

Okotoks Skating Club
Board Meeting
Nov 8, 2021

1. Call to Order 7:04pm
Present: Christy Kidd, Caylie Verity, Yvonne Nyrose, Alyssa Saxby, Kenda Goyette, Jennifer Kuharski, Barb Westhaver, Janley Holeha, Chelsea Barnert
Regrets: Dawn Thompson
2. Question regarding Bylaw 21 that states that Old Business should be dealt with before New Business. Yvonne stated that this is the way it has historically been done.
3. Approval of Agenda
Motion: Christie Kidd
2nd: Kenda Goyette
4. Approval of minutes of last board meeting
Motion: Jen Kuharski
2nd: Caylie Verity
5. Tammy's travel time is currently being paid at a rate of \$20 for the balance of the year. This policy will need to be updated for next year.
6. Coaches Report-Barb Westhaver
Canskate coaches will invoice parents directly. In preparation for the mini comp we need to book something to train canskate coaches as judges – dressing room would work for 1 day the week prior to the competition. Christie will confirm the date with the facility once Barb sends her the date (maybe Saturday between the 2 canskate sessions?)
-Need more PA training time now that sessions have begun, this Saturday or next would work. Kristen to organize with PAs, Christy to confirm space.
-Upcoming coach meeting (beginning of the new competition season) to discuss test days, programs, competitions. Request that coaches be paid for their attendance based on the admin rate of \$15/hr? This could be fit in the budget per Jen. Twice per year would work. Policy will need to be updated.
Motion: Pay the coaches for a 1-time meeting at the beginning of competition season at a rate of \$15/hr.
Motion: Christy
2nd: Kenda
All in favor
7. Registrar Report-Yvonne Nyrose
As distributed
Mask reminder needed to all families and coaches. Yvonne to send to families, Barb to send to coaches.
8. Mini Competition-Kenda Goyette
Difficulty finding officials despite multiple email requests. Still need sanction from skate Canada or may have to keep it to our own Club. Consider calling it an 'ice show' or 'showcase' versus

'competition'. Star 2 and 3, kids without solos can use ½ ice for spin/spiral/jump showcase. Simulation-style up to Star 3.

These changes turn it from a money maker to break even – could we use early ice time to book test for an additional fee? **Kenda to work with Barb**

9. Registrar hiring update

Waiting on contract before moving forward. **Contract will be sent out by Jen to the Board** for approval/changes this week with the goal of hiring by Nov 15.

10. PA Policy

Confirm rates, years of PA experience. Policy needs to be updated to include years of experience and that the earned credit(s) can be applied to test fees, but not given as a gift certificate.

Skaters 10-12 y/o can PA at coach's discretion, otherwise 13 and older are eligible.

Kenda to update policy with Kristen and/or Sarah

11. Spring Ice/Calendar

Push to next meeting as Dawn is absent

12. Social Media/Advertising-Chelsea Barnert

Upcoming posts:

Mask reminder

PA of the month to start in Dec.

Update coach bios on website and highlight a 'coach of the month' in social posts. Barb prefers to highlight skaters, however the Board agrees that parents also appreciate getting to know their coaches.

Starskate Invitational- still waiting on schedule. Need pictures of everyone in attendance for social posts. **Barb to ask parents to send photos of their child at the competition.**

Reminder posts for Remembrance Day and Christmas break

Name for the mini-comp will be 'SHOWCASE' after board discussion, due to the lack of available officials.

Do we have ice time during Christmas break? If so, open registration and promote on social.

Daily pricing and package pricing?

Advertising options: Canskate/precan/power – facebook 4weeks ahead boost or ad for \$5/day max, aim for \$2, video outperforms still photos by 50%.

Tracking to consider– Uplifter SEO has never been changed or updated. Website needs SEO update to be completed by Chelsea. What is our branding message? Priority is enrollment and branding for spring. **Need advertising budget.** Western Wheel is \$200/week.

Motion: Spend \$75/mo to a maximum of \$100/mo beginning Dec 10 for 4 weeks on facebook ad(s).

Motion: Jen Kuharski

2nd: Christie Kidd

All in favor

13. Bulletin Board – Alyssa Saxby

Alyssa to touch base with Dawn to see if her kids are still willing to take care of it given that no other skaters have volunteered.

Christie to send Alyssa volunteer calendar, Janley to post master calendar, Chelsea will also make sure calendars are posted.

14. Board position Descriptions

Each Board member needs to look at the responsibilities they are currently taking care of, compare to the additional responsibilities FSC lists under the same positions, and add/delete responsibilities that apply (or don't) to our circumstance. Once this is complete the Board can decide which additional roles are needed and add those volunteers going forward.

Meeting adjourned 830pm