

USA DANCE LOS ANGELES COUNTY – BOARD OF DIRECTORS’ MEETING 10-3-2011 MINUTES

Present were: Herb McGurk; Reina Bibber; Nancy Rincon; Jerry Hernandez; Marilyn Tucker; Alexandra Caluen; James Woo; Winnie Carnegie.

Meeting was called to order at 7:05 p.m.

Treasurer’s report (summary): YTD account balance is \$11,800. Events YTD have generated a small profit. Running expenses + one-time expenses have resulted in YTD draw-down of operating account. Brief discussion.

President’s report (summary): Requests further concentration on fundraising ideas, both for in-chapter programs and for outside programs. Example given of veterans & soldiers balls as described in American Dancer. Suggests running discrete campaigns for specific amounts, by specific dates, for specific purposes. Brief discussion.

New motions:

- 1) Herb moves to cancel Board liability insurance. Brief discussion of the coverage, benefits conveyed, cost to chapter (\$1125/yr). Alexandra seconds the motion. Vote: 5 in favor of cancelling Board liability policy. 1 abstention. No opposition.
- 2) Alexandra moves to accept Advertising Rate Sheet & letter (as revised) for immediate publication. Herb seconds. Vote: 6 in favor (unanimous).

New business:

Alexandra advises of Ron Parker’s inquiry re: helping to arrange a Thanksgiving-weekend workshop to be taught by an instructor working the US Open (WSDC) event and suggests we put Ron in touch with Michael Donovan re: possibly having the event at Granada Pavilion (with no chapter involvement). No objection.

Unfinished business:

James updates Board re: Holiday Ball partnership concept in which chapter provides advertising and resources, Nadia Eftedal provides discounts/incentives. James working on a meeting with Nadia + James + Alexandra. Marilyn asks to be informed.

Board Business closed and Directors’ meeting adjourned at 7:46.

Next meeting: November 7, 2011

Reports and discussions continued.

SHOWCASE DIRECTOR'S REPORT

As submitted via e-mail September 30, 2011 by A. Caluen

Showcase: as previously reported, Showcase took in \$1410 in performer registrations and \$1433 in at-the-door admissions. Project budget was \$1485 after adjustments. Profit on the project: \$1358. Forty performances, excellent work by the floor team, great feedback from amateur and professional participants.

DANCESPORT DIRECTOR'S REPORT

As submitted via e-mail September 30, 2011 by A. Caluen

DanceSport: new article submitted for DanceSport page; competition calendar updated.

OUTREACH DIRECTOR'S REPORT

None received.

DANCE COMMITTEE REPORT

September 25 evening attendance marked at 110 admissions, not including all-days accounted for by Showcase.

For Halloween Ball, prospective performances include Jerry Hernandez & Laura Harvell; Ron Park + Central Avenue; Mambo Line Dance. Lesson to be taught by Russell Adcock.

For December 4, prospective performances include Grace Privett-Mendoza with instructor Leonid Proskurov; group from Rhythm Room. Lesson to be taught by Nadia Eftedal.

Brief discussion of 2012 plans. CCVMA is reserved for April 22; July 29; September 23; and December 2. James is investigating possible alternate venue (similar floor space at lower cost). James is also investigating non-Westside venues for filling in the calendar. Brief discussion re: desirable venues, local teams. Herb suggests using dance themes to tie in fundraising promotions.

K-12 COMMITTEE REPORT and **COMMUNICATIONS COMMITTEE REPORT** appended.

K-12 summary: Nora Sterry School is committed to piloting Dancing Feet program in L.A and Nora Sterry staff will be taking DF training beginning October 22. Four chapter members will also be taking the training as mentors. No chapter funds are committed.

Communications summary: communications budget is unsustainable even if advertising possibilities sell out (largest expense category YTD). Request for feedback re: frequency/effectiveness of email blasts and newsletter & utility of website. Request to recruit a WordPress person.

Reports and discussions concluded at 8:50 p.m.