

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



Jan 21, 2017 MCASD EXECUTIVE MEETING  
Elk Grove Township Hall, Arlington Heights

Attendance: Duane Bradley, Janice & James Cha, Ken Davies, Pat & Jim Glass, Marilyn Heinemann, Darlene Kulpa, Thom Maxwell III, Bill Neurauter, Brian Robinson, Pat Semple, Christine Steffy, Frankie Terry, John Wood,

Call to order 10 am

Pledge

Approval of agenda

Darlene Kulpa asked to add Pumpkin Ball, Christine Steffy to add Caller Contract Form, Christine Steffy will talk for SCISDA. Motion to approve agenda with additions. Brian Robinson, James Cha second. Vote: approved by all.

Approval of minutes

The Glasses in attendance twice, VP Notes was sent as separate, add into final version. Send out approved minutes with VP report. These are now on the website. Motion to approve minutes as corrected by Pat Glass, James Cha second. Vote: Approved by all

Treasurers Report

Anita Johnson was not in attendance. A copy of her report was emailed to Sue Davies for copies. See attached. Frankie Terry read report as copies were not available. Darlene motion, Brian Robinson seconded, vote: Approved by all

President Report

Monday Dec 5, members from Chi-Town and Glenview Squares helped at the WTTW Telethon. Not a lot of calls, probably because the show on during their schedule wasn't popular.

Ticket sales down for pumpkin ball. Large clubs are not selling their tickets. We need to talk to clubs to sell tickets. Perhaps a competition to encourage clubs to sell. We have bags/magnets in stock. We need to sell more tickets. Grants build up clubs but clubs aren't bringing people to the balls which supports MCASD. MCASD funds insurance and grants. One tactic is to tell members time to buy their ticket instead of asking them to

buy. Discussion that director should know what their clubs sold, should we publish which clubs had how many tickets sold out. (Club a has 50 tickets, sold 30.) This allows us to be transparent. We could add Sweetheart and Pumpkin Ball page on the website. List who is handling each area, how costume contest will be decided, names/photos of sweetheart couples. Whatever we do, we need to tell the delegates at the General Meeting. Too late for this year's Sweetheart Dance, but we can do this to help future dances. We want to avoid public shaming. If we do competition on percentage basis instead of number of tickets sold basis. We have small clubs to large clubs. We can get info to Brian this week. As Directors, we should remind clubs to sell the tickets. Delegate picks up their club's tickets and returns payment/unsold tickets to MCASD. Encourage the president to sell to their club. Perhaps a sales goal – our goal is to sell suggest goal to 50% advance ticket. At door sells, are they part of total goal sale? Perhaps clubs are not explaining why the ticket sales are important. In announcements, during the thank you be specific that their ticket purchase funds clubs through reduced insurance cost and grant programs. Discussion calculating sales goals for a club included questions on out of town members or retired members. Some clubs have two levels – active, non-active. If we use percentage to determine percent of sales, need active members to exclude non-active. Add the word active. Do we define active, how about Local?

**The executive board recommends that each club's goal is to sell more than 50% advance sale tickets.** Short sweet simple.

Darlene Kulpa motioned, James Cha second that we add a page on our website, full page giving credit to all the hard work, highlights of dance, bullet points as to why clubs should sell tickets (which support dances), maybe program listed. More discussion as to when to put on website. Website can be updated with information page on upcoming ball. Realized we don't need a motion or vote, we can do this.

We are voting on adding language each club's goal. It was determined we don't need a motion. We are attempting to encourage clubs and being transparent. Bill Neurauter said total Membership, 746 members in MCASD clubs. If 50% tickets sold, 373 sold, over \$2000 income. Gives us a goal.

#### VP report

New Dancers – 2<sup>nd</sup> new dancer dance next Friday at Evergreen Park, Swingin Sugar host, Hershel Tolsen calling. Darlene Kulpa has supplies ready. Encourage angels and new dancers to go.

#### Secretary Report

We need a secretary. Frankie wrote a request to be sent to all clubs. This will be sent this weekend. Discussion regarding if we Could have one person from each club on the

Exec Board. General Meeting is more passive. Executive board is more of a working group. Executive Board discusses then presents options to the delegates. Perhaps we bring up to the delegate meeting. We can send out a memo that it would be good to have one person from each club. Arlington, Downers Grove, Naperville aren't part of Exec Meeting. Directors for these clubs should contact their clubs. Flossmoor is saying they are folding but when they have their anniversary dance they get enough to keep their club going. We are hoping they won't fold.

Janice Cha suggested that it would be nice if we had someone from all the clubs that participated in grant program on the board. We recognized that Thom Maxwell, III, new board member, is here today.

### Insurance

Bill Neurauter said his objective is to send to clubs the membership renewal info for coming year along with insurance. His number of members is what they have for the current season, 16-17. This will be sent in Feb, due by May. We have a member from Quad Cities who thinks our certificate should be changed. Our policy can't be changed to fit IOWA's needs. He will send new applications to Brian Robinson to put on website. Jim Winslow has updated SCISDA with new logo. It has modern SD image. Live Lively. There is a link to download this image.

### Website

New changes to add balls to the site as discussed above. Lesson page to be updated. SSS started lessons 1/15. Dance information is being updated by Brian Robinson and Christine Steffy. Clubs need to know to send info to us. Hopefully, in the future, clubs can update their dance information. Janice noted that there are 4 club websites that don't have current info. Add Club 50 link to our site.

### SCISDA

Convention registrations are down. Rich Sehnert and Christine Steffy will do a corny skit at the Sweetheart Ball. We need Directors to encourage their clubs to go. Questions were brought up regarding Club 50 dancers. Will they be treated as participants or an after thought. Discussion on Club 50 and extended applications. Good callers are helping dancers. Main point the dancers need to listen. Suggest workshops for Club 50 extended.

Letter of Thanks from St Jude 2016 Trail In Dance was read. Our brick will be installed in May 2017 on Pathway to Hope. Certificate of rendering of our brick was passed around. Discussion on a trip after May 25, 2017 and arrange a tour to see your brick. \$230 for one night (double occupancy) and bus requiring 40 people. Tours during week only. Leave Thursday night, arrive Friday, tour, dance Friday and come home Saturday.

## Newnotes – No Report

### Sweetheart Dance

17 clubs have Sweetheart Couples. Program will be sent so Ken can make flyers and give to Frankie at SCISDA meeting. Frankie will talk to Bobbie to get the program put together. There is 3 weeks before Ken leaves. Flora is handling round dances. Callers Ken Burke and Arlene. 2018 will be Tom Manning and Barry Johnson, cuer Ron Ashenton. Sweetheart parade at 4 pm. No one should be calling at this time – the schedule should have all activities stop and send dancers. Perhaps do a 3:45 all skate tip. This will bring all dancers into the room. Have tip with extended 50 workshop to keep it fun. Shut down new dancer rooms and cleanup can start. Keep all dancers in the main room for all skate tips. Ask Ken to have a fun first tip after the announcement. Discussion of some fun tips – hot potato tip. You don't want to be holding the potato when the dance finished. Or balloons on the ankle. Frankie will get the balloons and have this ready to try this year. Raffle email was sent.

### Grant Update

Jules & Marilyn Heinemann, Janice Cha and Christine Steffy are committee members. 2016-17 grant book was present for review. Checks were sent in late December. Discussion on 2017-18 grant. Past two grants were intended to help clubs attract students. This year is to help clubs retain new dancers. New direction, focus on dances at a level for new dancers and regular club members. Asking clubs to work with MCASD to have more new dancer dances. Benefit is clubs that do not have lessons can now take part of this. It was noticed that when we have new dancer dances the attendance plunges. Perhaps helping clubs have one or two dances geared to new dancers instead may be more helpful. We need to review the dates to ensure the dances are spread out through the year to ensure we don't group the dances.

Discussion on requirements, reporting time length, dance year, amount of grant and more. Duane said MCASD used to have 10 dances but now it is down to 3 dances. We have less dances because clubs aren't requesting the new dancers dances. Pat said clubs started doing new dancer dances on their own. Dancers didn't feel they didn't need to go anywhere else. The new grant program will replace the 3 New Dancer Dances. Perhaps have a sign "This dance is made possible by a grant from MCASD". This will help new dancers know about MCASD. Funds will help clubs take ownership to pick when they want to host their dance. These are normal club dances, stealing is allowed. Student won't count as they are not members. New dancer dances have a reputation of not being fun. We need some fun things to include a surprise tip or game tip. Make the dance unexpected and make it a draw to bring dancers. Discussion no hazing of new dancers, has to include everyone. List of ideas to perk up a dance.

Thom said a tip where no one touches hands. It is different and hard. All callers have done this – ask them for their ideas. Mike Hogan had a tip that split up the squares, put them in grand circle then re-square them up.

Continue discussion in March. We need to roll out in April. Final decisions in March. This will be emailed. Need to decide amount. Take new dancer dance budget and grant budget money.

### Caller Seminar

2016 National Convention made money and has to spend it. Barry Johnson suggested we use the money to host a new caller school. Tom Miller is available to come at end of March to do this. MCASD is asked to help offset the cost to the attendees. It has been stated in the past that MCASD has money to help new callers. As few as 4 or as many as 20 will take advantage of caller school. A person signing up for the class will ask MCASD to help pay for the class/hotel. How much is MCASD willing to give per person.

National money will pay Tom Miller and venue. Small money will go to printing of material, caller incidentals needs. Students would pay \$150 per attendee. Pat asked is asking how much money is the Callerlab spending. No estimates on costs. Need figures. Tom's fees, travel. 2 ½ day course.

National money How Much?

Free caller school for national school, is that money from Iowa. Not known.

IL 2016 Convention had a room in the caller seminar, around 10 who called on Sunday. Discussion on venue, requirements. Student must be a member MCASD club. 0 – 3 years experience. Charge \$150 – allow \$100 grant. We discussed the need for new callers. We should work, we can't a national organization to help us locally.

Suggestions to club that they inviting a new caller (ask paid caller first) to call a tip at a club dance. Encourage our club members to be patient. Make the new caller feel that it was enjoyable even if the tip was messed up. Discussion on if money is spent to help new callers, what guarantee is there they will call for MCASD? Other ways of supporting. Goal is to get more people to sign up. Could we ask clubs to sponsor a person, club submits an application. Reason for date, another seminar in MN in June, National Conv. And IL

Student will apply for reimburse up to and not to exceed \$x dollars. Must provide proof of attendance. Duane Bradley expressed this is an idea being pushed onto the clubs.

Ken Davies suggested that this is being asked of the board to make the decision. Perhaps this executive board doesn't have the authority to spend the money without

the clubs approval from a general meeting. Janice Cha stated she has been told that MCASD has money to help support new dancers. Marilyn Heinemann asked if the national have money to cover Tom and travel and venue. Other costs are minimal, Anita told Janice that there was enough money in MCASD to help. Callerlab is being asked for support.

Darlene Kulpa moved that we reimburse up to \$100 for expenses per student. Second by James Cha. Anita Johnson has a non-profit that will be the recipient of money to pay the expenses. It would accept the grant money and student fees. This non-profit will pay the bills. Pat Glass suggested we don't have enough info.

Vote: No 5 – Yes 8 abstain 1 Motion passed

### Pumpkin Ball 2017

Darlene Kulpa has image of how day will run. Feels we need featured callers backed up by local callers. She has asked a couple callers but they are busy. She feels dance should be 2 -5 instead of what it is now. Callers and cuers can be committed to call up to the costume parade time then we all go into main hall for the parade. Discussion of ideas on how to run the contest. Everyone is handed a ballot when they walk in. Take ballots for winners. Post winners by 4 pm when raffles close. Winners announced at 4 pm in each category. Or have a Parade with judges make the decision. Then they can get out of their costume. More discussion in March.

Bill Neurauter motioned to adjourn James Cha seconded. Meeting adjourned at 12:29 pm.

