



Austin Ballroom Dancers
Annual Board Meeting Minutes
June 13, 2010

Present:

Board Members: Phyllis King, John Shaw, Bertha Lopez, June Kelly, Diane Powell,
Tom Baylor, Frank Sclafani

ABD Members: Pam Maxwell, Dave Lapham, Lanette Lapham, Terry Dunigan,
Susan Wigington, Jim Garrett, Gary Barnhart

The President called the meeting to order at 6:20 p.m.

Financial Report

The Treasurer presented a summary document, and a detailed accounting of the financial status of Austin Ballroom Dancers for the past twelve months.

Summary Financial For The Year Ending May 31, 2010

Total Assets	\$36,165.04
Total Assets a year ago	\$40,534.92
Change since last year	-10.8%
Income for the year	\$50,076.11
Expenses for the year	\$54,445.99
Net Income/Loss	\$ -4,369.88

For a detailed listing of the income and expenses of Austin Ballroom Dancers, please contact the Treasurer

The Annual Financial Review was accepted by the Board.

Program Report

The Program Director reported that class sizes are down this year. More students are needed.

Publicity Report

The radio interview with Chris Sanchez of FM radio station MAJIC 95.5 to promote Austin Ballroom Dancers, and the upcoming Nash Hernandez Orchestra dance was previewed by the Publicity Officer.

The Publicity Officer has contacted The University of Texas student newspaper, *The Daily Texan*. The objective was to determine the feasibility of one or more ABD advertisements to try to attract younger dancers to Austin Ballroom Dancers. It was decided that this is too expensive for ABD at this time, and that school is now out for the summer.

Austin Ballroom Dancers is well publicized of the internet.

The Publicity Officer sent an invitation to 28 local dance organizations to promote the June 19th Nash Hernandez Orchestra dance.

The Austin Recreation Center Supervisor has made adjustments regarding the air conditioning, and checked electrical outlets for ample electricity supply for the Orchestra electrical requirements. The facility is ready for the Saturday dance.

Membership Report

The Membership Coordinator reports that there are 150 paid-up members.

There was an active discussion including our ABD members on how to get new members, and how to improve Saturday night dance attendance.

Several activities are to be put in place to respond to the question, "if there are 150 members, why do only 33 members show up at Saturday night dances?"

- The Vice President suggested doing another dancer survey, asking if a dancer is not a member, why not.
- The Membership Coordinator confirmed that records exist for members going back 6 years. It was suggested for the Membership Coordinator to contact as many of the dancers that are no longer members as possible, and to ask each why their membership has lapsed. A second question will be asked, "What would it take for you to rejoin Austin Ballroom Dancers, and come to dances?"
The Membership Coordinator agreed to execute these activities.
- An Austin Ballroom Dancers member recommended contacting a former ABD member, Richard Carey. This former member was an accomplished promoter of Austin Ballroom Dancers. It is suggested that Mr. Carey will be skilled in offering counsel to the questions: "how can ABD interest and gain new

members", and "how does ABD get more paid-up members to attend Saturday night dances". The Membership Coordinator agreed to try and locate Mr. Carey, and seek his counsel.

A complementary benefit to gaining more members, and more dancers attending the Saturday night dances is that ABD would cross the cost breakeven, and could show a small profit from time-to-time. Profit is not an objective, as Austin Ballroom Dancers is a non-profit organization.

The meeting was adjourned at 7:10 p.m.

Dancers ARE happy on Austin Ballroom Dancers Saturday nights!!!!



