

Metropolitan Chicago Association of Square Dancers



Oct 8, 2016 MCASD EXECUTIVE MEETING
Elk Grove Township Hall, Arlington Heights

Next Executive Meeting – Nov 5, 2016
General Meeting – Dec 4, 2016

Present: Frankie Terry, Janice Cha, Anita Johnson, Chuck Bradley, Duane Bradley, June Bradley, Robert Bradley, Sue Davies, Ken Davies, Jules Heinemann, Marilyn Heinemann, Jan Morse, Rich Sehnert, Pat Semple, Christine Steffy
Minutes taken by Christine Steffy

Call to order

Meeting was called to order at 10:08 by Frankie Terry

Approval of Agenda:

Request by Sue Davies to add a new permanent item to the agenda under NEW BUSINESS – Miscellaneous or Open Forum. It would be a time to bring up club issues. Motion to Approve the Agenda as amended. Rich Sehnert moved to add, Sue Davies seconded. Vote: Approved by all.

Approval of Minutes:

Reviewed minutes of August meeting, Frankie Terry had emailed corrections. Sue Davies motion to accept minutes as amended, Jan Morse seconded. Vote: Approved by all

Treasurers Report:

Anita Johnson distributed MCASD Report for August commenting that there wasn't a lot of activity. Convention Report with final expenses was presented. Final expenses (\$5500 for flooring) were submitted in September. Final income (\$180 for Tshirts and ads) were received. Profits were calculated, SCISDA 1540.12 profit. MCASD \$547.54 The original goal was for MCASD make \$1000. Profit from convention is fund raiser for SCISDA. SCISDA relies on the profit to pay for their activities. It was noted that the convention did not make enough to pay insurance and SCISDA expenses. SCISDA has savings to cover their shortfall but it is going fast. Most clubs don't realize the insurance cost is paid by SCISDA. Motion to approve the Treasurer's report subject to audit by Sue Davies, seconded by Jan Morse. Vote: Approved by all.

MCASD Budget for 2016/17 was proposed. Discussion regarding income from clubs, insurance payments, student dances, Sweetheart, Pumpkin Ball, retail sales. Retail sales stock inventory is low. Perhaps the remaining can be used as prizes instead of continuing sales. So far the expenses (\$9190) will result in a loss for year. Discussion on printing expenses. Ink is expensive. Generic ink cost went up and an option for Xerox ink comes with free Xerox service. Difference between generic ink and Xerox isn't a lot. Currently the Xerox is broke. Discussion on how much is printed, when and do we charge the clubs the actual price. September has a high print count, 4000 pages, due to new delegates and dance

season. Ink/print cost discussion included if we not printing much thus causing the ink to be wasted/dried. Bylaws haven't been updated yet – we haven't reprinted the MCASD books for a couple years. Discussion on what Office Depot charges for copies, 14 cents b/w, 45 cents color. Club are currently charged \$22.50 for 250 copies in b/w ink, \$27.50 color ink. All prints on white paper. 9 cents b/2, 11 cents color. Club flyers are less than half the cost of printing. We don't intend to charge clubs to cover printing costs. Clubs are probably hurting more than MCASD.

Discussion on ways to cut Expenses. We could cut Sunshine (benefits only executive board) and one meeting. Discussion on raising the cost of tickets for balls. Sweetheart Dance can be changed from \$7 to \$8. Club dances has gone up to \$7 or \$8. We could charge \$8 advance, \$10 at the door. \$10 is easier to take at the door with change. Perhaps this would give an Incentive to sell before. ChiTown does this - \$15 per session for 2 national callers and 2 rooms and food. Discussion – not an exact comparison but similar. Balls are special dances.

Last year there were around 350 attended at Sweetheart and 400 tickets sold. Adding would result in \$400 added revenue.

Motion to raise ball tickets to \$8 advance, \$10 at door starting 2017 was made by Jules H, seconded by Sue Davies. More discussion on rates, raise too much and you lose people.

Vote: Approved by all, no abstentions/opposition.

A motion was made to approval of Budget by Jan Morse, Pat Semple seconded. During discussion Sue Davies moved to remove Sunshine from the budget saving \$100, Anita Johnson seconded.

Vote: Approved by majority, 7 in favor, 4 opposed.

Motion to approve budget was amended to include removing Sunshine Committee and increase Ball ticket cost by Christine Steffy, seconded by Sue Davies. Discussion that this will bring us back to balance.

Vote: Approved by all, no abstentions/oppositions. Budget approved as amended.

Presidents Report

Frankie Terry has received confirmation from Toys for Tots. They will then setup the pick up at the December General Meeting. The Glass' were unable to attend today due to a sudden illness. St Jude will install our brick around May 19. It would be nice to have a group go down for the installation. We could record this for publicity. Is there a way to get this in a Chicago newscast, newspaper? If we don't have a group that can go during the install, perhaps another time can be decided. Options could be a chartered bus and hotel. It was asked if SCISDA/MCASD would pay for it. Given the current budgets, doubtful. Discussion that it would be fun. Perhaps we could get publicity in TN and Chicago. Is there square dancing in Memphis? If so, perhaps a club nearby could 'welcome' us, etc. TN has lots a square dancing. Frankie said she would look into how to arrange this. Discussion on Travelers Badge and it should be on SCISDA website.

VP Report

First New dancer dance is at Golf Mill Mall. We hope for huge turnout. If it works, it could help other communities. The Golf Mill Mall spot is free and perhaps other malls would do this. Golf Mill Mall feels the one time use will bring others in. Pat suggested we get a written statement from mall so other clubs could use to get free space. Glenview has scheduled Intro Demo at the mall. If this works, put how this was accomplished in the toolbox.

Discussion on skyline logo on the flyers. Perhaps next Exec meeting we can discuss logo. Skyline was approved for promotion a couple years ago.

Secretary

This position is not filled. Urged board members to find someone to fill it.

Insurance

No Report.

Webmaster

Brian has redesigned the data base. With the conversion, Brian and Christine entered club dances instead of asking the clubs to send a spreadsheet. The goal is to let the clubs maintain their dance schedules. For now, we will maintain the updates. We should request clubs to double check our entry. Some clubs have updated their websites and new links were added. SCISDA has updated their website with club website links.

SCISDA.

Rich Sehnert remarked that proper person to give this report is the MCASD SCISDA Rep, Frankie Terry instead of Rich. Christine Steffy reported that during the SCISDA Grant discussion, a request was made for statistics from the 2015/16 season. Numbers requested are how many graduated, how many came back this year? Same for 2016/17

Newsnotes

No Report

Pumpkin Ball

Frankie Terry reported that everything is running on schedule. Food will be purchased week ahead. Vendors: two from the convention (jewelry and chocolate) have purchased tables. Paula Square Dance Clothes is not able to attend. Bobby Poyner is scheduling callers.

Sweetheart Dance

Frankie Terry is working on 2018 caller. Contracts going out. Callers to be announced at the December General Meeting. 2017 - Arlene Kaspik, Ken Burke are calling and Flora Haynes. Discussion on the need for two featured callers. Currently a known caller is brought in and a local caller assists. Frankie Terry noted It is in the by-laws. Discussion on if can change to have one caller. This would require a change to by-laws. Discussed the calling ability of local callers. Discussion on supporting our local callers. They are the ones teaching new students. The name draw of known callers brings dancers. The Pumpkin Ball generates income. We don't have a lot of callers that attract dancers in the area. October dance is all donation caller dance. The big name callers don't come anymore. Big name brings in dancers, local caller is to give opportunity to become more well known in the area. This gives local caller an opportunity thus fulfilling the mission of MCASD. Weather in February is a hard time of the year.

Publicity.

A lot of clubs used flyers from toolbox. Frankie Terry organized MCASD members to participate on the WTTW fund raising telethon. 10 square dancers were shown on TV. We could use an area wide PR campaign.

Grant Update

Now collecting Step 3 materials from clubs. Six clubs have completed Step 3. We are waiting on the remaining four clubs to submit their final step. Step 3 is due two weeks after second lesson. There was a wide range of enthusiasm, one club turned in 2 sheets, others 15-20 pages. Some clubs didn't improve over the previous year, some had several new ideas. A question was made that do we wish to continue

the grant program given current budget. One club was encouraged to apply. At first they declined but later realized with the program they might be able to start a lesson program. Since the deadlines had past, they were first told they couldn't. Perhaps they can petition MCASD board to be considered. One board member would say 'Yes' with the reason that new students thus new dancers is the goal of the grant program. Club websites were created and they look sharp.

2016 Convention Fund Raiser, St Jude's Brick Wording

Wording for BRICK requires up to 5 lines 250 characters

Frankie suggests we use 33rd in the words. Discussion with options:

1. ILLINOIS SQUARE DANCERS
2. 2016 ILLINOIS SQUARE & ROUND DANCE CONVENTION HOSTED BY MCASD
3. ILLINn the OIS SQUARE DANCERS 2016
4. ILLINOIS SQUARE DANCE CONVENTION 2016
5. 33rd ILLINOIS SQUARE & ROUND DANCE CONVENTION 2016

33rd ILLINOIS
SQUARE & ROUND DANCE
CONVENTION
2016

There was discussion on the wording with most agreeing choice #5 conveyed our message best.

Motion to select Option 5 was made by Christine Steffy. Seconded by Duane Bradley.

Vote: Approved by all.

New Dancer Club Passes

Jan Morse wanted to thank Sue Davies for printing, cutting, assembly. More clubs needed more passes. Discussion on how club treasurers need to track how many passes are being used. This will let us know if they are being used. Put this on December Agenda so clubs know we need how they are being used. This can help us determine retention of dancers. Some new dancers are not always comfortable at plus dances. Other dancers are comfortable. Discussion as to why the change to hand out in fall than spring. Less chance of being lost. In the fall, they would have them handy. Ask clubs how many graduated and how many came back in the fall.

Discussion on how many graduated were previous square dancers who returned after years of not dancing. How many came back versus actual new dancers. Discussion on asking the clubs to submit the graduates and how. Do we ask for names, initials or just a number. What we truly want is the ability to determine new dancers, returning dancers and those who chose not to continue to dance after completing lessons. Perhaps a chart to help assist the clubs with this task can be created. This lead into a discussion of how MCASD and SCISDA seem to be into clubs business too much. It was noted that when money is given out, most want to know results if it was well spent.

While we use the word 'Retreads', perhaps we can use another nicer word.

For worksheet purposes, the clubs could use their actual names to keep the tally accurate. For MCASD we don't need the names.

Discussion on the passes only good starting in September. We lose people over summer. Perhaps the passes can be used for summer. Perhaps the state convention can offer incentives for new dancers – free or reduced. Maybe extend expiration dates on the passes. By September, new dancers are too rusty and scared to come out. Have some new dancer dances in the summer, add a MCASD ball in the summer.

Discussion to add MCASD Summer Dance – New Dancer Celebration Dance. To be discussed at another meeting.

2017 Convention

Frankie Terry has registration and ribbons. It will be at the Wyndam Hotel in Springfield IL. So far there are 173 registered people. Amtrak has a train that arrives three blocks from the hotel. Hotel reservations can be made for \$99/night plus tax. If you call, they may not have the special rate. Use the new link. Thinking progressively to 2018, 2019, the next conventions will be in Decatur. The venue is charging \$1000 setup fee. Illinois Federation is hosting the 2018, no one stepped up for 2019.

ByLaws

The updated version of the bylaws should be handed out at December. General Meeting. Exec board should have a copy in November.

Open Forum

Sue Davies wanted to request the pot luck after meetings be abolished. We discussed the need November meeting. We need a meeting before December meetings to ensure we have all the topics for the General Meeting finalized By Laws say 5 to 6 meetings per year for Exec. Meeting. Motion to skip this year's November meeting was made by Duane Bradly. Sue Davies seconded. Vote: Yes: 3 No: 7 Abstain 1 Motion did not pass.

Frankie Terry needs to submit the 2017 schedule. Next Exec meeting will decide if we just have 5 meetings or keep at 6.

Adjourn – Motion to adjourn by Jan Morse, seconded by Rich Sehnert. Approved by all.