Metropolitan Chicago Association of Square Dancers

MCASD Executive Meeting

Saturday August 17 2019

Call to order by Frankie Terry at 10:10am.

**Attendance:** Frankie Terry, Robert Bradley, Darlene Kulpa, Marilyn Heinemann, Christine Steffy, Jules Heinemann, Pat Semple, Duane Bradley, June Bradley, Sue Davies, Bill Neurater. A quorum was met.

**Approval of agenda:** Christine Steffy made a motion to accept agenda as revised to add task force report, Second by Duane Bradley.. Passed unanimously

**Minutes approval:** Christine S.made a motion to approve minutes from June 8 meeting, second .Bill N. Passed unanimously

**Treasurer’s report:** Anita Johnson sent reports via email to board. Roger Kenney audited the MCASD financial records for 2016-17 and 2017-18. **Marilyn H will send copy of audit report to board.**

**President’s Report**: Two resignations: treasurer and friendship award. Toys for Tots requested for us to continue with donations. Directors need to sign up for clubs. Exec Bd meeting scheduled for third Saturday of the month when possible. Pumpkin Ball needed to move due to conflict of church. Sweetheart Dance: this next year will be 59th year.

**VP Report:**  Student dances have been scheduled Nov 22 Bookmarket Barry Johnson, Jan 17 Thom Maxwell, March 28 Downer’s Grove. Bobby Poyner.

**Secretary: NR**

**Insurance:** All clubs renewed membership. Some clubs did not provide delegate information. Some clubs have new presidents and information.  **Darlene K will send an email to clubs and delegates reminding them to update info. Directors should also contact their clubs about updating information.** **There were several points to make with clubs: 1) update member club information. Send to Bill and Ken 2) review and update your club’s website, especially dates and information 3) Go to squaredancechicago.com to upload the new season’s information. 4) Send any newsnotes to Robert Bradley 5) MCASD needs a treasurer and directors for the board.**

**Webmaster:** Directors need to check with your clubs to see if they have loaded their information to squaredancechicago.com. SSL certificate needed to prevent hacking. Brian given permission to go ahead and get certificate and pay for site. Christine S motion to reimburse Brian for fees to keep website running and safe. Jules H second. All 9 ayes, 0 nays 1 abstention.

**SCISDA:** The registration form for the 2020 Illinois Convention has been redone to add Line Dance in the title. Both old and revised forms will be used.

**Newsnotes:** send Robert articles

**Historian:** NR

**Sweetheart Dance:** Sprostys callers and Bishops are cuers.

**Pumpkin Ball:** October 20, 2019 1:30-5:00, Darlene is contacting vendors – honey, candy, and more. Oceanwaves will do a resale. Schedule: 1:30-3:00, 3:30-5:00 all dancing. 3-3:30 all dancing stops, parade, all skate. Discussion of dance level room allocation. Difficult to schedule due to many levelsof dance and lack of rooms. Plan to remove tables in eating area and to add fans for cooling for dancers.

**Unfinished Business:**

Square Dance Promotion Task force:

Members: Duane Bradley(Call and Caper)and liaison to MCASD board, Pam Berg (North Shore Squares), Chuck and Bobbi Bradley (Fox Valley Mixers), Chris Burdick (Yellowrockers).

Pam Berg, NSS: Sent survey to all clubs as well as some callers for their opinion on lessons and marketing. Survey results: Task force believes we need to get more new people involved to start lessons so we will have more to finish lessons. There is always attrition. Sq D has a negative image. Per callers- they need more people to start lessons and at intros. Proposal: Immediately need both macro-efforts by MCASD and Micro efforts on the club level.

MACRO: Need an education and upbeat website that can be found by googling square dance and other key words such as fun activities, fitness activities, etc.. Different than MCASD site. Selling fun activity. , Social media, FB, Youtube, etc; would like to get website up by November. Summer 2020 host 3-4 large intros, get media involved. For googling: SEO’s search engine optimization key words to pull people in,

Micro: lessons are really expensive for clubs. Keep trying ideas, even old ones. One single action is not enough, need multiple actions.(6-8) Clubs need more events to advertise.

Chuck Bradley, FVM: discussion to consider hiring an outside person to build and maintainthe site. Will need money to do this.

Discussion on budget $ to start. Christine S moved for MCSASD to fund task force with $1500 to begin implementation of ideas. Robert B seconded. Passed unanimously. Task Force will submit ongoing expense plans to Secretary and President.

**New Business:** Treasurer search. Darlene K sent out request to all clubs. Barry J added more information to encourage individuals to volunteer.

Jules H moved to adjourn. Christine S second. Meeting adjourned at .12:00.

Minutes submitted by Marilyn Heinemann, Co-Secretary

**EXECUTIVE BOARD MEETINGS: Saturday, October 19 10:00am and**

**Saturday, November 16 10:00am.**

**MCASD General Meetings: Sundays September 15 and December 1 (Toys for Tots) 2:00pm**

**Great Pumpkin Ball: Sunday, October 20, 1:30-5:00pm**