

GREAT LAKES SWING DANCE CLUB
Board Meeting Minutes – November 17, 2014

Call to order at 7:15 p.m.

Officers Present: Jim Vroman, Diane Kopec, Ernie Callard, Leo Brennan, Jim DeVoe, Matt Kelley, Tracey Hamblin

Members Present: Kathy Stewart, Peggy Wescott, Gary Wescott

Reading of Last Meeting Minutes: **Motion to accept minutes: Approved: Jim V. Second: Leo B. Yes: 7 No: 0 Abstained: 0**

Treasurer's Report by L. Brennan

A. Treasurer's Report as of 11/16/14. Receipts are balancing with expenses.

Motion to accept treasurer's report: Approved: Matt K. Second: Tracey H. Yes: 7 No: 0 Abstained: 0

Membership

A. Leo B. reported 228 memberships to date.

Dance Events

A. West Coast for Warmth – Dec. 3, 2014.

B. New Year's Eve – December 31, 2014 at St. John's Hall, Davison, MI. Cost: \$20.00 Members, \$25.00 Non-Members. Cash Bar. Dave Wolf will be DJ. Dance will be chaired by Board Members.

Discussed maybe half

time event – line dance with Andrea Venner called HaHaHa at 9:00 p.m.

Website

A. Matt K. will be upgrading website before leaving for Florida.

Newsletter

A. Stuart R. is in Arizona for the winter, Kathy Stewart has offered to start working on the newsletter early.

Logo Apparel

A. Jim D. reported 17 shirts have sold since Aug. 20, 2014, T-shirt night. Total on hand shirt inventory is 100.

Motion to accept: Approved: Matt K. Second: Leo B. Yes: 7 No: 0 Abstained: 0

Advertising

A. Leo B. continues researching various avenues for club advertising.

Old Minutes

A. Need suggestions for more members. Suggestion was made to send out postcards to previous members who have not renewed

2nd week of March and approx. 2 months later send another "We Miss You" if necessary.

B. Need to announce or reach out to members to establish special Dance Chair Person/Persons and requirements for future dances.

C. **Reach out to other area dance instructors, i.e. Steve Reynolds, others. Remove this line for next meeting outline.**

Taking the club on the road for greater exposure – need to explore venues. Jim V. checking with several locations –

Dec. 4, 2014 Angela has Black Tie Dance and Dec. 13 Joann Podleski has her holiday dance at Steve Reynold's studio.

D. 2015 Spring Fling – **April 25, 2015 This is a date change.** 2015 Picnic – August 2, 2015 will continue to be free to members.

St. John's Hall in Davison, MI is reserved for 2015 Spring Fling and New Year's Eve.

E. **Fall Fest 2015 cancelled. Remove this line for next meeting outline.**

F. Wed. Night Theme Dances. No more scheduled for 2014. February 11, 2015 – Valentines Day

G. Weekly Door Prize Drawing – Lesson & Dance (no cash value)

H. Need to research new DJ's or bands for 2015 New Year's Eve dance. **Motion to drop bands from search:**

Approved: Tracey H. Second: Jim V. Yes: 7 No: 0 Abstained: 0

I. Pizza Nights – Future pizza nights to be President's choice.

J. Club Marketing, advertising, PR and Video clip – Exposure/Awareness. Leo B. has someone in progress.

- K. Board Member Nominations – Nov. 5th, 2014 New Positions – Feb. 1st, 2015
- L. Suggestion box update – Jim V. to address the excessive twirling or bumping at the end of the Barn Dance.
- M. Winter Cancellation Plans – Jim V. will make the call to Matt K. and Diane K. which will be placed on the web and also emailed.
Jim V. will also make calls to people without an email.
- N. Barn Dance – Jim V. to talk to Terry on her version.
- O. Carla – Lessons in 2015.
- P. 2015 Wednesday night dance before Thanksgiving cancelled, open December 23, 2015. **Motion to accept: Jim V.**

Old Minutes continued

Second: Diane K. Yes: 7 No: 0 Abstained: 0

Q. Web Site – Use web site to generate surveys. Promo on Dance Instructors. Going to place surveys on tables for New Year 2015.

R. **Ed Warren provided information on the sound system. Subwoofer is not working – broken wire. May need to purchase new mixer board at some point. Equipment is up to par. Remove this for next meeting outline**

Tabled Items

- A. **Discussion needed with Angela on the 4 count Night Club, would we like to add to 2015 lesson month? Remove this line for next meeting outline.**
- B. General Liability/Officer Liability Insurance – what is our coverage? Leo B. to follow up on this matter.
- C. Membership renewal pricing for 2016.
- D. Change weekly dance venue – Veterans Day week, Fourth of July, add mixers, Board member snowball mixer 1 time per month.

New Business

- A. Henry's printer not working for pictures. **Motion to purchase photo printer not to exceed \$250.00. Approved: Leo B. Second: Jim V. Yes: 7 No: 0 Abstained: 0**
- B. Motion to provide one year membership, free Wed. night and special dances to Stuart R. for 2015. **Approved: Jim V. Second: Leo B. Yes: 7 No: 0 Abstained: 0**
- C. New Emeritus Membership

Meeting adjourned @ 9:30 p.m. Motion to accept: Jim D. Second: Ernie C. Yes: 7 No: 0 Abstained: 0

Next Board Meeting- March 2, 2015 7:00 p.m. at Ernie's house.