

# **Swing 'n' Country Board Meeting**

## **October 16, 2017**

Meeting was called to order at 7:05 pm.

Present: Don Moeller, Susie Kaplan, Leah Noparstak, Reike Moskal, Gary LaForte, Marcia Emmett, Ingrid Dubman, Lou Chatroop and Dan Brabec

Mission Statement was read by Don

**Member Presentations** – None

**President's Report** - None

### **Treasurer's Report**

- Swing 'n' Country resumed their regular dance and lesson schedules including the Friday dance pre-dance lessons. Dance operations operated at a small surplus while lessons operated at a small loss. September also saw the annual U.S. post office Box renewal which is a budgeted and approved expense. Memberships, New and Renewal totaling 51 members, continued to flow in creating a significant gross surplus for the month.
- Don motioned/Leah seconded that we accept the September 2017 Treasurer's report. Motion passed.

### **Secretary's Report**

- Lou motioned/Gary seconded to reopen the amended August 2017 minutes. Motioned passed.
- Reike motioned/Lou seconded that we accept the September 2017 Secretary's report. Motion passed.

### **Committee Reports**

**Hospitality** - No report

### **Dance Camp Chicago**

- The DDC website is live
- Leah will be scheduling a meeting in the next two weeks with hotel to get the staffing rooms set and open up the hotel registrations (get direct registration link to add to the website).
- Leah will get the World Dance Registry registration site started but the online registration will not go live until the end of November (plenty early {registrations will start coming in via the mail soon} to cut down on ACH charges.

### **Operations**

- Staffing sheets were distributed.
- The membership year has been close out on the computer.

### **Happenings**

- Our Constant Contact account will be due for our annual pre-payment to be made prior to the next board meeting. We typically pre-pay for a year to receive a 30% discount. The estimated price of our invoice will be \$223.08. I will be submitting a request for the appropriate amount within the next few weeks after I make the payment.

**Marketing** - No report

### **Education**

- Brittney Valdez will be taking over Don M's 2-Step class for the month of November.
- First dance is a Veteran's Day Theme (free entry to the dance for Veterans).

- Second dance is Toys for Tots.

**Archive Report** - No report.

### **Website Report**

September 19 – October 13, 2017

#### **Swing 'n' Country Main Site -**

The following updates and changes were made:

- Instructor page updated per information received from Ingrid Dubman and photos collected. <sup>1</sup>
- Committees page updated from the list received from Marcia Emmett during recent board meeting.<sup>1</sup>
  - While working this, redesigned the committee list table on the web page. The existing format was very difficult to work with. Created the table fresh; it is now very easy to make changes, additions, and deletions. This is important since there seem to be regular changes to committee members.
- Dance Camp Chicago Link in header of main page
  - That link was changed directly to the new site. Also, now using a new form of the logo that looks cleaner via a transparency. The previous one was the old block logo
- Dance Camp Chicago Links throughout site
  - The web site has links to Dance Camp Chicago peppered throughout the entire site pointing to old location inside the main site (<http://www.swingncountry.net/DCC/default.html>). Until I can make sure I get them all, I am sending visitors to the new site through an HTML redirect. The only effect is a very short delay. Later, I will change all the links.
- Added new feature to the SNC Home page for making special announcements. Used it for the first time announcing the new DCC web site for the first week it was live. Will have other purposes as well where a visitor's absolute attention is required, such as an event cancellation. It throws up the page, washes out the screen with a semi-transparent film, and then throws up a pop-up that has to be closed before proceeding further. Feature is turned on and off in seconds when needed. Messages are customizable and various messages can be pre-stored to have handy when needed.

<sup>1</sup> Board: Please review online web pages prior to meeting and provide corrections, updates, or changes that may have occurred at this meeting.

#### **Dance Camp Chicago Site**

The new Dance Camp Chicago web site proudly went live Thursday evening, October 5, 2017. It was 90% functional at the time it went live. The Contact page's form went operational Monday, October 9 after a systems-level support matter was handled. The site has been, therefore, 100% functional as of that date, with everything seemingly working properly. All should remember that the entire site is a work in progress and matters relating to web site content is a continuing progression. The announcement of the new site went out in a flier at the October 6 dance, the SNC Web Site, and in a Special SNC Happenings.

Lou Chatroop's responsibility in this task was web/host-master providing system-level, host-level, and other related support as well as technical assistance as required to the Web Site Designers, Builders, and Content Authors, April Prince and Leah Noparstak. Lou would like to state for the record that April and Leah worked

hard and did a remarkable job in developing the new site and were cooperative in ensuring the interest and concerns of the Swing 'n' Country Dance Club were met. I observed changes to the site during development that was made specifically in response to feedback from the board of directors. This was a team-work achievement. They also assisted in policy and security compliance.

With Leah and April of the Dance Camp Committee handling site development, design, and content authoring, if there is any report to be had in regard to that area of the project, it will come out of the Dance Camp Committee. Lou will be reporting only on the matters of web/host/system levels as noted in the following.

In regard to club-policy compliancy, the DCC web site is compliant with the Swing 'n' Country's Web Privacy Policy.

In regard to security, to which Lou was assigned to ensure (August 30, 2017 meeting), the web site is secure. Security presented some new challenges because for the first time, a Swing 'n' Country web site is administratively accessible from anyone with a web browser. Security is a major concern and work and monitoring will continue in this area to minimize any hack attempts. A separate report on the SNC policy compliance and security measures taken is being created and sent on a limited distribution to involved parties, but will be available to a board member upon request.

### **Swing 'n' Country Web Site Privacy Policy**

I would like to update/upgrade the club's privacy policy. While we had no trouble making the DCC web site compliant with the current policy and there was no need to give anything up at this time to accomplish this, there is one gray area currently, and I would like to plan for the future.

The web site portion of the policy was written quite some time ago, and is in need of an update. As the policy exists now, it is too restrictive in that it may not allow us to take advantage of certain modern web technologies that are available today. As it is, we could be handcuffed in the future should we want to implement certain new methods. A policy update will prepare us for that possibility. I would like to rewrite that section of the policy to expand certain limits, and modernize it to those of policies of similar sites today and present the updated policy for review and approval at the next board meeting. The updated policy will, just as in all legitimate web site policies, reflect that a web visitor's privacy is of utmost concern and that nothing will be done to jeopardize a visitor's privacy. So as far as intent, the policy will remain intact, but it will be expanded to permit more flexibility in the web design.

While at it, there is in another (non-web) section, the archaic reference to "Da Dance Camp." I can change that also to "Dance Camp Chicago."

**Music** - No report

**Volunteers** - Nothing to report

### **Special Event Committee**

- Concerning our December 1 Holiday Dance, we need to set a menu.

- Ingrid has hired two people to serve for us from 8 pm to 12 pm. They will be paid \$12.00-\$15.00 per hour.
- Reike motioned/Ingrid seconded to budget \$500.00 for food and \$100.00 for the servers. Motioned passed.
- The rooms will cost \$300.00 for the upstairs rooms and \$50.00 for the downstairs room.
- Pricing will be \$12.00 for members and \$15.00 for non-members. (No free admission for first timers, no points admission).

### **Membership**

- 127 members (includes Life and Board). This means we already have 20 more members at the end of September than we did last year at the end of September.
- 51 renewed or joined in September (the rest were early renewals)
- 38 additional people (non-members) came in (excludes DJ's and instructors)
- 18 brand new people came in (of which 3 became members.
- Summary is that we seem to be off to a better start than the last year.

### **New Business:**

- Susie motioned/Don seconded to purchase an \$100.00 Amazon gift card for April Prince in appreciation for her work on the Dance Camp website.
- Gary will work on the bi-fold cards.
- Susie will obtain a consultation for marketing - to be presented in January 2018.
- Leah/Susie will look into using Google Drive for minutes.
- Next meeting dates: 11/13 and 12/11.

Adjournment:

Leah motioned/Reike seconded that the meeting be adjourned at 8:32 p.m. Motioned carried.

Respectfully submitted,

Susie Kaplan