

Highland Skating Club

Board meeting Jan 1 2019

Present: Hilary Vergera, Rebecca Frampton , Svetlana Volnycheva, Mazie Park, Janet Ko, Diana Stephens, Sallie Crowell, David Bennett, Maureen Neitz

Absent: Marcela Broussard, Gamal DeWeever, Jacline Burns, Colleen Conroy

1. Minutes from November 2018 board meeting were approved unanimously
2. Kim Ryden sent an email to the club volunteering to serve as a HSC delegate to governing council. She plans to attend the meeting. We will pick this issue up in the February meeting. We will need to decide who the other delegates will be, and whether they will attend.
3. Winterfest Report
 - a. Diana estimated that we made roughly 25K this year. Revenue overall was down this year compared to previous years due to factors such as reduced parking and Key Arena construction. The overall revenue in 2017 was \$182,088 and this year, it ran 1 week longer which increased our expenses for running it but only made \$168,243.
 - b. Club must make a decision about whether to run Winterfest in the future in light of several factors which included
 - i. Low turnout for club members volunteering at Winterfest. Running Winterfest is only lucrative if most of the work is done by volunteers rather than paid employees.
 - ii. Difficulties with parking and traffic for volunteers and people who want to go to Winterfest
 - iii. Busy time of year
 - iv. Sallie Crowell has taken a leadership role and announced that she will be stepping down in that role now, and there is no one ready to take over her role
 - v. Difficulty finding competent employees to staff Winterfest
 - vi. The board consensus opinion is that we should not run Winterfest in the future and will announce this to the membership, allowing members to provide feedback re this decision. We will also notify the Seattle Center as soon as possible to allow them to find another organization to run Winterfest.
 - c. Winterfest and alternative options suggested for generating operating funds in the future included
 - i. someone volunteers to take over Sallie's role and we continue to run Winterfest
 - ii. In place of Winterfest, the club can have member-driven fund raising efforts such as bake sales, shows, auctions, etc to generate operating costs
 - iii. supplement fundraising efforts with increase in dues or see if state law allows the club to give members the option to opt out of volunteer hours in exchange for paying a fee. If we take this approach, we should write this in to the bylaws.
 - iv. The club could try to convert from being a 501C4 to a 501C3. This action would preclude us from running Winterfest because we would not be allowed to have a payroll. This looks the like option we are most seriously considering.

- v. advertise Blades on Ice better and try to increase participation from Learn to Skate skaters, communicate to coaches that club needs their students to become members if the club is going to be viable long term,
 - vi. could set up future club jacket sales so that club makes money from jackets.
 - vii. Board members will donate unused tablets and will encourage other club members to do the same. These tablets will be used in fund raising activities (ticket sales, registering skaters for events)
4. Junior board update: next event will be Skate for Life to benefit suicide provide. Will split proceeds between club and suicide prevention. Proposed date is April 20 (Easter weekend). Need to get a sanction.
 5. Our next meetings are February 9th and March 9th.

Adjourned at 11:59 am