

## Swing 'n' Country Board Meeting Minutes Monday, January 18, 2010

Present: Ann Clark, Rich Cooper, Marcia Emmett, Jerry Kieras, Leah Noparstak, Susie Kaplan, Don Moeller, Tobi Oberman  
Absent: Bill Dortch, Judi Troemel  
Guests: None

Meeting was called to order at 7:10 pm by President, Roger Peterson.  
Mission Statement was read by: Ann Clark.

### **President's Report:**

- Next Board Meeting is scheduled for March 1, 2010.
- 2010 Budget was unanimously approved by e-mail vote prior to this meeting. The officially approved version is dated December 30, 2009 with a time stamp of 6:20 pm.
- IRS 501c7 application is on hold until we see how we do with Dance Camp Chicago

### **SNC Officer and Committee Reports:** (Listed alphabetically)

#### **Dance Camp Chicago:** (Leah, Chair) Julie, Tobi, Roger, Susie, Don

- Dance Camp Chicago meeting was held 1-17-2010.
- Letter being sent to 'local' pros to encourage participation in the pro-am competition. Competitors must purchase a weekend pass.
- Becky Larson will be DCC's videographer.
- Saturday night dinner has been planned and finalized.
- Vendors will be mentioned in Happenings blast and posted on website; also Happenings Blasts will mention different areas of Dance Camp to help promote the program.
- The registration procedure was extensively discussed at the DCC meeting.
- Leah will ask committee to extend special early bird fee for those who register on site at tri-dance.
- Susie is in charge of scheduling private lessons with Kristin and Monty Ham. Other instructors will handle their own private lessons.
- Alfred is making a spread sheet to track volunteer hours.
- Everyone should wear the Dance Camp shirts to all other clubs to promote dance camp.

**Action Items:** Bill Dortch, Leah Noparstak, Judi Troemel.

Go to the storage facility and inventory contents. Cost of the storage unit is \$1990 and need to see if we can be more economical about storage.

**Education:** (Tobi, Chair) Penny and Jerry.

We are concerned about the low attendance for the beginner class. The education committee will brainstorm to figure out what may be done to increase beginner lesson attendance. Attendance at Maren's intermediate class has been very good.

**Tri-Dance:** The Tri-Dance is being held on January 29, 2010.

The following is approved:

- Entry fee will be \$10 for everyone. This includes the lesson.
- Music rotation has been approved and given to April Prince. Songs will be faded at 3 minutes.
- All clubs to share in set-up/clean up.
- Tri Dance will use SNC audio equipment. Roger to set up.
- All costs associated with the dance including DJ; cost of Franklin Park; instructor and refreshments will be shared equally between all three clubs.
- A 50/50 Raffle to be held with one grand prize of cash only. Nancy T will run the 50/50. SNC will provide the tickets.

A suggestion was made by someone from rebels to use the 50/50 to support Haiti. A motion was made by Don Moeller that the club portion of the 50/50 raffle be donated to Red Cross-Haiti. Seconded by Rich Cooper. 2 Yes, 5 No, 2 Abstentions. Motion failed. Therefore, profits will be split among the 3 clubs.

**Action Item:** Publish dance rotation in a Happenings Blast and on the Web Page. (Judi and Roger)

**Action:** Poster with the dance rotation to be made by Jerry and posted at the tri-dance.

We will use the waiver as the dance registration for the tri-dance. (Leah)

**Happenings:** (Judi, Chair) Bill.

Statistics from Constant Contact show that SNC had a 24% Open Rate which is twice the average of those in the entertainment category.

As expected, due to outdated addresses, the subscriber count has dropped from 833 at start up in November to 757 effective today.

Interestingly enough, the two e-letters with the highest rankings 34% were our *Holiday Dinner Dance Was a Success* and the first *Overview of Dance Camp Chicago*. The first was probably due to lots of pictures and the second just gives cause for hoorays!

I don't know really what to do with these statistics. Right now, they just satisfy curiosity. Constant Contact is more time consuming to work with than is Microsoft Tables however offers better deliverability and clean email addresses.

**Hospitality:** The February dance will be called "Color Me Red" in honor of Valentine's Day and American Heart Association Heart Awareness Month.

**Marketing:** Jerry Kieras (Chair) Roger, Judi.

**T-Shirt Contest:** The T-Shirt contest to take place in 2010 has been/will be sent in a Happening blast. It will include the photo of Roger and Ann as a sample and the rules.

**Tri-fold:** Design is being laid out and will be reviewed for wording by the committee.

**Music:** Comments about playlist dance in December 2009 filtering in. Please forward comments to Roger.

**Operations:** Leah (Chair), Roger – member

Don volunteered to do video-taping during the month of February.

We need additional folks with knowledge of how to set up our audio equipment.

**Action:** Roger to take yet-another look at simplifying the set up and creating a guide which may include photos.

**Secretary's Report:**

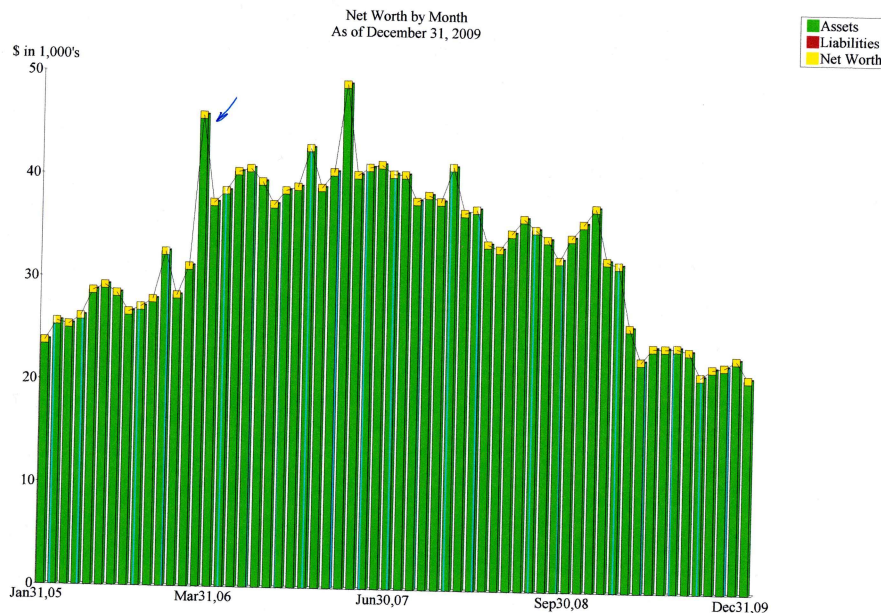
Motion made by Leah and seconded by Ann to approve the December minutes as amended. Typo was found under marketing: lengthily should be lengthy.

**Passed unanimously.**

**Treasurer's Report:** Rich (Chair)

The email vote unanimously approving the 2010 budget has been completed. The official budget is time stamped 12/30/2009 at 6:20 pm.

Rich created and distributed a net worth chart showing a regular losses from a high during February 2006. We CANNOT continue this trend and survive as an organization. Roger requested a breakdown by year for the income from membership, dances, lessons and Dance Camp in order to assess the overall loss in more detail.



There is an omission in the final 2009 accounting. The holiday dance does not appear in the budget for 2009. **Action:** Rich to investigate whether this omission was in the original budget or slipped away at some point during the year.

Roger noted that the year-total 2009 dance camp figures, while for the most part correct, include some expenses from DCC 2010 that are being paid in 2009 and do not include some DCC 2009 expenses that were paid in late 2008. Roger strongly recommends that dance camp accounting be modified so that each dance camp may be totally accounted for independently.

Roger noted that the 2009 final actuals show that we lost about \$12,500 on Dance Camp (this is not news), we made about \$100 on dances, we made about \$5400 on lessons, and we made about \$4500 on memberships. Our expenses beyond Dance Camp, Lessons, and Dances are about \$6000 (sponsorships of events [\$2895], BME/ASCAP [\$950] etc, storage shed [\$1995], insurance [\$335], Happenings [\$360], Web Site [\$170], Hotline [\$120], etc). We should be taking a careful look at our expenses.

Roger questioned why the lesson income does not increase to compensate for increased expenses due to large attendance and therefore increased instructor bonuses. It was suggested that we may want to reconsider the bonus formula. **Action:** Rich, Roger, Leah to take a look at the bonus formula. **Action:** Roger to take another look to try to explain why this happened.

Roger questioned the large difference in Special Events 2008 vs. 2009 figures.  
**Action item:** Rich will check these numbers.

Treasurer's December 2009 report is tabled until the numbers are verified and a vote will take place via email vote.

**Insurance:** Current policy will be terminated on 2-24-2010 and the new policy with West Bend will be instated from 2-25-2010 through 2-25-2011. Judi (via an e-mail before the board meeting) questioned whether we have enough liability per IL not-for-profit requirements? **Action:** Rich will contact the insurance company to make certain the coverage is appropriate rate and the rate quote based on membership is correct. Roger noted that the rate quote appears to be based on a membership of 50 members; Rich to cross check to see if our quote is correct.

**Election:** Only four current board members plan to continue into next year. Don Moeller proposed that the By Laws be revised to permit as few as 7 board members to run the club. Note that several recent e-mails have been received from club members recommending a smaller board. Action: Roger and Leah to propose revision of the By Laws.

**Web Site:** Roger (Chair)

Photos of worlds have been posted. Web host has been paid through 2011.

**For the Good of the Club:** We have received some comments from the President's letter. We need to DEFINE smaller jobs for hospitality and the dance to get more volunteers. For instance: ask someone to get the 3 cases of water for the dance, a group of people for set-up, a group of people for take down, etc.

Letter from Jennifer Jefferies praising SNC.

Donna Jonas sent email complementing hospitality & dance angel.

**Adjournment:** Rich motioned that the meeting be adjourned at 9:37pm. Marcia seconded the motion. **Motion unanimously passed.**

Respectfully submitted,

Ann E Clark