

Swing 'n' Country Board Meeting

December 11, 2017

Meeting was called to order at 7:08 pm.

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

Absent: Susie Kaplan

Mission Statement was read by Karen

Member Presentations – None

President's Report

- None

Treasurer's Report

- November 2017 was a very successful month for Swing 'n' Country. Dance and Lessons operations operated at an overall surplus even though Dance operations operated a small loss of \$82.00 while Lessons operation operated at a significant surplus of \$465.00. Memberships continue to roll in with 3 new and 13 renewals for a total of \$300.00. November did not see any budgeted or board approved expenses for the month.
- The Profit & Loss Statement and Balance Sheet for the month of November and 2017 Profit and Loss November Year-To-Date have been attached for your review.
- Please note: The 2017 Year-To-Date Profit & Loss only reflect Dance and lesson operations and overhead expenses.
- Ingrid motioned/Karen seconded that we accept the November 2017 Treasurer's report. Motion passed.

Secretary's Report

- Don/Reike motioned to accept the Secretary's report. Reminder – Susie needs to resend the re-amended August Minutes for final approval before archival.

Committee Reports

Hospitality

- People greatly appreciated the Holiday Party and thought that the Board did a great job on food/décor.
Note: if you are bringing baked goods to the dances please let Karen know (because she likes to bake)

Dance Camp Chicago

The DCC committee met on December 3rd at the hotel to partake in the brunch and go over several items:

1. We went over the current tentative schedule and made a few tweaks
 - a. We've decided to add Advanced Two Step back into the rotation (though we reserve the right to cancel the division if there aren't enough participants {some of them will be able to dance down if they'd like})
 - b. We've added Masters Strictly to the Friday night WCS contests
 - c. We tweaked the timing on Saturday night and have changed the show title from Country Showcase to Evening Showcase (as we will have some other performances)

- i. The Hustle Troupe of May I Have This Dance may be performing on Saturday night. I am currently in discussion with Nino regarding logistics. We will NOT be comping his dancers (the troupe could be up to 30 people) for the Saturday night show as I explained to him that it is too hard and not fair to our door monitors to have to police people who say they are just here for the show and then look for them to remove from the ballroom if they didn't pay to stay.
2. We went over the workshop schedule and made a few tweaks to who is in which room
3. We went through the Blue Bowl Raffle prizes to assign point people to getting the passes and discussed adding additional events to the list.
4. We discussed Registration (which will be open by the time the Board Meeting happens)
5. The first Constant Contact message will go out announcing that registration is now open
6. We discussed Facebook coverage and the importance that anyone on Facebook needs to share posts as they are made (though not necessarily the same day)
7. Finally, we set the final 2 meetings before the event.

Operations

- January staffing sheet was distributed.
- First, Lou has the club computer and will be performing update and maintenance on it this month. I will be returning it at the first dance in January. Lou will report at our January meeting, a summary of the work done.
- Second, Lou would like to remind all of the desk procedure at Dances and Lessons. If a person is on the pre-printed form, then only the money paid needs to be entered on that form during prime time of attendee entrance. If a person is not on the form, the very next step is to look them up on the computer. Do not make assumptions that all they need to do is sign a waiver, pay, and be let in. The new computer system provides much more information and will tell what the next step to do is. It tells whether they need to sign a waiver, or if they choose to be a member, if a pre-printed member form is on file for them or is not. It also tells if a person back owes money or something else.
- One case in point, we had a new person come in for the third lesson with no money. She thought we took credit cards. She was let in with the understanding that she owes the club \$15 on her next visit. This required special handling. For one, and this was taken up with Gary, the club provided a \$15 loan to this person, but also because this was an attending student for which she back-owes \$15, this really should be applied to Britney's bonus payment. Because this person was unknown and new and we will never know if and when she will return, she has been denoted in the computer system that she back-owes the club \$15. The denotation is perpetual until we remove it (it survives monthly tracking). So even if she returns 3 months from now, we will know to collect the additional \$15. So even though she has a signed active waiver on file, she will never be on the pre-printed form until she clears up the past due amount. Bottom line is that we will not know any of this if we don't look her up on the computer before doing anything further. There are other examples, such as two people who return once every year or two claiming this was their first time. So far these people have never paid anything for a couple years now, because we took them at their word and did not look them up first. Bottom line, the desk procedure is if a person is not on the pre-printed form, going to the computer is the next step. The pre-printed form was only intended to speed up entry of our golden people, not to avoid computer look up and entry of all others in real time. Previously, before the preprinted form days, the computer was always first in the desk lineup and lookup and entry was done first for everyone. This is still the case for anyone not on the preprinted form.
- New Business - In view of the above, I would like to publish on the web (and perhaps occasionally in Happenings) the only form of payment we accept is Cash and Check. Credit Cards are not accepted. Seeking approval to publish this. **The Board agreed with this request and we will also ask Karen to add the 'Credit Cards not accepted' to our Facebook events.**

Happenings

- Nothing significant to report for this meeting.

Marketing

- Nothing significant to report in marketing development, but an item for review. It concerns the less than expected turnout for the December 1 Holiday Dance Party. I believe we need to take a different look at turnout rather than focus entirely on marketing solutions. We have been addressing the less than expected turnouts lately for many of our events and wondered if marketing could improve this. Using the Holiday Dance Party as a case study, I truly believe it may be something else.
- Advertising for the Holiday party was started all the way back in early September in Happenings and Web. Leah produced a wonderful flier that was published on Web and Happening and even printed and put out at Swing City Chicago in October as well as our events. We also had a wall poster on the door of our events. Our Holiday Party was also announced by third parties such as Ralph's Dance Email Newsletter. Someone once said at a meeting "perhaps this is just the way it is and this is our club now." Maybe that is the most accurate statement. We clearly had our regular and most loyal attendees attend the party. We also had a few non-regular ones. What we did not have the out-pouring of the irregulars that do come out for special events. So was ours not special enough? Was there something else going on that night that gave dancers a choice? These are the questions we perhaps need to ask ourselves. I heard it reported there were two other events that night. One was that May I had their Holiday Party that night. Is this confirmed? I do know that May I does have a very loyal group of followers. We could not compete with drawing their followers to our event any more than May I could pull in to their event our loyal group of followers. I have often heard of many dancers in this conflict in the past. Clearly, there is nothing we can do in our regular dances, but perhaps we need in planning a special event such as our Holiday Dance to be most aware of what else is going on and schedule an event that has the least conflict, if that is what it takes to improve attendance. Food for thought and discussion. Perhaps a topic for this meeting while it is still fresh and to get on the record. If we wait until next year when planning the party, we will forget all this.

Education

- We have the first quarter of lessons filled.
- JANUARY - Hustle - Liz Gutzwiler and the 2nd dance Cha Cha - Rachel Mercedes
- FEBRUARY - Waltz - Don Macdonald and the second dance WCS - Brian Wong.(contract pending)
- MARCH - Two-Step - Julie Hein/Don Leynes and the second dance-Night Club - Megan Wheeler (contract pending)
- Don't forget that January lessons start on the 10th and our dance is on the 5th.

Archive Report

- No report.

Website Report

- Nothing of significance.

Music

- Nothing to report.

Volunteers

- Nothing to report

Special Event Committee

- SPECIAL EVENT-HOLIDAY DANCE - Thanks to all of you for the work you did to make the holiday dance a success. The food was delicious and work load light so we could enjoy the dance. Megan and Jordan (our servers) did a great job.

New Business

- Discussion around how to handle the Holiday Event for 2018. A short (couple question) poll will be taken at the next dance to see what the attendees want to help us narrow down our options.
- In the past I have been the one providing a monitor for presentations such as slideshows and blue bowl sponsors presentation. I'd like to offer another way to provide this for DCC this year. I have a small portable digital projector. More compact than the monitor and provides for a larger presentation. I would like to bring to meeting to show and demo on a wall there. It will take just a few minutes. I assume we have the back room for our meeting. If Leah and others like this, than you will have the time to see if this will work at the new DCC venue with the space allotted for such. Unless I hear to the contrary, I will bring to meeting to show.
 - **Lou showed the board the projector and it was decided to use it for DCC 2018. Thanks Lou!**
- Dates were set for the next 3 months – January 29th , February 26th and March 26th
- Election for 2018 – 2019 board term.
 - Lou to put out Election notice (that he used last year) on Happenings
 - Discussion occurred around some possible people who might be interested in running for an open spot

Current Board Terms

Dan Brabec and Lou Chatroop - Finishing 2nd year
 Don Moeller - Moving from Vice President to President
 Up for re-election: everyone else

Running again

Marcia
 Ingrid
 Gary – Treasurer
 Leah

Not sure yet

Karen
 Susie
 Reike

Adjournment:

Lou motioned / Don seconded that the meeting be adjourned at 8:46p.m. Motioned carried.

Respectfully submitted,

Leah Noparstak (substitute Secretary)