

REPORT – SHOWCASE DIRECTOR – JUNE 13, 2011

Actions taken:

Held the Spring Showcase!

Final Budget – actual expenses:

Showcase share of venue rental fees for June 5	=	\$771
Showcase share of DJ charges	=	\$75
Backdrop & lighting vendor	=	\$692.02
Wristbands	=	\$55.31
Miscellaneous*	=	\$140.17
<u>Total:</u>		<u>\$1733.50</u>

*Miscellaneous charges including photocopies (\$31.52) and water for performers (\$25.78) (these will be recurring in September); table card stands (\$18.94), clock & reading glasses (\$16.98), mirrors and mounting tape (\$17.35), and front desk supplies (\$29.60), all of which are one-time expenses.

A budget of \$1701 was quoted in the last correspondence with the BOD.

Revenue:

\$976 including donations of \$200 (H. McGurk) and \$100 (A. Caluen) and performer entry fees of \$250; spectator admissions made up the balance.

Preliminary loss on event: \$757.50

Showcase Director is *not submitting* charges for wristbands or miscellaneous for reimbursement.

Net loss on event: \$562.02

We have not yet received a final determination of how much the K-12 committee will contribute from their 2010-2011 budget reserve. Eighteen of the proposed thirty young dancers participated.



Outreach Committee Report

Thursday, June 9, 2011 8:17 AM

Kelly Richardson has taken over our Senior Outreach program. She reports that there were 12 dancers and 80 spectators at the May 7th outreach event. This is one of our largest audiences. For the 26 June event in Reseda (3-4pm), she has 7 couples signed up and could use one or two more.
Dave

REPORT – DANCE COORDINATOR
June 13, 2011

Social Dance – June 5, 2011

- Dance was connected with the Spring Showcase. Preliminary estimates show that the dance lost money (net loss of \$200-300), with better numbers provided at the Board meeting. Contributing factors include low turnout for the Showcase and lack of quality instructor for the lesson.
- There are some questions regarding the actual attendance for the dance.
- *the food guys* Will observed signs of disappointment and grumblings with the change in food service (no entrée-type food such as sandwiches, wraps, etc.).
- Feedback from front desk indicated that changes in entry was successful in minimizing sneak-ins'.
- I observed approximate 2/3-1/3 ratio of women to men respectfully.
- I implemented an Instructors Comp List.

Actions to be taken:

- Announce to Board the presence of an Instructors Comp List, and will take any suggestions by individual email to review.
- Complete flyer and begin promotion of July 24th dance with Felix Chavez.
 - Besides usual promotional actions, flyers will be distributed by hand, Facebook, and email to Tango venues.
- Submit proposed budget for July and August dances in the following weeks with target attendance numbers.
- Mail July flyers to each Board member for distribution.
- Continue the use of wristbands and the entry system to the dance.
- Discuss means to increase the number of Dance Hosts for the dances with Jerry.
- Look into conducting a short survey to USA Dance members for feedback regarding the social dances.

**USA Board Meeting
June 13, 2011**

This is the proposed budget for each of the four remaining dances in year 2011 (exception is the Holiday dance). Costs are fixed where noted. I anticipate a variance of no greater than 5% per dance.

Dance Budget

Venue (fixed)	\$1,466.00
Permit (fixed)	\$50.00
Instructor	\$200.00
Food	\$250.00
Food Fees (fixed)	\$180.00
Water (5 cases)	\$25.00
Flyer	\$75.00
DJ (fixed)	\$225.00
Misc.	\$30.00
	\$2,501.00

Target attendance to cover costs (@\$15 per entry)	167
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James Woo

K12 Program Committee Report
USA Dance LA Chapter #4031
June 13, 2011

On May 5, 2011, Laura, Winnie and Jerry Hernandez went to Palmdale to meet with Lisa Sandoval and Linda Chesnutt. The purpose of the meeting was to discover more information about their Dancing Feet Program. Lisa and Linda gave us a presentation of their program with a copy of their "District/School Entry Form" and a copy of the 2009 High Desert Dance Competition (HDDC) video featuring the kids dancing.

On May 26, 2011, Jerry Hernandez emailed Mr. Kristopher Knowles, Principal of St. Lawrence Martyr in Redondo Beach as a follow-up to a voice message about the Dancing Feet program. No response has been received to date.

On May 31, 2011, Rachele and Aaron performed for the students of 49th Street School. The performance was arranged between Marilyn Tucker and the parents of the kids. Rachele and Aaron danced six dances and afterwards the 49th Street Student had an opportunity to ask Rachele and Aaron questions.

On June 5, 2011, USA Dance LA Chapter #4031 held a Showcase in which among the performers were the students of the K12 Program from the 49th Street School.

On June 9, 2011, Linda Chesnutt, Charles Edelson and Jerry Hernandez did a presentation to the Principal and five faculty members of Nora Sterry Elementary School, in West Los Angeles, who had expressed an interest in the Dancing Feet program. The presentation was given by Jerry Hernandez and Linda Chesnutt in Ms. Olivia Sanchez' classroom. The Principal and teachers were all given a copy of the presentation and shown a video of the 2009 High Desert Dance Competition (HDDC) featuring the kids in dance competition.

Currently, Charles Edelson is waiting to hear of an appointment confirmation from the principal of Fairburn School. This is a neighboring school to Nora Sterry Elementary School.

Jerry Hernandez is continuing to contact the principal of St. Lawrence Martyr School in Redondo Beach. Jerry Hernandez is also contacting the principal of Hickory Elementary School in Torrance for an appointment (Both schools were called on June 13, 2011, and voice messages left with the principals). The information on both school was gained from a social/competitive dancer, Christina Hutson, from the former Dancer Avenue studio in Lomita. The purpose of these contacts and presentations is to explore the possibility of co-supporting and establishing the Dancing Feet program in the Los Angeles area.

On June 23, 2011, the 49th Street School 5th Grade students will do a final performance for the parents, remaining students and teachers of 49th Street School. The entire Board is invited to attend.

The K12 Program is nearing its end at the close of this month. The following is a summary of the current program, budget analysis, questions, assumptions and recommendation of the K12 committee.

- Factors:
 - On June 30, 2011, the current contract with Rudy Hernandez ends
 - The principal of the 49th Street School has expressed an interest in the continuance of the dancing program at her school.
 - The submitted budget for the K12 program for 2011/2012 year is \$4000
 - Budget analysis:
 - At the current rate of \$35/hr. the maximum number of obtainable hours for the current budget is 114 hours. No remaining contingency.
 - Assuming a school year of 35 weeks, the maximum number of obtainable hours per week is 3.
 - Assuming a class period is one hour, the maximum number of classes per week is 3.
 - The continuance of the current K12 program is a separate endeavor from the Dancing Feet Program.
- Questions:
 - Should USA Dance LA Chapter follow-up with a new contract with Rudy for the coming year.
 - Availability of Rudy Hernandez
 - Should USA Dance LA Chapter advertise the program for a new instructor and start to the process from square one for the following school year.
 - Should USA Dance LA Chapter continue with the same intercity schools, Wadsworth and 49th Street or research other schools.
- Assumptions:
 - Rudy Hernandez maintains his current rate of \$35/hr.
- Recommendation:
 - Explore the availability of Rudy Hernandez
 - Retain Rudy Hernandez at his current rate in a new contract
 - Contract for a maximum number of hours per week, at 2 hours, in a 35 week school year *(leaves a contingency)*
 - Explore the continuance of the K12 program at 49th Street School
 - Co-support and explore the establishment of the Dancing Feet Program in the LA area as a separate endeavor.
 - Assuming a positive response, the K12 committee will make a presentation to the Board with a scope, budget and schedule of the Dancing Feet program in the LA area.