

**Metropolitan Chicago Association of Square Dancers**  
**MCASD GENERAL Meeting – September 18, 2022**

**Executive Board:** Janice Cha, Robert Bradley, Jules & Marilyn Heinemann,  
Darlene Kulpa, Bill Neurauter, Ken Davies & Sue Davies, Christine Steffy, Pam Berg,  
Larry Campbell,

**Delegates:** Arlington Squares, Tom/Laura Toussaint; BnB Batavia, Rhea Britton, Marilyn Applebey; Call and Capers, Duane/June Bradley; Chi Town, John Wood; Downers Grove Square Thru's, Paul/Sally Vargo; Fox Valley Mixers, Jim/Chris Rakow; Glenview Squares, Mike Altschuler, Jennie Gutmann; Happy Twirlers, David/Wanda Staron; Importers, Kevin Woerner; Naper Squares, Beverly Ainsworth; Northwest Grand Squares, Chris Schildt, Dorothy Smith; North Shore Squares, Pam Berg; Oceanwaves, Marlene Neurauter; Pollywogs, Jim/Lauren Williams; Swing'n Sugar Squares, Sue Davies; Yellowrockers, Andi Malfese.

**Call to Order** – Meeting called to order at 2:11 PM by Vice President Janice Cha

**Approval of Agenda** - Marlene Neurauter moved and Christine Steffy seconded a motion to approve the agenda as amended. All approved. Motion carried.

**Approval of Minutes** - Tom Toussaint moved and Pam Berg seconded a motion to approve the minutes. All approved. Motion carried.

**President's Report** – Good afternoon,

Welcome to our first in house meeting since Covid closed everything.

For the pass year, I've been in touch with Trinity to get an update on when they would be open to outside activity. When I was given that information I booked the Pumpkin Ball and General meeting's for 2022.

For 2023, I booked the Sweetheart dance, all General meetings and the Pumpkin Ball. Hopefully more clubs will be dancing this 22-23 season.

Welcome to our Vice President Janice Cha.

**Vice President** - Janice announced that North Shore Squares will host the first New Dancer Dance on 12/03/22, and two more will be scheduled later in the

season. Much discussion regarding MCASD financial support of those dances followed. Janice then gave information on our new UCanSquareDance site as well as a site she has created on which MCASD members can communicate with other.

**Secretary** – Darlene asked that if anyone’s email was not correct to please see her.

**Treasurer’s Report** - Larry emailed his detailed reports to all clubs. As of his report our treasury totals \$19,641.90. Also in Larry’s report was tax filing information and a chart showing approved budgets for 2022-2023.

**Insurance** – Bill Neurauter has sent, via Frankie, current insurance forms to all clubs via email. You should have these forms available at every dance.

**SCISDA** - Duane spoke about a 2023 State Convention. He explained that the Westin would be too expensive. We have a smaller dance community. Suggestions were given to him of other venues. He stated that he will follow up.

**Website** - -- All clubs should have their dances entered by now. If you need instructions, let me know. We have these written out to assist. Make sure your LESSON information is up to date.

-- Check your club website and update as needed. Some have older information. Perhaps look to see if it is time to refresh your site a bit.

-- Updates were done on SquareDanceChicago to make it run without programmer intervention. We are very fortunate to have Brian working on the site for us but he is no longer dancing. Christine announced all clubs should have their dances entered by now. If you need instructions, let her know. There are written instructions to assist. Make sure your LESSONS information is up to date.

**Publicity** - Pam Berg gave a detailed update on the progress of the Ucansquaredance project. Christine followed with - The purpose of this website is to be found by people who don’t know they need to become a square dancer. Its intent is to find new students who will learn to square dance – emphasize on NEW Students. Clubs that are offering lessons for prospective students to learn to dance are requested to send us information on their lessons and intro events. We post this information on the site. MCASD has authorized funding for this site for us to advertise to be found. We are targeting ads to specific areas where SD Samplers are happening. You will notice we are calling these Samplers instead of Intros. It implies that can ‘sample’ dancing

which seems more informative than 'Intro'. Each club was requested to have a designated club contact who will coordinate information from this site back and forth to us. As prospects view our site and click for more information, they receive an email from us with complete Sampler site/time information. The club contact is included on this email. We noticed that some club contacts extended their own invitation to the prospect and thought this is a good idea. We hope it makes them feel welcomed and encouraged to attend. To track effectiveness, we also ask the club contact to track these prospects – did they attend the sampler, did they start lessons and (if so), do they finish.

### So far, we have received:

40 Prospect inquiries forwarded to 7 Clubs

We will request information on these prospects in October.

### Ads activity summary:

#### GOOGLE ADS:

We have noticed that when you google something that includes "Square Dance", our UCSD site ad pops up close to the top of the list. This is working. I spoke with someone who started attending in Downers Grove who found our ad. She had danced years ago and wanted to get back to it. She found our site and contacted us. She has attended 3 dances this season and it is only 9/18. She confirmed that as she was googling to find clubs, our ad was always on top in all searches.

### **How can you help?**

Spread the news to your club members. Have them LIKE our FB page. Remind your club members to SHARE these posts to their FB feed.

#### GOOGLE Stats:

\$260 spent so far 348 Clicks over 22K Impressions (people who hovered over the ad)

#### Facebook Ads:

Around \$400 spent so far

7 separate ads ran for clubs having Sampler Dances

37000 have seen the add

8500 have engaged with the ad

2100 have clicked on the ad

93 shares

450 likes

**Newsnotes** - No news has been reported to Robert.

**Friendship Award** - No report

**Pumpkin Ball** - The Pumpkin Ball will be held on Sunday October 23, 2022 from 2-5pm at Trinity Lutheran in Roselle. The small gym will be for SSD dancers and students. The large gym will have Pre-rounds from 2-2:20pm and then alternate plus tips with rounds. Fee at the door is \$10 per dancer. No pre-sales. No Food will be sold. Bring your water bottle. There will be water bottles available. There will be a resale clothing sale. If your club is interested in selling you must provide workers to set up tables, price and sell your goods, and clean up. You need to contact Frankie Terry if your club is interested. Flyers will be sent to clubs and a flyer is posted on [squaredancechicago.com](http://squaredancechicago.com). There will be a split-the-pot and a costume parade.

**Sweetheart Dance** - This has been scheduled for February 19,2023 with Curt Braffet as featured caller.

**Club reports** - Much, much information was shared. I will try to generalize highlights. For specific information from any particular club, please email Darlene, Janice, or Christine. Most clubs that have had a September dance reported same or slightly more dancers THIS year. Several clubs reported SUCCESSFUL Intro dances, some of which had guests as a result of the ucansquaredance site. Call and Capers, Oceanwaves, and Southside Squares are not yet dancing. Aside from the most successful recruitment method, personal invitation, clubs have used Facebook, fliers, yard signs, posters, club websites, neighborhood posts, Alderman contact, Chamber of Commerce, etc. Several clubs are/or will be offering lessons.

**Unfinished Business** -

**New Business** - Marlene moved and Sue seconded a motion to continue providing new, unwrapped, non stuffed, Toys for Tots. Motion carried with one opposing.

A question was raised if TFT prefers toys or monetary donations. Janice will check and clubs will be notified.

**Open Forum -**

**Adjourn-**Motion to adjourn was made by Rhea and seconded by Duane. All agreed. Meeting adjourned around 4:30 pm.

Respectfully Submitted by  
Darlene Kulpa, Swing'n Sugar Squares

**NEXT MCASD GENERAL MEETING: SUNDAY, December 4, 2022 at 2 PM**

**NEXT EXECUTIVE BOARD MEETING: SATURDAY, November 19, 2022, 10 AM**