

LSA Board Meeting Minutes

October 23, 2010

The meeting was called to order at 7:12 AM on October 23, 2010 by President Brad Asher.

Attending were: Brad Asher, Sheri Carey, Yana Elder, Becca Hatch-Purnell, Beverly Jones, Jeanne Simpson, and Jeannine Flynn in her role as bookkeeper. Absent: Kimberle English, Sharon Geiger, D. D. Hill, Raina Clark.

Consent Agenda – Motion to accept made by Sheri Carey, seconded by Yana Elder. Motion approved.

Treasurer's Report – In the absence of the Treasurer, the bookkeeper presented the report. Learn to Skate has been running on or above budget targets. Contract losses have not been as sharp as feared after the summer meltdown. The spring 2010 contract figures have been finalized and losses were about \$1500 less than budgeted. The final summer contract tally is still uncertain because of outstanding canceled ice credits. The Early Fall numbers have to be adjusted for ice costs, but losses on that contract are expected to be \$2000-\$3000 more than budgeted. The November competition is expected to come in slightly above budgeted net income based on the number of registrations, but costs still need to be booked. Membership numbers and operating expenses are meeting budget projections. Motion to accept Treasurer's report made by Bev and seconded by Sheri. Motion approved.

Unfinished Business- Brad is waiting for legal review of the bylaw revisions, so he proposed to delay the vote to approve the revisions until next meeting. Sheri seconded the motion. Motion approved.

New Business

(1) Sponsorship – The budget contains a \$3000 budget item for sponsorships. Stacey Finster is working to obtain sponsorships for Nutcracker, and some Executive Committee members will contact some businesses with which they have a relationship to see if anyone will become a Presenting Sponsor of Nutcracker. Discussion followed on the best way of attracting sponsors. It was agreed that personal connections work best, but acknowledged that LSA does not have extensive community connections for fundraising purposes. Becca suggested that an easier way to raise the money was to sell program ads for Nutcracker. If every LSA family sold just two \$30 ads, we would meet our budget goal. Becca suggested perhaps setting a goal for ad sales, challenging our families to raise the money, and then keeping public track of progress toward our goal (e.g. a fundraising "thermometer"). Brad will meet with Yana and Kelly next week to discuss ways to coordinate program ad sales with appearance on the website and on the ticketing e-mail. It was also suggested that the sponsorship levels be re-examined and perhaps lowered.

(2) "Skate-a-Palooza" (February): Since this is a new event combining two previous events (Synchro Sensation and National Skating Month), Brad proposed creating an event committee with the freedom to creatively re-imagine the event, provided it met the criteria of including the Synchro teams and a free clinic, while hitting budget targets and fitting the calendar. The proposal was approved. Brad agreed to find a committee head.

(3) 2011 Test Sessions: The Board was informed of the proposed test dates for 2011 (February 12; March 25; June 25; August 27; and November 4), pending OK by the rink.

The November meeting will be held sometime around November 19-21, depending on board members' availability.

A motion to adjourn was made by Bev and seconded by Sheri. Meeting was adjourned at 8:17 AM

Respectfully submitted,

Brad Asher (in lieu of Sharon Geiger, Secretary)