

SWFFSC Meeting Minutes February 13th, 2017

Present are Dana Opsincs, Angie Ward, Shawn Hencye, Nancy London, Becki Muncie, Lorri Andrews, Teresa Hencye, Morgan Fonville, Mary White, Amanda Evora and Shannon Raley.

Dana motioned to approve January minutes, approved by all.

Financial Report:

Shawn stated the club's largest source of revenue for the first six weeks of the year was the test session with 36 skaters. All but 2 skaters were from our club. The use of local judges helped cut down expenses.

Old Business

Send off Party:

There was a good amount of people that showed up and almost all shirts were given out. The viewing party also had a good showing of people attend.

Fall Classic:

Shawn has stated that the Hampton Inn's contract for 30 rooms at \$115.00 has been signed as well as a discounted rate of \$125.00 for visiting skaters. Fran from the Hampton Inn also will let us use 2 rooms for Thursday night meet and greet for the judges. The Country Inn and Suites on SR 70 on the west side of I75 agreed to give a special rate to the visiting skaters of \$125. A link to the hotels has been added to the Fall Classic Announcement.

Ashley Wagner Event:

Jim Lucas will be calling in today at 6 pm to answer any questions we might have regarding the event. He has proposed a date of Sept. 23rd if it works with Matt at the rink. Depending on how many children participate we will need at least 4 hours. Shawn did a background check on the organization and it came up clear. We would need a party room for the meet and greet and lunch, an area for taking a photograph and then ice time. Dana spoke to Mr. Lucas about our new skating school and how it's exclusive to the area. Also, maybe leverage our relations with Shawn from the Bradenton Area's Convention Visitors Bureau as far as advertising as well as our own website. Also, Lucas Sports will build a website, the logo, save the date, everything for the event.

The phone conversation with Jim Lucas started with a history of how he started working with Olympic athletes for this benefit. There is no risk or financial outlay to the club sponsoring the event. All the funds that are raised go into our account, they do not disperse funds until the event is over. The events are magical for not only the athletes but also the parents. They have been working six or seven years at just making this better. They will build and customize a fundraising website, get the skaters to register as individuals and they email and text their link to family and friends to donate. It's a way to spend a day with Ashley along with giving back to

others. A portion of the money raised will go towards a non-profit organization of our choice. When the skater raises \$125 they have a clinic with Ashley (45 minute), there will be 2 clinics with about 60 in each one depending on the skater's level. The third clinic is with the top 30 fundraisers and will get more ice time. The next level is \$250 which includes the clinic, stay for pictures, autographs and q & a session. They have 12 questions that are pre-asked they sit next to Ashley, they ask and Ashley really talks to them and the parents. This is where also contests are done. Each week during fundraising someone might win a picture with Ashley, VIP meet and greets, extra autographs, one on one time the skater will do their program for Ashley and she will give feedback, post cards from Ashley for a year and other prizes. When the q & a is done, top 10 fundraisers get lunch and the top 2 fundraisers get to sit next to Ashley during lunch.

The fundraising process takes about 16 weeks has an average of about \$550 raised per fundraiser. If we can get 75 skaters, we could raise about \$42,000. Ashley gets \$10,000 then any expenses such as her travel, hotel comes out then what is left we will split. Our portion can be around \$16,000. The reason they do these events because they get to take these young athletes and achieving their hopes and dreams by meeting this incredible athlete.

Shannon asked if we provide the people to run the event. Mr. Lucas said he brings in 2 to 5 people depending on the number of people attending. He would like some of the Board Members to volunteer. The cost of ice time, lunch, room will be paid for after Ashley receives her money. If for some reason the event does not make money, they will make sure Ashley gets paid along with her expenses. And the event will still go on.

Mr. Lucas also spoke to Dana about doing a "skate-a-thon" where all the skaters are on the ice and add about 30 minutes first and the last 10 minutes comes out and skates with them. Then they could have a group picture then start into the clinics. If the date is going to be Sept. 23, the event would have to be in the morning from 9-2 total event. It is a 5-hour maximum amount of time at our rink, which will include on ice, off ice, lunch and q & a. We will need an area (if we had a hundred fundraisers, there would be 300 people) so the q & a should be a close area where there would be 2 seats. The skaters who are not sitting next to Ashley would be sitting on the floor in a semi-circle around her and the parents would be behind her videotaping. We would need a party room where we can have lunch, Ashley could put her stuff down, she could meet the board and bring in the VIP people which consists of 6. Lunch would consist of one six-foot table with ten skaters all the way around, that's what's important it the skaters are close together and they get to have this lunch with Ashley. And if there's another table for the parents that would be great. Lunch would be catered by a friend of the club. Dana spoke to Mr. Peterson today maybe using the inline rink due to the size if nothing is going on there. It is open from beginner skaters to adult skaters. Coaches would be requested to help on the ice taking Ashley through the different groups at least 3 to 4 times. The only problems that have come up in the past is that a parent that keeps wanting for their child. They think they are supposed to get a selfie but they aren't. Just looking at them and letting them know they haven't. The fundraising ends the Wednesday before the event at 11:59 pm. They take Friday and Saturday off. Sunday night they send an email out for contests which run Sunday thru Thursday. Bringing in the Bradenton Herald and Channel 7 would not only help the skaters and the rink. Dana

asked to see if the majority would be interested in pursuing this event further that she should meet with Matt and the rinks availability. All agreed to go forward with this event. This event would also give volunteers time toward club service hours.

Fall Classic:

We have received the sanction for the Fall Classic and a copy is hanging on the bulletin board. Also completed is the Fall Classic Announcement and its posted on our website.

Shawn would like to set up each section with a captain. Each captain would be responsible for getting the volunteers then the captains would attend a meeting to report updates. The captains do not even have to be club members. Shawn just spoke to Mark Ladwig who mentioned that he talks to senior citizens who are at the rink and they would like to help. They just don't know who to ask. So, within the next month we need to get the captains set up then work on new areas to get volunteers to help.

Mark Ladwig will be our Chief Referee since Carolyn Harmon is retiring. He's not sanctioned to be a referee but will get that taken care of very soon.

IJS equipment will come from Cal Carlson from Skate Club in Detroit which is \$600 rental but he comes with it which could be an additional \$300 to ship the equipment with him and he would work it. However, he may already be booked so we will need to see if he can get out of it. Or else Robert from USFS has a back-up system on hand.

New Business:

Annual Club Meeting:

A possible date for the annual meeting could be Saturday, June 3rd. This day is also a possible day the rink is putting on a skating show. It would work out well since a lot of skaters will be here for the show. Shawn also looked at other memberships and a parent does not have to be a member unless they want to skate or are on the Board. Other skating clubs offer an option to be a club member for a cost.

There is an option of offering a bridge membership to the club which would give them some benefits such as attending sending off parties, beach parties, watch parties but not club dinner.

What we might have to do is come up with some ideas to entice skaters to join the club.

2017-18 Board and Officers Elections:

We need to think about people to approach for the board and officers. Mark Beyer has resigned from the board due to him missing so many meetings. Dana also said she is resigning as President but would like to remain a board member and participate.

Skate for Hope:

Dana received some information regarding Skate for Hope which will take place in June and is a very similar event like what we are doing with Ashley Wagner. Danny and Tarah has participated in the past as well as other skaters from our rink. I will be putting out the information for anyone interested in getting involved. It will be held at the new rink this year.

Votes for Governing Council:

We have an opportunity to appoint three delegates to Governing Council. We need to turn our votes over to someone who will be attending if no one from our club can attend. Amanda said she may be able to attend.

Club Jackets:

Teresa ordered all the sizes but three which she will order. The skaters to try on the jackets at the annual meeting where they can order and Teresa will have the square card if needed. We can decide on the price as soon as we get the cost. Lorri suggested maybe giving a \$20 coupon upon registering to become a member for the jacket.

The next meeting Dana will bring the registration form to revise the form. Shawn has given everyone with volunteer hours their \$25 credit.

Motion to adjourn meeting, all in agreement.

Next Board Meeting will be Monday, March 13th at 5:30 pm.