

## Great Lakes Swing Dance Club Board Special Meeting Minutes

October 19, 2015

**Call to order at 7:14 p.m.**

**Officers present:** Jim Vroman, Ernie Callard, Matt Kelley, Leo Brennan, Jim DeVoe, Tracey Hamlin, and Peggy Wescott

**Guests present:** Lori Loukes and Diane Kopec

### New Year's Eve Dance:

**A. Leo B. financial report:**

- a. Income from last year's dance was \$2,162.
- b. Expenses were \$2, 621
- c. Revenue loss of \$459.
- d. Last year 40 tickets sold early and 46 were sold at the door

**B. Chairperson:** Lori Loukes has volunteered with assistance from several board members.

**C. Theme:** "Cabaret" with a black, silver or white, and red color scheme

**D. Decorating ideas:**

- a. Top hats and fancy ladies' hats on display
- b. Clown masks in picture corner and/or as part of table decorations
- c. Beads and feathers as part of room decorations or table centerpieces
- d. Jim V. will check on availability of red table cloths instead of white.
  - i. In the past round table covers were \$4.00 each to rent.
  - ii. Rectangular table covers were \$4.50 each to rent.

**E. Menu:**

- a. Hors'deuvres served at 8:00 p.m.
  - i. Lori will prepare some and order some
- b. Desserts served at 10:00 p.m.
  - i. Guests will be invited to bring and share their favorite desserts

- F. **Liquor license:** No extra expense is incurred if people bring their own liquor.
  - a. We will be covered under St. John's liquor license (unless we sell liquor)
  - b. We will provide non-alcoholic drinks and set-ups (pop, water, coffee, O.J. and set-ups such as tonic water, coke, and 7-up)
- G. **Music:** Carla Nemeth will be our D.J.
- H. Leo will prepare the **flier** advertising the dance.
  - a. On it we will include a reminder to bring your own alcoholic beverages.
  - b. Fliers will be posted at St. John, Davison.
- I. **Door prizes:** Motion made to offer 12 door prizes – 9 bottles of wine and 3--\$25 gas cards. Approve: Jim D. Second: Ernie C. Yes: 7 No: 0
- J. **Tickets:**
  - a. Cost: \$25.00 for member tickets purchased early. \$30.00 for non-member tickets purchased early. \$35.00 for walk-ins for *everyone*.
    - i. Motion made to accept the above prices. Approve: Jim D. Second: Leo B. Yes: 7 No: 0
  - b. Tickets must be purchased by our last Wed. session at Rollerhaven on Dec. 23<sup>rd</sup> to get the early price.
  - c. Members will be encouraged to “bring a friend.”
- K. **Time:** Doors will open at 6:30 p.m. Dancing will be from 7 p.m. to 12:30 a.m.
- L. **Entertainment:** Lori L. will lead the group in a short waltz demo (similar to a barn dance.)
- M. **Feedback:** Self-addressed, stamped, post cards will be given out as guests leave inviting their feedback:
  - a. On a scale of one to five, with 1 being very poor and 5 being very good, how would they rate the music, food, and overall experience at this dance.
  - b. We would also include a place for their comments and suggestions for next year.

**Club Promotion and Advertising:**

- A. The club is presently advertising through our website, M-Live, by giving out GLSDC cards, and by word of mouth.
  - a. M-live charges \$11.40 per thousand hits or 14 cents a hit.

- b. When Flint swing dance opportunities is searched on google, GLSDC comes up first.

**B. New suggestions** for promoting the club:

- a. Call TV channels when we support a good cause such as our “West Coasting for Warmth.”
- b. Put our video on u-tube.
- c. Offer an occasional “bring a guest night” where the guest and member would get in free.
  - i. Motion made to offer this on the first Wed. in each month beginning in Nov., 2015. Approve: Ernie C. Second: Matt K. Yes: 7 No: 0
  - ii. Will begin on Nov. 4<sup>th</sup>, 2015
  - iii. Kathy S. is to include this in future newsletters.
- d. Will check into venues that have programs and seek out advertisers.
  - i. Whiting, Flint Youth Theater, movie theater ads being looked into.
  - ii. Leo B. checking out cost of advertising in local Catholic Church bulletins.
- e. Ernie C. will talk to Carol at Toe-To-Toe to see if we might share the cost of some advertising.

**Halloween Dance costume prizes:**

- A. Motion made by Jim V. to use the 2 remaining Visa Cards from the golf outing as prizes for the best overall costume and best couples’ costume. Approved: Jim D. Second Ernie C. Yes: 7 No: 0

**Meeting adjourned at 9:15 p.m.** Motion to adjourn – Approved: Ernie C. Second: Matt K. Yes: 7 No: 0