

Victoria Ballroom Dance Society
Board of Directors Meeting
Cedar Hill Rec Centre
Wednesday, September 16, 2015
6:00 pm

MINUTES

Present: Malcolm Sneddon (Chair), Jim Pringle, Neil Fleischmann, Grace Sneddon, Steve Montgomery, Scott Hamilton, Jenn Jackson, Veronica Patenaude **Regrets:** Bob Colwill **Absent:** Ron Smailes
Others Present: Diana Jasinski (Recording Secretary)

Opening Business

1. Call to Order, Welcome & Opening Remarks

Malcolm called the meeting to order at 6:07 p.m. with a welcome to a new year. He made note that we are heading towards the AGM and that we need a governance and nominations to consider how to get nominations. In particular to fill some of the Board vacancies, we should seek out a bookkeeper/accountant, a lawyer and a computer expert on the Board which would be very beneficial to the Club.

2. Adoption of Agenda

With addition of 'Vikes Basketball Demo' under New Business, the agenda was **ADOPTED** as circulated (see attachment).

3. Review of Minutes

Board Meeting of August 19, 2015 – accepted

Committee Reports

4. President's Report (Malcolm) – covered under Opening Remarks

5. Treasurer's Report (Jim) – no report

6. Administrator's Report

Diana logged 19 hours for the month of August.

7. Marketing/Advertising/Promotions (Jenn)

Jenn reported that we have a pretty good turnout for our Newcomer level. It was suggested that this may be in large part due to our Facebook ads.

8. Standards & Classes (Neil)

Neil emphasized the fact that we need to focus on retention. To help our newcomers feel at home we should personally invite them to our dances and strongly encourage all of our members to dance with them.

9. Dance Committee (Veronica)

There were 55 people at the Reunion dance, led by Alan; we made a profit of about \$115. There was lots of positive feedback.

We are contracting Chris Millington for our New Year's Dance at a cost of \$5,500. He is going to look into the cost of renting mauve lighting to have on the band. We will be using the same caterer as last year at a cost of about \$35 per person. After a brief discussion the following motion was put forward:

MOTION: Set the ticket price for our New Year's Dance at \$99.

MOTION PASSED

Doors will open at 7:30, with dinner at 8:00 p.m. Veronica will explore the possibility of having a wine company attend the event.

Business Arising from the Minutes

12. Pacifica Ball (Victor Golubkov)

Victor sent information to the board via email (see attachment) but was not able to attend the meeting. He requested a meeting with the board to discuss sanctioning. The time and date were set for 6:30 p.m. on September 25.

NDCC is currently in disagreement with DanceSport. A suggestion was made that we get official statements from the relevant groups regarding their stance on Pacifica Ball and sanctioning. Jenn will follow up on this.

Victor suggested two possible dates for Pacifica Ball: April 9 or June 18. April 9 seems better suited – there are no other competitions on that date, kids will still be in school, hotels will be cheaper, and it is after the VCCC and prior to Island Fantasy Ball. It could be a good warm-up for the latter.

The board felt strongly that there would need to be a VBDS board member on the Pacifica Ball Committee to act as liaison between the board and the Pacifica organizers. The designated member would attend meetings and voice the Board's concerns.

13. Acceptance of Membership Applications; Honorary Memberships (Neil)

A list of member applicants to date for this year was circulated to the board via email prior to the meeting.

MOTION: That the membership applications as emailed to the Board on September 15, be accepted and the applicants be granted membership for the 2015 to 2016 membership year. **MOTION PASSED**

The board held a brief discussion on honorary memberships.

MOTION: That Victor Golubkov, Wanda Kivitt, Elizabeth McGregor, Roman Yue, Zuzana Macknight and Diana Jasinski be granted honorary membership for 2015 to 2016 **MOTION PASSED**

The possibility of lifetime honorary memberships was mentioned but discussion was held over for the next board meeting.

New Business

15. Vikes Basketball Demo (Neil)

Neil indicated that we will give a demonstration on November 20, which might help with January registrations. The cheerleaders will do a line dance with us. Neil will get back to Zak, the liaison at Vikes and will also check about the possibility to set up a table.

Date, Time & Location of Next Meeting: October 14, 2015, 6:00 pm. at Cedar Hill Rec Centre

Adjournment: 7:50 p.m.

Recording Secretary: Diana Jasinski

Final Approved Version – edited by Grace Sneddon

Victoria Ballroom Dance Society
Board of Directors Meeting
Cedar Hill Rec Centre
Wednesday, September 16, 2015 at 6:00 pm
Agenda

Opening Business

1. Call to Order and Opening Remarks - Malcolm
2. Adoption of Agenda
3. Review of Minutes: Board Meeting of August 19, 2015

Committee Reports

1. President's Report (Malcolm)
2. Treasurer's Report (Jim)
3. Administrator's Report
 - Hours
 - Membership & Registration Stats
4. Promotions/Marketing/Advertising (Jenn)
5. Standards and Classes Committee (Neil)
6. Dance Committee – (Veronica)
7. Volunteer Appreciation Tea (Scott)
8. Youth Program

Business Arising from the Minutes:

1. Dance Pacifica - Victor Golubkov sent information to the Board via email but will not be attending the meeting.
2. Acceptance of membership applications; honorary memberships

New Business

1. Preparation Discussion for the November AGM (Malcolm)

In Camera Meeting

Date, Time & Location of Next Meeting

October 14, 6:00pm Cedar Hill Rec Centre

**Report on VBDS Youth & Family Outreach
September 2015**

Prepared for VBDS Board Meeting of 16 Sept 2015

BUDGET PROPOSAL FOR VBDS “BALLROOM IN THE SCHOOLS” FALL 2015

This report proposes a preliminary budget for the VBDS “Ballroom in the Schools” Program for the Fall Term of 2015, requesting Board comment and approval.

Preliminary interest in participating in the Program this Fall has so far been expressed by five (5) schools in the Greater Victoria area. Based on past experience, it is not highly likely that all five of these enquiries will result in instruction proceeding this Fall Term (although the hope is that there may be follow-up resulting in classes in some, possibly with pilot programs of some kind, in the Winter or Spring Terms). Nevertheless, the Budget being proposed for this Term is based on providing us with the flexibility to proceed in five schools, should the preliminary arrangements we are working on prove to be feasible.

Budget Proposal: A budget with VBDS sponsorship of the “Ballroom in the Schools” Program being a contribution not to exceed **\$1350** over the Fall Term of fiscal year 2015-16; this would allow VBDS to support up to 8 one-hour ballroom classes in each of **five** schools (or the equivalent; e.g. being in four schools, but with more classes during the Term).

If approved, the proposal is that the Program would continue much in line with guidelines used in past years: the Schools would be asked to provide the required space and supervision, and VBDS typically would cover up to 50 percent of instructor costs (the balance coming from different sources, depending on the school; e.g. PAC special funding, PE budgets, etc.).

In the past, schools in the Program have also been asked to assist with and support some form of public performance, to allow the students to demonstrate what they have learned in the classes. This also assists VBDS in support of its main mandate, of promoting an active interest in ballroom dancing, not only amongst youth, but with parents and the public more generally. We will again be seeking appropriate and innovative possibilities for such performances this year. Suggestions on this from the Board and from club members would certainly be welcome.

DECISION REQUESTED OF THE BOARD

The Board is asked to consider and approve a Motion along the following lines:

BE IT RESOLVED that the Board authorizes a net expenditure of up to \$1350 over the Fall Term of fiscal year 2015-16 to allow for sponsorship of Ballroom Dance classes under the terms of the VBDS “Ballroom in the Schools” Program.

If Board Members have any questions about the program or the proposed budget, please do not hesitate to contact the Program Coordinator.

Respectfully submitted,

Bob Adams

Coordinator, VBDS Youth & Family Outreach Program

Proposal to Board for Pacifica 2016:

1. Event date:
 - a. April 10, 2016
 - i. Pros:
 1. Reasonable weather, not too hot
 2. Between UBC Gala and Island Fantasy Ball
 3. More people in town and kids are still in school
 4. Very close to the end of the second session of VBDS classes, and 1 month after Closed Clubs Competition which gives momentum
 5. No other events around this date (CDS, NDCC, NDCA or USADance)
 - ii. Cons:
 1. Soon
 2. Close to Island Fantasy Ball (but before it)
 3. New event with a new date
 - b. June 18, 2016
 - i. Pros:
 1. More time for planning
 2. More possible venues
 3. Close to the end of VBDS 3rd session
 - ii. Cons:
 1. Hot weather
 2. Less people in town, kids almost done school
 3. Possible other event in Vancouver
 - c. Why not historical weekend?
 - i. At the end of the competitive season
 - ii. Close to Island Fantasy (and after it)
 - iii. Hot weather
 - iv. Competes with events nearby in the US on the same day both WDSF and NDCC
2. Venue—multiple options are being explored, including Commonwealth Place and final decision will be made based on date, availability and cost, once a date is selected.
3. Volunteers for committee (all have confirmed their willingness to participate):
 - a. Chairperson and sponsorship—Victor Golubkov
 - b. Networking/venue/sponsorship—Wanda Kivitt
 - c. Registrar—Sherman Waddell + 1 other TBC
 - d. Promotions—Jenn Jackson
 - e. Catering—Ellie Matheson+ 1 other
 - f. Volunteers – Selenne Hough, Sheila Pearce
4. Plan for attracting Sponsors:

SPONSORSHIPS. Four levels of Sponsorship will be offered (from PB2015 discussions):

- i. **Platinum sponsor (\$3000 – a new addition):**
 - a. ad positioning in the top half of the PB website;
 - b. full page colour ad in program,
 - c. board display on floor,

- d. ad presence on social medial, a chance to hand out awards,
 - e. a Staff Master-class at VGdance studio,
 - f. Four front row seats with dinner in the evening,
 - g. Possible - TV projector equipment which could project ad images on the walls or on TV screen at event.
- ii. **GOLD (\$1250) includes:**
- a. Full-page, colour advertisement in Souvenir Program,
 - b. Prominent advertisement on Pacifica website OR as a Board Display placed around the competition floor for the duration of the event,
 - c. Two front row seats with dinner in the evening,
 - d. Public acknowledgement of your support throughout the event,
 - e. Acknowledgement opportunity for Medals and/or Trophies in Gold and Championship level events,
 - f. 3 free private dance lessons at VGdance studio
- iii. **SILVER (\$900) includes:**
- a. Half-page, colour advertisement in Souvenir Program,
 - b. Advertisement on Pacifica Website OR as a Board Display placed around the competition floor for the duration of the event,
 - c. Two front row seats with dinner in the evening and weekend event tickets for competitions,
 - d. Public acknowledgement of your support throughout the event,
 - e. Acknowledgement opportunity of Medals in Silver level events,
 - f. 2 free private dance lessons at VGdance studio
- iv. **BRONZE (\$750) includes:**
- a. Quarter page colour advertisement in the Souvenir program, AND an advertisement on our Website,
 - b. Public acknowledgement of your support throughout the event,
 - c. Two seats with dinner in the evening and weekend event tickets for competitions,
 - d. Acknowledgement of Medals in Bronze level events,
 - e. 1 free private dance lesson at VGdance studio
- v. **MEDAL SPONSORS: \$100**
- a. Public acknowledgement of your support at the Medal presentation,
 - b. There are 112 events in which Medals could be awarded—3 Medals per event
5. Sanctioning Decision—TBD, but considerations:
- a. DSBC
 - i. Pros:
 1. Most competitors have current membership
 2. Supported by the competitors' community. (General community isn't concerned about two different organizations)
 3. There is a possibility if we ask for a closed championship we might be granted one
 4. Better promotional resources (DSBC website)
 - ii. Cons:
 1. Less variety in events

2. More expensive officials as more are needed
 3. Less income due to no pro/am and less amateur events
 4. Doesn't support full community of amateurs, pros and pro/am students
 5. Competes with Island Fantasy Ball
 6. No American Style
- b. NDCC
- i. Pros:
 1. More event variety. Ex: Single dance events for Amateurs.
 2. Possible to have pro/am so higher income from registrations
 3. Allows American Style
 4. Supports full community of amateurs, pros and pro/am students
 5. More possibility for having showcases to add value to event
 6. Doesn't compete with Island Fantasy Ball
 - ii. Cons:
 1. Not all competitors belong to NDCC, so there is resistance from DSBC couples and coaches
 2. Not well supported by the community
 3. May have less competitors in Amateurs
 4. Competitors having ongoing fear of being banned by DSBC despite Pinky Wong's posting and assurance on facebook that there won't be any sanctions or penalties if DSBC members dance in non-sanctioned event.
6. Budget—All budget numbers are reasonable estimates based on research and some limited historical data to give board members a chance to make a more informed decision. Decisions (such as venue and sanctioning) will have an effect on budget.
- a. Expenses:
 - i. Venue—TBD, but estimate approximately \$3000
 - ii. Sound System—VBDS system?
 - iii. Decorations—\$750
 - iv. Catering—\$3000
 - v. Trophies—\$1000
 - vi. Equipment—TBD depending on venue choice and requirements
 - vii. Advertising—\$1000
 - viii. Judges travel—\$1000 per person
 - ix. Officials—\$500 per person (number will vary depending on sanctioning—DSBC requires a minimum of 9 officials, NDCC requires a minimum of 5)
 - x. Judges Accommodations—\$150 per person
 - xi. O2cm—\$550 maximum
 - xii. Top Competitors—\$2000-\$4000 depending on how it is done
 1. Options include Belayev and Popova, Ruscinski and Velselkina, and Shalvarov and Profatilova (pro couple, Dance Comp Review for showcases)
 - b. Income—figures can be provided once historical PB budget information is provided:
 - i. Registrations—to be estimated based on historical data
 - ii. Tickets—estimated based on historical data and sell-out

- iii. Sponsorship—4 tiers—intent is to maximize sponsorship as much as possible to off-set costs
 - iv. Fundraising—different options were explored by PB2015 committee and those will be revisited
7. Advertising—full use of social media, website as well as paid advertising and programs
 8. Schedule of Event—TBD , but 1-day event only
 9. Proposed Ticket prices—to be decided based on decisions for sanctioning, showcases, etc.
 10. Planning schedule—Will be determined once decision is made on 16 Sept by VBDS Board
 11. Equipment—TBD based on venue and requirements
 12. Event Volunteers—To be canvassed from Dance community