

***Metropolitan Chicago Association of Square Dancers***



Nov 5, 2016 MCASD EXECUTIVE MEETING  
Elk Grove Township Hall, Arlington Heights

**Present:** Ken and Sue Davies, Pat & Jim Glass, Jules and Marilyn Heinemann, Jan Morse, Rich Sehnert, Pat Semple, Glasses, Christine Steffy, Frankie Terry, John Wood

Call to order

Meeting was called to order at 10:00 by Frankie Terry.

Pledge of Allegiance

Approval of Agenda

Request to add discussion of new dancers under open forum. Marilyn Heinemann moved we approve the agenda as amended. Sue Davies seconded. Vote: Approved by all.

Approval of Minutes

Correct the spelling of Rich's last name, Ken and Marilyn were not at the meeting. Christine Steffy motioned to approve minutes as amended. Rich Sehnert seconded. Vote: Approved by all.

Treasurer's Report

Anita Johnson was not present and sent a report. This was read by Frankie Terry and is attached. Marilyn Heinemann moved to approve the report as filed, subject to audit. John Wood seconded. Vote: Approved by all.

President's Report

Received another request for volunteers to help with WTTW pledge drive on Monday, Dec 5<sup>th</sup>. Request for volunteers will go to Diamond Circulators, Chi-Town, Yellowrockers and Spare Squares & Pairs. We need ten volunteers. Email will explain the requirements of the volunteers and training involved. WTTW has our logo to show. Ken Davies asked about logo. He thought it was the skyline logo. Frankie will check that they have MCASD logo. Pat Glass asked about sunshine now being gone. Frankie has confirmation from Toys for Tots that a Marine will be present at our General Meeting. Some clubs like a photo.

St Jude trip for the brick installation was discussed. There is a Memphis May Festival for the whole month. May is not a good time to visit due to festival. Cost for a round trip

bus is \$4500. Split between 40 people would be \$112 bus. Hotel double occupancy would be around \$118 plus tax. There are two clubs that dance – Friday dance and Saturday dance. Frankie can set up for us to come down, dance and setup publicity.

#### Vice President's Report

Read by Christine, Report attached

#### Secretary's Report

No secretary, no report. Somebody needs to be secretary.

Insurance Report – no report.

#### Webmaster's Report

Brian Robinson is absent. Christine Steffy stated that the updated bylaws and constitution are updated on the website. Jules Heinemann mentioned a minor change a area that is bolded that should not be bolded. Rich asked if there is a link to the SCISDA Convention Page. We will ask Brian to add.

SCISDA – no report

Newsnotes – no report

Friendship awards – no report

Historian – no report

#### Pumpkin Ball

Frankie Terry said the financials info in treasurer's report. We made less than last year. Last year 1818.02, this year 1466.78. We sold less tickets sold this year. Added expenses were because information to run the ball was delayed in being given to the interim coordinators. Discussion on what was done in the previous years (sign in sheets, ticket printing, callers were given free meal (via coupons) and hospitality room. Discussion that some knew what should be done but information was passed on. Discussion on how working together would help the ball succeed. It would be helpful if those with wealth of knowledge due to past experience would pass this info before the event instead of after the event with criticism. Conversation revealed that job descriptions are on a CD. From today on, let each of us need to say "what do I do to make this work". We discussed other options for MCASD Balls to make money and encourage dancers. Marilyn Heinemann thanked for taking over the pumpkin ball. It was noted that we didn't have a chairperson until late.

We need a review the pumpkin ball activities. Marilyn Heinemann suggested we can discuss things we can change to make it better and have new people come. Pat Semple said we used to have friendly competition between clubs. Some large clubs sold 4 tickets, some small clubs sold all their tickets. Perhaps everyone can write down their ideas and turn in. We discussed the length of the dance. It was noticed that people started leaving around 3:30 pm. By 4 pm, many

had left. Discovered the length of the dance is in the bylaws. We need to change bylaws to shorten the ball. People wanted to know the winning tickets for the Raffles and Split the Pot – they couldn't wait to 4 pm. Weather can also compete with us. We sold 49 tickets at the door, 74 presold and had 22 students. 156 tickets were returned. 74 tickets sold but no-shows. We discussed the larger attendance in the New Dancer room and smaller attendance in the Round Dancer room. Would it make sense to swap these? Dancers in the Family Life room had to dance on carpet. The Round Dancers would fit in this room on the flooring. We did not purchase flooring for the carpet due to expense. We need a way to keep the Family Life room cooler – much too hot. Perhaps a review of the logistics and accommodations can be done. We should honor those who came in costumes by having a parade earlier. Then explain how the voting is to be done. It was hard to find this out resulting in who put lots of effort in their costume not recognized and some who put little effort winning prizes. Discussion on callers for both balls and the difference. Pumpkin Ball is volunteers. Sweetheart has a featured caller then a local caller we can promote. Pumpkin Ball was intended to promote local callers. They donate their time and efforts. We could send ads to border states. Promote our balls as a destination for mystery trips or other special trips. We can add fun tips like hot hash or progressive squares. Bring all the dancers together for the fun tips in one hall. Publicize this to encourage excitement. Action point is to put this on the agenda for the January meeting. Discussion on the Sweetheart Dance goodies. We decided to no longer provide photo and frame but keep the flowers for the Sweetheart Couple. We should have a photo gallery on website. Put sweetheart couples on website. Glass' to bring album in so previous photos can be scanned.

Grant update – This is reported in the VP Report

Discussion on needs for General Meeting in December. We need the Bylaws and constitution printed. Decided we need - Presidents 20, delegates 40 Executive board 10 70 total copies for General Meeting. There is a request for six new books for delegates. Reviewed why and do we charge clubs. Books are costly and should be passed within the club when delegates change.

Chapter 5 – Executive Committee – discussion on who should be in it. Our auditor, Refreshment and Historian positions are volunteers who help but don't attend Executive Meetings. Perhaps this position doesn't need to be considered Executive – rather considered more of an employee position than board position.

John O'Connell would make the tickets for new dancers. Already done and passed out in September.

Sue Davies moved to remove these positions until discussed with volunteers. Christine Steffy seconded. Discussion. Tabled until January. Sue Davies withdraws motion.

Ken Davies motioned to have Anita Johnson talk to Roger Kenny and ask if it is OK to remove his name or to keep it on. If OK to remove Ken will update Chapter 5 list. Ken withdraw motion. Frankie will check with Anita since she knows him.

2017 Dates so far: Jan 21, Mar 18, Jun 10 (potluck). List will be given out once confirmed with venue.

New Business:

Jules Heineman, BnB Batavia Director, mentioned that BnB Batavia was upset MCASD had a New Dancer Dance on the same date their club had one. They have done new dancer dances on 4<sup>th</sup> Friday. Our bylaws clubs are not supposed to conflict with MCASD. Is there a way to coordinate new dancer dances for MCASD and to check with clubs new dancer dances? This was most likely a mistake. Swingin' Sugars, the host club, could not get the venue the usual date and this is how the conflict occurred. Clubs get in touch with MCASD VP to help coordinate new dancer dances. Swingin Sugars always did their in January. Jules will take this information back to BnB Batavia. It is possible that with the distance between these clubs, the date was permitted with the hope both dances would not draw same dancers.

St Jude Brick – Frankie asked if we want to go and when. Summer is a hot time of year. There is our state and national convention in June and July. We agreed it would be a fun trip. Area clubs dance all year. It is a long drive, 8 ½ hour for 535 miles. Trip would include a tour of St Jude's, see where our brick is, dance, after party then drive home. Hotel and bus - \$200 is sharing room. We should check if St Jude Hospital does their tours on weekend. Frankie will check.

Marilyn Heinemann moved to adjourn, John Wood seconded.

November 4, 2016

## MCASD MEETING NOTES FROM JANICE

### 1. **MCASD New Dancer Dance #1 on Oct. 29, 2016**

- Golf Mill Shopping Center proved to be a great venue in terms of novelty and outreach for our square dancing activity.
- I shared the MCASD New Dancer report with all clubs to boost transparency and communication. (see attached PDF)
- in all, last night's NDD brought in 65 people to the mall for our event. We made \$140 for MCASD after paying the caller.
- According to tallies:
  - **Happy Twirlers** and **Glenview** did the best job on sending new dancers.
  - **Glenview** did the best job on sending angels.
  - **SouthSide Sqs** members traveled the farthest to be there. <3
  - **Square Spares** did a great job on providing snacks as part of their MCASD support duties.
- The space at Golf Mill was provided at no charge (because we're a non-profit community organization), so we had a small overall profit of \$140.
  - Many passers-by stopped to watch, and at least 20 of them took flyers about upcoming January lessons.
  - EXCELLENT local PR for our activity.
- The energy was high all night. Bobby did a great job calling.
- The only challenge was, the new dancer levels ranged from about 3 weeks of lessons (students from Lottie's class) to 8 weeks lessons (Glenview and Downers Grove students who started in early Sept) up to 'Club 50' level dancers.
  - Not sure how to address that...

### 2. **GRANT UPDATE**

- We have received step 3 applications from 10 clubs. One club still has not mailed in the materials. Once that final piece has been received, the committee will make its recommendations to MCASD and SCISDA regarding disbursements of grant money.
- Despite many efforts at advertising, at least two clubs have already closed lessons due to lack of students: Yellowrockers and Swingin' Sugar. Woodstock/McHenry's lessons are also facing a lack of students.
- On the plus side, the Grant program encourages clubs to spend money on outreach, such as yard signs and business cards. On the minus side, the degree of innovation, as demonstrated by the varying applications, really depends on club motivation rather than financial incentive. Because there seems to be little direct link between financial incentive and re-vitalizing square dancing, our recommendation for the 2017-18 year is to give the Grant program a year off.

### 3. **IDEAS FOR 2017 – Sweetheart Dance '17 & Pumpkin Ball '17**

- Momentum is key – we're pushing a wagon up hill. Every time we stop innovating, it's harder and harder to get the wagon started again, i.e. attract people to attend these dances.
- Dance should be three hours.
  - Ideally 1:30 to 4:30 pm
  - People began leaving at 4 pm from the Pumpkin Ball '16.
- Assign and program halls to suit the majority of dancers.
  - Since the number of new dancers are growing, consider putting new dancers in the Small Gym and Round Dancers in the Community Room.
  - Since Round Dancers have a hall of their own, consider keeping the Plus hall only for SD.
    - At the Pumpkin '16, it was uncomfortable seeing only 2 couples do a round dance in front of all the square dancers on the sidelines.
- Vendors add variety and interest.
  - Repeat for Sweetheart dance and also Pumpkin Ball '17.
- Costume contest:
  - Costume contest urgently needs a coordinator.
    - If no coordinator, then it's better to not have a contest at all.
  - As with last year, at the '16 Pumpkin Ball, it was not clear where or how to vote.
  - Make sure to have a parade of costumes – some people go to a lot of trouble to get dressed up, so let's give them a chance to show off.
  - Use computers to print numbers, signage, etc.
- Overall event coordination
  - Need better communication about each club's role well in advance of event
  - Caller check-in location needs to be made clear to volunteers
  - Need to have the contact number for the maintenance person at the church (temperature control... toilet paper... etc)
  - Overview or venue map of location of different dances etc.
    - Some attendees did not realize there was a Round Dance hall, for example.
- Programming: Let's start with a bang, end with a bang.
  - Start the first tip in the main hall as an all-skate
  - End with an all-skate.
  - Add VARIETY tips to the Plus hall to stimulate interest. For example:
    - Hot hash, progressive squares, hex squares
- Ticket sales
  - Reward clubs that sell the biggest percentage of ticket sales
    - Report back to all club leaders the sales results – i.e. Glenview sold X% of its tickets; SouthSide sold Y%; etc
    - Clubs selling the highest percentages should be visited by MCASd leaders and rewarded at their club dance with a big box of chocolate or similar
  - Communicate to clubs in multiple ways that these two dances help cover costs of insurance, grant program, and other expenses needed to keep our activity going