

Metropolitan Chicago Association of Square Dancers



**MCASD Executive Board Meeting January 17, 2015
At Elk Grove Township Hall, Arlington Heights**

Next Meeting Saturday, March 21, 2015 at 10AM

PRESENT: Frankie Terry, John & Barb O'Connell, Jim & Pat Glass, Janice & James Cha, Pat Semple, Bill Neurauter, Curtis & Maria Bremer, Chuck Koziol,, Darlene Kulpa, Jules & Marilyn Heinemann, Brian Robinson, Christine Steffy, Barry & Anita Johnson, Jan Morse, Bob & Carolyn Lopez

Frankie Terry called the meeting to order at 10:01 AM followed by the reciting of the Pledge of Allegiance by all attending.

Frankie explained that during this meeting we would try a new system with limited time on each topic and if no agreement were made, the topic would be referred to a committee for further discussion and suggestions.

There was one correction to the minutes. Polo shirts for the convention are \$20 not \$25, with an extra \$5 for purple polo's. Christine Steffy moved to accept the minutes and Brian Robinson seconded. The minutes were accepted unanimously.

TREASURER'S REPORT: Chuck Koziol reported that Form 990N, for the fiscal year 8/1/2013 – 7/31/2014, had been filed and had been accepted by the IRS. Roger Kenney is in the process of doing an audit of last year's financial report. His final report should be available at the next meeting.

As host of the 2014 convention, three 1099 forms need to be sent out by the end of January, with copies to the IRS by the end of February.

For the month of December, we had income of \$138 and expenses of \$1524, resulting in a total cash balance at the end of the month of \$20,214.90. The most significant of the expense items were ink for the printer of \$481 and the purchase of 125 additional magnets for resale of \$580.

Looking at the first five months of our fiscal year (8/1/2014 – 12/31/2014) our net income of \$1083 has exceeded our budgeted amount by \$323.

John O'Connell moved to accept the Treasurer's Report and Bill Neurauter seconded. The Treasurer's Report passed unanimously.

PRESIDENT'S REPORT: Frankie explained that the number one goal of herself and the Vice-President is to bring in new dancers. Christine Steffy suggested developing a media campaign to promote Square Dancing in Metropolitan Chicago. Possibly, we can find a media expert to guide us in this process. Frankie formed a committee of Christine, Jules and Marilyn Heinemann and Janice Cha to develop this campaign in time for the fall dance season.

Barry Johnson explained some of the things that had been tried before including PSAs, ADs, Newspaper Articles and Cable TV. Some did not succeed because of lack of money, others had limited success and others were hard to quantify. Pat Semple also commented that some local Cable providers might not be willing to promote Square Dancing. Darlene Kulpa suggested doing some promotion in Church Bulletins. Brian suggested Google Ads and Barry suggested a website called METUP, which publishes meetings, dances and events. Pat Semple also suggested giving listings to a publication called Suburban Life.

VP REPORT: a schedule of New Dancer Dances will be sent to Directors and clubs.

SECRETARY REPORT: None

INSURANCE: Bill Neurauter will send the insurance certificates for the New Dancer Dances to each club's contact person. In March, Bill will be sending forms for club renewals for next year.

Christine Steffy has updated the Accident Report forms and Information Change forms on the website.

WEBMASTER REPORT: Brian will include Minutes from Executive Board and General meetings once they have been approved. He would also like to post pictures of Board Members the way many other organizations do.

Also at this year's state convention, there will be a training session for a representative of each club to learn how to use an Excel document to update their club information for the Square Dance Chicago website. For clubs not using Excel, a hard copy can be provided.

SCISDA: The VP will conduct the SCISDA meeting for this month as Ken Davies is on vacation. There does need to be a meeting soon since the 2016 Convention details need to be worked out. Bill Neurauter reported that Rich Sehnert is willing to chair the 2016 convention. Sites are being looked at in Tinley Park, DeKalb and Decatur. If most of the work for that year's conventions is done by MCASD, it may be that MCASD would be formally assigned as the host club.

PUBLICITY: Janice Cha, Jules and Marilyn Heinemann and Christine Steffy will be working on a publicity campaign for the fall. Barb O'Connell explained that she puts up a bulletin board at all club dances with any pertinent information about special dances, parties and MCASD events. Many club members pay more attention to this than the flyer table.

NEWSNOTES: Jan Morse asked what we want in Newsnotes, who should be submitting and if this isn't a duplication of what is already on the website. Janice Cha suggested that Jan Morse will have to contact clubs to acquire this information.

STATE CONVENTION: None

FRIENDSHIP: John O'Connell will be calling each club to find out how many students will be graduating before next fall in order to provide free dance coupons to those students. Janice Cha suggested handing out these passes in August, closer to the fall dance season so new dancers actually use them and not possibly misplace them.

SUNSHINE: Pat Glass sent out 2 anniversary cards, 2 birthday cards, and a Get Well card to Ed Haering. Pat sometimes needs information given to her about other people who might need a get well card.

SWEETHEART DANCE: Contracts are sent out for 2016. A skit is being rehearsed for the Sweetheart Dance before the parade of Sweetheart couples. Frankie has used some small promotional items to get her club members excited about the Sweetheart Dance. Barb O'Connell has sometimes used items from a Teacher Supply store to promote MCASD events.

Six clubs have not reported their Sweetheart couple. The Glasses will be calling those clubs for that information. Boutonnieres, picture frames and a Bouquet will be ordered for this year's Sweetheart Dance as in previous years.

UNFINISHED BUSINESS: Future agendas should include approval of the agenda after the Pledge of Allegiance.

NEW BUSINESS: Janice Cha proposed that director visits to their assigned clubs be formalized by offering bullet points or a script for club visits; having directors give reports about their club visits at MCASD Executive Board meetings; encouraging directors to bring snacks when they visit their respective Clubs; and possibly instituting some form of club reporting on the director visit.

She also suggested requesting financial support from MCASD and SCISDA for club Intro parties. Clubs would have to present a plan for their party and also say how they would promote that party. They would be reimbursed a certain amount yet to be determined per club and per event.

Pat Semple commented that we cannot always expect to get immediate results from an Intro party. More importantly we need to increase awareness of Square Dancing. In addition, small clubs do not have the personnel to run their own Intro party, so they might want to work together with other clubs. Christine Steffy suggested that we might want to add another position to the Executive Board of New Dancer Outreach. Frankie and Janice asked Pat Semple if she would conduct training at the convention focusing on Square Dance promotion.

After discussing various ways to provide support for Intro parties, a committee was formed of Frankie Terry, Janice Cha and Pat Semple to work out the details of any proposed Intro Party support from MCASD.

Another suggestion is to request a grant from SCISDA to help with the cost of any Intro parties, club education and training.

Frankie Terry appointed the nominating committee for the April elections. The committee members are Ken Davies, Jules Heinemann and Jan Morse.

Curtis Bremer moved to Adjourn. Jan Morse seconded. The meeting adjourned at 11:59am.