

GREAT LAKES SWING DANCE CLUB  
Board Meeting Minutes - February 28th, 2011

Business Discussed

- A. Logo Contest on hold – lack of agreement between members.
  - Matt gave the criteria needed and is still waiting for the instructors call back with the schools.
- B. Marketing thru ads at local colleges and universities is pending.
  - Marketing with school newspaper ads, bulletin board fliers, press releases thru Journals, community events ads.
- C. Online -Newsletter has been started. Ernie to speak about it on Wed night.
  - Draft survey form to be started by Leo and Matt. Suggestion of golf pencils at desk and place forms to fill out into their hands when signing in.
- D. Newsletter
  - Sponsorship composition to be reviewed for last year. Are instructors advertising a big bulk of the newsletter costs?
  - Introduce paid advertising on website as an addition to paper ads?
  - Hard copy every other month – online every month.
  - Expense of printing, assembly, postage – possible changes to come.
- E. Renewals by February's end was at 60.5%
- F. Recent floor problems at Rollhaven were due to mopping of floor to clean up saw dust from wall. -Jim mentioned to Jenny about no mopping same day as dance. -RR rates are being reviewed – no payment for cancelled night.
- G. Make sure newsletter advertising cut off time is put into the president's letter.
  - 10<sup>th</sup> articles and news items, 15<sup>th</sup> calendar items.
- H. Jim V. will be on vacation March 30<sup>th</sup> thru April 6<sup>th</sup>.
  - Jim to provide book/instructions to sit at entrance desk -Diane to get the mail.
- I. Meeting minutes to be published website going forward, instead of in newsletter as cost saving effort.
- J. Flowers policy was clarified – Flowers will be send in the event of death of parents, children, spouses
  - Cards will be sent for all others relatives
- K. *Back to the Bricks* Flashmob - GLSDC involvement was discussed. Leo to check on.

Next Board Meeting- March 7<sup>th</sup> at President's home

Next Membership Meeting- TBA

Respectfully submitted by D. Kopec