

San Diego's Finest City Squares  
 9 August 2018 Board Meeting  
 Location: Al Ouellett's home



**Meeting Minutes**

<b>Present</b>	<b>Absent</b>
Al Ouellett, Vice President	Larry Sopher, President
Philip Unitt, Secretary	Tami Allemão, Treasurer
Ed Jackson, Co-Caller Coordinator	
Kay Jackson, Co-Caller Coordinator	
Robert Swee, SDSDA Representative	
Randy Dake	

- I. In Larry's absence (out sick), Al called the meeting to order at 6:36 PM.
- II. Robert moved, Kay seconded that minutes be accepted; passed unanimously.
- III. Treasurer report from November 2017 through May 2018 circulated by Tami by e-mail. Checking account balance on 31 July \$7856.68 plus \$242 cash on hand equals \$8098.68, a decrease of \$01 from \$8108.68 on 31 May 2018. Kay moved, Robert seconded that report be accepted; passed unanimously.
- IV. Caller-coordinator report (Ed):
  1. Attendance has been up slightly (except 8 August), apparently as a result of the all-position plus workshop.
  2. Andy gone one additional date, 8 August, because of work. Richard Bass covered us, as he will on 15 August.
  3. Andy will call our anniversary dance in January. He will charge less than other callers, to ensure we don't lose money, but exact amount still to be negotiated. January will be our 30<sup>th</sup>.
- V. SDSDA report (Robert):
  1. Finest City is on the schedule for serving brunch at the Fiesta de la Cuadrilla in first weekend of November. Far enough in the future that we can discuss at the October meeting. Neither Ed nor Kay nor Robert will be available that morning.
  2. Robert constitutes a nominating committee of one for SDSDA.
- VI. Old Business

1. Ed and Kay attended IAGSDC delegates meeting; no serious news.
2. All-position plus workshop is not yielding as many attendees as we had hoped for but is still enhancing our attendance. Ends 29 August; first day of new beginning class 5 September. Robert will bring pizza.
3. Andy's birthday (21 September): Tami says a check is not wanted. Kay says a card that everyone can sign ahead of time will be most appreciated, plus a cake. Kay will pick up the card (which will be available for signing 2 weeks before it's presented on 19 September); Ed will provide the cake.

## VII. New Business

1. Ed attended three discussions at IAGSDC on recruitment and retention. He distributed copies of notes from meetings. Ed says Raymond and Carl will recruit a set of friends. IAGSDC is setting up a website to address these issues (recruitment and retention); will be an opportunity to exchange ideas. Ed spent considerable time talking to representatives of fastest-growing clubs. Our attendance and revenue is gradually drifting downward. Most clubs have to charge \$12 to \$15 to cover dance-hall rental. Robert fears the city of San Diego will see attendance declining and decide that the space could be used better—or start charging. Ed also distributed the e-mail message he sent summarizing the recommendations.
  - A. Call the introductory dancing “open house” rather than “class.”
  - B. Start with a “demo dance” in which beginners can participate after a few calls.
  - C. First two weeks free; from third week on charge the normal rate.
  - D. Don't use terms “mainstream,” “plus,” etc., or say the course is 9 months. We're just “learning to square dance.”
2. Robert recommends the club be informed and, we hope, buy in to the new approach. Ed will take about 5 minutes to explain the new approach.
3. Robert urges Facebook as a medium to advertise; Ed urges MeetUp (which has a nominal cost). Ed will investigate that cost.
4. Two factors stressed: (1) be friendly to new visitors; (2) old club members shouldn't hit on “fresh meat.”
5. How many presidents from the past 20 years are still involved? Critical not to burn out presidents or other club officers but to involve as many members as possible. Some clubs have folded when presidents have quit and no one else was willing to step up.
6. Tactics that work best:

- A. Personal invitations. E-mail students from the last two years to encourage them to come back. Follow up with students who miss a week with an e-mail message “we missed you; please come back.”
  - B. Social media. Instagram and Twitter are not a good fit for us. Growlr attracted some of last year’s students.
  - C. Social interaction: create non-dancing social activities, such as going out to dinner, movie night, theater night, going out to drink after dancing. Joining other social groups such as Front Runners—a chance to recruit. Possible activities: bicycling, hiking, charity walks, theater (esp. gay community), beach, book “club,” movie night at a person’s house.
- 7. Ed has informed Andy of these ideas.
  - 8. Plan for new “class: Two free “open houses,” 5 and 12 September. E-mail to members and announcement on website and well as oral presentation at next few dances to get our current members up to speed before 5 September. Ed will circulate draft announcement to go as e-mail and on website, Dancer Digest, Facebook, Nextdoor.

Date for next board meeting: 11 October 2018, 6:30 PM, Al’s house.

Meeting adjourned, 8:22 PM.