

Austin Ballroom Dancers

Board Meeting Minutes

August 8, 2010

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#### Present:

**Board Members:** Phyllis King, Pam Maxwell, June Kelly, Diane Powell, Frank Sclafani, Tom Baylor

The meeting was called to order at 10:03 a.m.

#### Approval of June Minutes

The July 11th, 2010 Board Meeting meeting minutes were approved, with the correction of the June Financial Report to reflect a gain, not a loss, for the month of \$956.35.

#### Financial Report

The Treasurer reported a net worth of \$35,645 on July 31, 2010. Although this is almost \$4000 less than our net worth a year ago, it is well above the \$20,000 threshold the board has set as our baseline net worth. Membership income continues to remain high & offsets the losses on the dances & classes. The board is continually looking for ways to increase attendance at both the group classes & the Saturday dances.

#### Membership Report

The Membership Coordinator lists 168 members - including those expiring in August.

#### Publicity Report

Debbie McCulloch was absent but provided an email report for review & discussion. Our position on [www.austinlicker.com](http://www.austinlicker.com) was reviewed & we are listed under Ballroom which needs to be corrected as those listings are Ballroom facilities. Our listing should be amended to reflect Dance Instruction.

There was discussion about participation in the Pecan Street Festival this September & it was decided that due to lead time necessary to coordinate volunteers, videos &/or stage & dancers we should table that for next year & consider participation in the 6th Street Festival next spring.

It was determined to leave our Yellow Page presence as it is in the directory book & to not pursue further exposure with Yellow Pages online as there are so many other free options & search engines which work as well as online directories.

A plan to increase class attendance was proposed & unanimously approved.

Incentives will be offered to members bringing friends & also to those first time attendees: 1) Members bringing friends who enroll will receive a \$5 discount off their classes for a session  
& 2) New enrollees will be eligible for member prices for their very first session.

#### Program Report

A correction to the next session schedule as posted on the website, & reported in the newsletter, was noted: Dates should read 8/10-9/10 reflecting the standard five-week session.

Phyllis will prepare data regarding Hancock class attendance for review & evaluation, & the instructors will be advised they must attend the next board meeting so that a more thorough discussion of future class offerings & approaches can be entertained. There is ongoing discussion of the feasibility of samba/mambo next year vs inclusion of more Level 1 East Coast, Tango, Cha Cha, Foxtrot, Waltz & Rumba which are the more popular classes.

**Old Business**

New Year's Eve 2010--It was voted to hold the New Year's Eve 2010 dance at the Dance Institute at 6612 Sitio Del Rio (off 2222). DJ to be determined. Cost to rent the facility is \$2300 without tables & chairs. Doors will open at 8:30pm, with dance from 9pm-1am.

Bylaws--It was voted to accept the bylaws as presented for review by June Kelly.

Budget--Budget discussions for Publicity & Programs were tabled pending further information.

**New Business**

New Year's Eve 2011--Phillips Center will be booked for the Nash Hernandez New Year's Eve 2011 dance.

Uptown Contract--June & Diane to renegotiate contract with Kristy August 11th.

Yellow pages--It was decided to retain present Yellow Pages listing with no changes.

501-3C--It would cost \$850 to apply for the status plus would require an attorney to file. Frank will research about the costs to file. Once those costs are known, it will be possible to further discuss whether the benefits will outweigh the cost.

Liability Insurance--The board agreed it was more cost effective to go with the proposed new provider, Farmers. This change is effective August 15th.

Inclusion of Two Step & Salsa in course offerings--There was a motion to add Level 1 of these courses to increase class participation. After discussion of the merits of this change, it failed to pass.

Other topics--October 2nd Uptown Studio is not available to ABD for our regular Saturday Dance. At this time, there are not plans to have a dance that Saturday.

--The sign in sheet will be amended so that Guests who are not members may indicate if they would like to receive the newsletter & provide their email addresses.

--The minutes will now be posted on the website & so noted in the newsletter, but the minutes will not be emailed to members.

--Benefits of membership will be promoted in the newsletter.

--Members will be asked to submit their ideas for proposed quarterly "theme" dances, which could be held the first Sat of each quarter.

The meeting was adjourned at 11:28 am.

**Quick Links.....**

Austin Ballroom Dancers Web Site

**Contact Information**

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Pam Maxwell, Secretary
Austin Ballroom Dancers
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