**Metropolitan Chicago Association of Square Dancers**

**MCASD Executive Board Meeting Minutes**

**Saturday, January 18, 2020**

**Trinity Lutheran Church, Roselle, IL**

**Attendance:** Frankie Terry, Robert Bradley, Darlene Kulpa, Marilyn Heinemann, Larry Campbell, Jules Heinemann, Pat Semple, Duane Bradley, June Bradley, Ken Davies, Sue Davies, Pam Berg

Visitors: Chuck and Bobbi Bradley

Meeting called to order 10:07 am.

**Approval of Agenda:** M Heinemann motioned and S Davies seconded to accept agenda with a change of order for publicity report. Motioned passed.

**Minutes Approval:** S Davies motioned and D Kulpa seconded to approve minutes with discussed changes. Motion passed.

**President’s Report:** Frankie expressed thanks to officers and others that ran the December General Meeting. Nominations report- Robert Bradley and Larry Campbell agreed to continue in their positions as officers if elected at April general meeting. Frankie will have a printout of scheduled meeting dates and important dates at March Exec meeting.

Frankie requested the board’s approval for a possible seminar at the 2020 state convention. D Kulpa motioned with a second from R Bradley to request time/space for a seminar to encourage dance participation and marketing ideas at the 2020 Illinois State Convention. Motion passed.

M Heinemann will formulate a request and send to the convention committee.

**VP Report:** Next MCASD sponsored new dancer dance will be held Friday, January 24 at Central Middle School, 94th and Spaulding, Evergreen Park.

**Secretary:** Discussion of meeting status when inclement weather. Secretary requested that board members email both secretary and president with their status of attending when weather is questionable. Then president can determine whether to cancel meeting due to lack of quorum or safety considerations.

**Treasurer:** Report submitted by L Campbell. There was little activity this month. The balance as of December 31, 2019 was $21, 162.62. It was noted that the beginning balance for the year was $20,415.06. Report will be filed for audit.

**Publicity Task Force:** P Berg presented the task force progress. Task Force members were in attendance (Duane Bradley, Chuck and Bobbi Bradley). Handouts were given to all board members. The group has set up a basic website but more is needed to draw non-dancers to the site. They plan to use social media to drive traffic to the website. Task Force is asking for budget support to support a 2-3 year commitment on a webpage and URL, a physical phone line, and social media advertising. The outlay of expenses would be ~$5800 the first year and ~$5500 the following two years.

Board discussed in detail the merits, plans, accountability, and cost. Comments voiced on needed longevity of marketing committee and plan in order to elicit results. Concerns voiced about the cost and regular tracking/reporting of results. Two motions were made.

J Heinemann motioned with a second by D Kulpa for “MCASD to approve the proposed marketing task force budget for the first two years up to $12,000 so the marketing task force can move forward as presented at the meeting with the intention to fund a third year at an additional $6,000”. Following more discussion. Ayes: 9, Opposed: 0, Abstentions: 2. Motion passed.

J Heinemann motioned with a second by D Kulpa that the “Marketing Task Force will track results which include financial expenses to date, website activity, contact information along with follow-up, and report to back to the Executive Committee at each Executive Meeting”. Ayes: 11, Opposed: 0, Abstentions: 0. Motion passed.

**2020 Convention:** nothing new to report

**2020 Sweetheart Dance:** Everything on track

**Insurance:** no report

**SCISDA:** More delegates are needed from MCASD. Darlene Kulpa is our delegate. Frankie Terry volunteered to be our second delegate. Sue Davies volunteered to be an alternate.

**Newsnotes:** no report

**Old Business:** no discussion

**New Business:** Frankie requested the board members to think of special ideas for the 2021 Sweetheart Dance as it will be our 30th year.

Larry Campbell stated the best way to contact him was email: [lmctreasurermcasd@gmail.com](mailto:lmctreasurermcasd@gmail.com)

Or phone 630.427.5421.

M Heinemann motioned to adjourn with second by D Kulpa. Motion passed.

Meeting adjourned at 12:00pm.

Minutes submitted by

Marilyn Heinemann, Co-Secretary