ANNUAL MEMBERSHIP MEETING MINUTES

Secretary

Mary Vaughn

Minutes were read by Mary Vaughn. Motion to accept 2020 LSA Annual Membership Meeting Minutes made by Jennifer Battat, 2nd motion made by Sheri Carey with unanimous approval.

OFFICERS' REPORTS

President

Hilary Pohn

President Hilary Pohn gave welcome and introduction of new board and current members, explaining the selection and election process. Covid committee was formed to navigate changes and help keep members safe. Annual review was conducted via Zoom by BOD to approve employees (skating directors), compile the 2020-2021 budget, and groundwork for LSA strategic planning began. Congratulations to the 1st RHP Award recipient, Raven Thornton. Hilary reached out to volunteers, thanking members for being part of LSA.

Treasurer

Jonathan Becker

Treasurer Jon Becker reported to members that while 2020 was not a great year, it was fiscally better than expected. Jon became treasurer in August 2020; he reported the \$55,000 due to the shutdown of the clubs revenue creating events (i.e., NOI,

contract ice, LTS) ended better than projected \$90,000 estimated in the covid budget. Jon credited and thanked predecessors for placing LSA in good position to work through the hardships of the pandemic. LSA received 2 PPP Loans: the 2020 loan has been forgiven, and the club plans to pursue the same for the 2nd 2021 loan once available. The return of NOI, LTS, and activities that help subsidize LSA should help propel the club more towards a return to normalcy. Despite budgeting to lose less money this year than in 2020, LSA is optimistic that in the upcoming fiscal year we'll break even, make profit in efforts to improve the overall skater experience. Budget items to improve skater experience include new equipment, new artistic director and new coach.

DIRECTORS' REPORTS

Skating Director

Jessica Mills Kincade

LSA Skating Director Jessica "Jesse" Mills Kincade reports that for 3 months LSA was focused on virtual programming and working on safe execution of LSA's Return To Rink plan. All registrations and walk-ons were moved to the EntryEeze system, ice time was reduced and sessions were mixed to mitigate the financial losses, and an average of 64 skaters contracted virtual, outdoor, off-ice in-person classes offered with LSA's new partner at Elite Dance. The club's monthly Newsletter (*News In The Field*) was launched.

Events: test sessions and exhibitions only were held. Professional videography and photos were included in the registrations. All events were livestreamed and virtual tickets were sold. Fall celebration included 44 performances (\$137 profit), NOI Reimagined 46 performances. plus Spring Festival 53 performances and Spring Virtual Challenge with 44 performances (both with combined profit of \$2,092). Leveled sessions are returning to the summer schedule, including new classes such as Yoga, Stretch, and Ensemble. Rebuilding the synchronized skating program is a high priority. "Through the Decades" themed Fire & Ice exhibition is planned for July 22nd to celebrate U.S. Figure Skating's 100th anniversary. Nutcracker On Ice (NOI) is planned for December 18-19, 2021.

Learn To Skate Director

Sarah Neal

Total Learn To Skate (LTS) membership was 340; this total was high considering the initial pandemic conditions and restrictions (390 and 430 are the previous years' numbers). Junior Academy returned to rink first following virtual programming, and the other levels in the LTS sessions returned to rink in July 2020 under new reopening guidelines (25 max per half hour). New LTS format with two 30 minute classes each night has allowed the club to accommodate more interested skaters while keeping class sizes smaller. Pricing changed from \$14.40/hr to \$10/class, now at 50 max per half hour. Good feedback poured in from

participants about reopening. Current total enrollment equals 67 Monday, 93 on Wednesdays. Budget for 2020-2021 pre-covid was \$40,000; actual budget after covid was better than anticipated at -\$823. Budget set for 2021-2022 is a profit of \$25,000 in the Olympic cycle year.

New instructors Anna Pue (Junior Instructor) and Jennifer Milano, Nicky Wood and Lacey Yang are new Learn To Skate volunteers. Rebranding is occurring with Junior Academy to USFS Aspire Program. Sarah reached out for volunteers to help with LTS with skate rentals, on-ice monitoring, and new instructors.

TASK FORCE REPORTS

Membership

Kristin Kephart

Kristin reported high membership numbers (201 active members) this past season during the pandemic year, a higher than average. Renewal period begins June 1st; Kristen will send out emails with info needed to renew for the upcoming year. John Hofmann inquired about the effects of switching to EntryEze. Kristin responded that processing is easier on club side and members have reported preference for online.

Safe Sport

Terry Giltner

Terry provided an overview of Safe Sport for newer members. She explained the purpose, guidelines, online training modules, and training requirements for coaches, members, etc. At least 2 deep compliance is required at all times. Terry informed the LSA that a new Safe Sport compliance chair will be needed with the ending of her term in 2022. Additional SafeSport information can be accessed on U.S. Figure Skating's website.

Governing Council

Jennifer Battat

Governing Council convention was conducted virtually over Zoom this year. LSA Delegates included Jennifer Battat, Sheri Carey, Jesse Mills Kincade, Hilary Pohn, and Mary Vaughn. Jenifer gave background on new Olympic and Paralympic Committee guidelines where U.S. Figure Skating didn't meet the requirements. Governing Council made significant revisions to bylaws, including term limits, athlete representation, independent director on the board, that had not been revamped in 16 years. All initiatives to be compliant were approved. Changes to test sessions impact LSA. Virtual test sessions are now official and considered standard as is in-person testing. The testing retry wait period changed to 14 days for all moves in the field, pre-juvenile and below freeski, pre-bronze and below, all adaptive skating pretests, all partnered and solo pattern dances, adult pairs, adult partner free dances, and adult figures test. There will be no testing wait period for standard freeski, pair or partnered free dances, juvenile or higher freeski, and adult freeski and higher. Testing can now be rewarded with honors.

Jesse highlighted 1) change to preliminary level, new element step sequence now required to be full instead of half length.
2) significant changes to synchro pipeline increased from 16 to 20 skaters. New program, Skate United, creates testing structure and competitions for skaters with disabilities. Regional and Sectionals won't be held in-person this year; however, skaters can participate in National Series Championship Model, a series of 8 competitions strategically placed where skaters can register for (up to 2) to National Development Champ or the National Championships. Registration opens up July 15th. No national competitions nor training camps were held in 2020; therefore, USFS membership was down 12%, LTS membership down 40% nationally. 1.6 million in revenue was lost by USFS due to covid.

Strategic Planning

Steve Sizemore

Steve provided the update regarding the club's 5 year strategic plan opened up in 2020, started in October. Jeanette Thompson, Sheri Carey, Jesse Mills Kincade, and Steve worked the task force. An extensive interview questionnaire process took place within membership. 4 Key categories emerged from the process: culture, marketing, membership, and programming. The task force developed 22 goals, now in the implementation phase.

ANNOUNCEMENTS

Vice President

John Hofmann

Sarah retires as artistic Director of NOI; the club expressed thanks to her many years of service. LSA is planning to reproduce NOI 2021; John encouraged members to be on the lookout for emails and volunteer with the production.

National Championships trip to Nashville planning is in the works (for January 2021).

LSA needs a new Safe Sports Chair.

Used Equipment Sale coming up next Monday and Wednesday (5:00-7:00PM), organized by BOD member Jeramie Cabanban.

LSA needs more volunteers for ice monitors; credits are given at registration.

Q & A SEGMENT

Question arose from Sheri regarding lost revenue. Sarah explained how the refunding of Spring LTS, loss of walk-on fees, and increased ice cost affected LTS revenue. Due to effects of covid, LTS cost is greater; however, the quality of classes improved due to smaller class size. Estimated 2020 LTS loss was less than anticipated.

ADJOURN Motion= John Hofmann, 2nd Motion=Jennifer Battat Time=8:17pm

Respectfully submitted,
Secretary Mary Vaughn
LSA Board of Directors