

Victoria Ballroom Dance Society

Board of Directors Meeting
Cedar Hill Rec Centre
Wednesday, December 9, 2015
6:00 pm

MINUTES

(Version of 30 Aug 2016)

Present: Steve Montgomery (Chair), Malcolm Sneddon, Grace Sneddon, Neil Fleischmann, Shelley Hamilton, Jenn Jackson, Liz Gilliland, Bob Adams, Clare Martin, Bob Colwill, Lee Colwill
Others Present: Diana Jasinski (Recording Secretary)

Opening Business

Call to Order & Round-Table Introductions

Steve called the meeting to order at 6:07 p.m. and those present introduced themselves.

Adoption of Agenda: The agenda was adopted as circulated at the meeting (Attached).

Review of Minutes: Board Meeting of November 18, 2015 – accepted
Annual General Meeting of November 25, 2015 – deferred

President's Report (Steve M.)

Welcome everyone and thank you for stepping up to take on what could be seen as a challenging and yet pivotal year with VBDS! In advance, I thank all for the time, energy and passion that you will contribute over the upcoming year in your new roles.

It has been an interesting couple of weeks since the AGM involving hundreds of emails, dozens of phone calls and many meetings. I have met with past Presidents, instructors, members and even a past instructor to get as much background information as possible and obtain a clearer picture of where the club has been and where we need to go. I am now more clear than ever about what we need to do as an organization. In a number of different ways we basically need to build the club from the Newcomer level up without forgetting our long term experienced dancers. I look toward all of you to contribute with new ideas on top of the many I have in mind and MOST importantly... to help implement those ideas.

The AGM was enlightening and I believe we have received messages from MANY members that something MUST change with MANY different areas of the club. This has been confirmed to me with MANY conversations I have had with members since the AGM. In his address to the members, Malcolm touched on some extremely valid points. We are in a very DIFFERENT era than when the Club started over 20 years ago. We are in the Technology & Information age which is changing by the MINUTE and as an organization if we don't keep up we will definitely get left behind! There are many tools that we could be using that would accelerate our results in every area of the club. Many of these tools could help considerably with the efficiency, awareness and smooth running of the club.

There will be times at these Board meetings that we will all be in agreement and there will be times that won't be the case. Let us make sure that we maintain a high level of respect, professionalism and an open willingness to understand other members' points of view.

We are about to appoint some very important positions and committee chairs for the upcoming year. My hope is that you will all take this seriously as I have a very high expectation of the results we will achieve this year and that will only happen with diligence, passion and hard work... a lot like what we all have put into our dancing!!

We have a busy evening ahead of us so let's get started.

Appointment of Officers, Committees & Chairs

Bob A. explained to the Board that the old model where the President was also the chair of Standards & Classes was not advisable due to the requirement for the President to oversee many activities. To ease the workload the Vice President position was last year split into two parts – one VP having more of a traditional role but with a second VP for Standards & Classes. Bob also noted that the job descriptions that had been circulated to the Board prior to the meeting were a little outdated.

The job of membership coordinator might best be tackled by a small team. the biggest job is class registrations, but it is also increasingly useful to have board members regularly attend VBDS classes, to build the social aspects of the club.

The Board discussed appointments to the various committees. Malcolm thought that Steve H. might be interested in co-chairing the Long Term Planning Committee. Steve M. will speak to Dan G. to see if he may be interested in volunteering for one or more of the committees.

Since both Neil and Jenn were interested in chairing the Standards & Classes Committee they left the room while a discussion was held and a vote taken.

MOTION: That the Board consider appointing co-chairs of the Standards & Classes Committee.

MOTION FAILED

The Board then voted on the two candidates and Jenn was elected.

MOTION: BE IT RESOLVED that the following Committees and Officers of the Board be appointed, effective immediately:

- Standards & Classes: Jenn Jackson (Chair), Neil Fleischmann, Shelley Hamilton, Steve Montgomery
- Long Term Planning: Malcolm Sneddon (Co-chair), Bob Adams, Liz Gilliland, Rolands Muiznieks; Steve Hutchings
- Governance: Bob Adams & Liz Gilliland (Co-chairs), Steve Hutchings, Bob Colwill
- Pacifica: Victor Golubkov (Chair), Jenn Jackson, Shelley Hamilton, Lee Colwill, Steve Montgomery
- Promotions & Marketing: Bob & Lee Colwill (Co-chairs), Jenn Jackson
- Finance: wait to see Treasurer's preference to have one or not
- Dance: Shelley Hamilton & Lee Colwill (Co-chairs)
- Youth: Bob Adams & Jenn Jackson (Co-chairs)
- Membership and Registration: Neil Fleischmann and Clare Martin (Co-Chairs)
- Smile Card Coordinator: Bob Colwill

Officers

VP Bob Adams

VP (Classes & Standards): position not filled – subsumed as Chair of Standards & Classes Committee

Secretary: none at this time

Treasurer: none at this time

Membership Coordinator: Neil Fleischmann

MOTION PASSED

Reports of Committees & Officers

1. Long Term Planning (arising from the AGM) – deferred

2. Governance (arising from the AGM) – We will have a discussion at the January Board meeting regarding our legal responsibilities.

3. Treasurer's Report – Neil noted that he signs the monthly Coast Capital statements that are mailed to us.

4. Standards and Classes Committee

The preliminary winter schedule is now available, with a few items yet to be fully settled (Advanced Variation classes content, dates of Monday Newcomer I class).

The extension of the Sunday night Newcomer class for an additional 5 weeks in December/January has been very well received, with a total of 14 members signing up on the first night.

5. Pacifica Ball 2016 (Jenn) – report attached

6. Administrator's Report (Diana)

Diana logged 60 hours for the month of November. A chart with membership and class registration numbers from 2006 to the present term was distributed to the Board (attached).

7. Update on New Years Ball & Ticket Sales (Diana)

We have only sold about half of our available tickets. Price is a factor but there is also a lot of competition from other groups. Steve will contact Chris Millington and ask him to promote the even on their Facebook page.

MOTION: That VBDS revert to our \$89 price for tickets for members and refund any member who has paid \$99.

MOTION PASSED

Other Business Arising from the Minutes

8. Website Proposal (Steve)

Steve reported that he had approached a professional to take a look at our website and see if it is possible to get it working better. Raymond has stopped work on developing a new website while the possibility of using this professional help to continue with our current website is explored.

9. Dance Days Victoria (Steve)

Dance Days has been running for a number of years. The event features free classes in all kinds of dance disciplines in venues all over town. The dates for 2016 are January 22 to 29 and we have signed up. Our instructors will be consulted on the best way to implement this initiative. Someone will explain to the classes ahead of time and we should have volunteers to help in the classes.

New Business

10. Announcements: Schedule & Guidelines (Bob A.)

Having Board members make announcements at our practices is a great way to raise awareness to our members. Participation is not compulsory if you are uncomfortable with it. Board members are asked to contact Bob A indicating whether or not they [are willing to be part of this activity, and if so to provide dates when they will be available. A rotor will be drawn up. Each person will be responsible for finding a substitute if needed.

11. Groupon Promotion (Lee)

A brief discussion was held on the possibility of holding a Groupon promotion. It was decided that the Promotions & Marketing Committee should explore a way to offer this – perhaps as a workshop or during the summer.

12. April 16th Social Dance Date (Jenn)

Elizabeth McGregor scheduled her monthly dance on April 16 to avoid a conflict with Pacifica Ball. If we hold it we will have two dances in the same month. We can cancel it or hold it on June 18. The Board agreed to move it to June. Jenn will let Elizabeth know.

13. Deferred Resolutions (Bob C.)

Bob C. felt that we could have dealt with some of the resolutions at the AGM quickly rather than referring them and that it might be a good idea to hold an EGM to deal with some of these issues. Bob A. countered that the Board level was the appropriate place to deal with these matters and that General Meetings should be very disciplined as to what items should be raised to the general membership. It was further pointed out that the membership had voted to refer the issues to the appropriate committees, as recommended by the Board.

Date, Time & Location of Next Meeting: January 13, 2016

Adjournment: 9:10 pm

Recording Secretary: Diana Jasinski

Final Approved Version

Victoria Ballroom Dance Society
Board of Directors Meeting
Cedar Hill Rec Centre
Wednesday, December 9, 2015 at 6:00 pm
Preliminary Agenda - version #3

Opening Business

Call to Order & Round-Table Introductions

Adoption of Agenda

Review of Minutes: Board Meeting of November 11, 2015

Annual General Meeting of November 25, 2015

President's Report (Steve M)

Welcome

Selection of Table Officers & Committees

Appointment of Officers, Committees & Chairs

Officers:

VP (Classes & Standards); VP (Operations); Secretary; Treasurer; Membership Coordinator

Proposed Committees:

- a. Standards & Classes
- b. Long Term Planning
- c. Governance
- d. Pacifica
- e. Promotions & Marketing
- f. Finance
- g. Dance
- h. Youth
- i. Workshops

Reports of Committees & Officers

1. Long Term Planning (arising from the AGM)
2. Governance (arising from the AGM)
3. Treasurer's Report
4. Standards and Classes Committee (Report attached)
 - Report on Winter Schedule (attached)
 - Report on Extra Newcomer Class in December
5. Pacifica Ball 2016 (Jenn)
6. Administrator's Report (Diana)
 - Hours
 - Membership & Registration Stats
7. Update on New Years Ball & ticket sales (Diana)

Other Business Arising from the Minutes

Website Proposal (Steve)

Dance Days Victoria (Steve)

New Business

1. Announcements, Schedule & Guidelines –Steve
2. Groupon Promotion - Lee
3. April 16th Social Dance Date - Jenn
4. Deferred Resolutions –Bob C.

In Camera Meeting

Date, Time & Location of Next Meeting

Adjournment (time to be noted)

Pacifica Ball 2016 Report

Item 1	Sanctioning	
<ul style="list-style-type: none"> Informal approval of hosting Pro-am and Amateurs competitions at Pacifica 2016 has been received from both CDF and DSBC Formal applications to CDF and DSBC under preparation. There is a necessity to discuss and formalize list of adjudicators, full variety of competitive events, etc. before formally applying for sanctioning. 		
Action Item	Who	By When
CDF & DSBC are being contacted to clarify important details	Victor	ASAP

Item 2	DSBC Senior Closed Championships
<ul style="list-style-type: none"> Specific approval will be sought from DSBC in conjunction with the request for approval of the event. Email has been sent to DSBC board with an inquiry about conditions to host Senior 2&3 BC Closed Championships 	

Item 3	Venue	
<ul style="list-style-type: none"> Cheque has been given to VCC representative We have a signed copy of contract between VBDS and VCC (attached to the report) Design team of Pacifica Ball Organizing Committee (PBOC) in cooperation with VCC representative is developing decoration of the main ballroom. It was agreed that the facility would include a "photo backdrop" site. We have updated floor plan. Warm-up area and registration desks are moved to another section on level 2. (see attached files) 		
Action Item	Who	By When
<ul style="list-style-type: none"> Receive an updated quote from A/V supplier at VCC Identify the approach to identifying the different tiers of seats based on the tags that have been used in previous competitions. 	Victor PBOC	December 16 ASAP

Item 4	Registration and Scheduling	
<ul style="list-style-type: none"> We have gathered statistics for 2010-2015 from various dance competitions to understand trends in events for amateur part of the PB2016. We had a meeting with Sherman Waddell, main registrar at PB2014. We received disc with samples of registration forms and waivers for competitors, numbers for competitors. We were also given files with scheduling information and number of entries in various categories. It was decided that all competitors must register and pay registration fees on or before March 20th, which would provide a reasonable period of time to understand the number of competitors and to plan and adjust the event accordingly. 		
Action Item	Who	By When
<ul style="list-style-type: none"> Create Preliminary schedule Update registration forms for Pro-Am and Am competitors Receive necessary documentation from O2cm to apply for the using their software and online resources for PB2016 	PBOC	20 December 2015

Item 5	Advertising and Promotion	
<ul style="list-style-type: none"> P&A committee had two meetings already. Main instruments for P&A: Facebook, Webpage, YouTube, word of mouth. P&A is developing posters, logo and texts for campaign. Chair of PBOC had several meetings with members of various communities to inform them about PB2016 and start promoting PB2016 in these communities. 		
Action Item	Who	By When
<ul style="list-style-type: none"> Find a volunteer to help with creating presentations and video clips for P&A of PB2016 Develop and approve PB2016 logo, design of posters, Facebook 	PBOC P&A committee of PBOC	ASAP ASAP

header and webpage design.		
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Item 6	Evening Schedule
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- There was general support for the allocation of time for the evening being as follows – although this is subject to the details being worked out and could change, depending on the details, which will be brought back to the Committee for review and approval:
- Total allocation: approx. 3.5-4 hours
- Breakdown of total allocation:
- Competition: up to 3 hours (15 competition events)
- General Dancing: 15 minutes in total, spread throughout the evening
- Pro Am Showcase: 6 minutes in total
- Social Event, like a “Jack and a Jill”: 15 minutes (if we have time)
- Anton and Antoaneta: 12 minutes (3 dances)
- Egor and Alla: 15 minutes (3 dances)
- We drafted first version of the evening gala. We used PB2014 scheduling formula, DSBC competition rules, Nelson Wong assistance.

Action Item	Who	By When
▪ Continue drafting Pacifica 2016 schedule and key features	PBOC	TBD

Item 7	Catering
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- The Fairmont has been asked to indicate the nature of the food that could be served within the \$7000 allocation – this is a priority as it will impact ticket prices.
- We are waiting for a response from the Fairmont.

Item 8	Showcase Couples
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- There is preliminary agreement by Egor Shalvarov and Alla Profatilova to attend and provide 3 showcase dances (of which two are cabaret style) for \$2000. This does not include food, accommodation and travel expenses. Other details yet to be discussed.
- There is preliminary agreement by Anton Belyayev and Antoaneta Popova to attend for \$3500, which would also include their food, accommodation and travel expenses. Opportunities for them to come earlier and provide some private lessons and workshops would be offered as an inducement for their attendance.
- We have a sample letter of offer used by the IFB to secure showcase couples. It was agreed that it would provide a good starting point for a letter of offer for couples.

Action Item	Who	By When
📁 Final version of sample letter to be sent to Anton and Antoaneta after it is approved.	PBOC	ASAP
📁 Victor to finalize a formal agreement with Egor and Alla.	Victor	ASAP

Item 9	Volunteers
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- Victor indicated that further to the need for volunteers to help out at the event, two persons have agreed to provide assistance during the day at the event and two have also agreed to assist with duties that will be subsequently identified.
- Victor met with UVIC BC president and discussed ways how UVIC BC can help to promote and organize PB2016. President of UVIC BC confirmed that students will be willing to volunteer at PB2016 and take part in the competitive part of PB2016.

Action Item	Who	By When
▪ Volunteers to be recruited.	Committee	Ongoing

<ul style="list-style-type: none"> ▪ Committee members to identify potential Head Volunteers and advise Victor, given the need for Head Volunteers during the event ▪ There will be the need to assign a special person to be the main “Host” of the event – coordinator and main assistant for competitors and guests. 	Members	
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Item 10	Ticketing	
<ul style="list-style-type: none"> ▪ It is the goal to have secured a ticket vendor within two weeks. ▪ It was agreed that the target date to be in a position to sell tickets is January 15th. ▪ It was agreed that there would be an “early bird” price (which is the price in the budget) for tickets purchased on or before Feb 29th by VBDS members; non-VBDS members would pay the full price, which is \$5.00 more; and after Feb 29th VBDS and non-VBDS members would pay the same price (i.e. bigger price than was incorporated in the budget). <p>Pricing structure of the evening part of PB 2016</p> <p>VBDS members/non-members</p> <p>\$75/80 - tier 1</p> <p>\$65/70 - tier 2</p> <p>\$50/55 - tier 3</p> <p>\$45/50 - risers</p> <p>After early bird deadline</p> <p>\$85 - tier 1</p> <p>\$75 - tier 2</p> <p>\$60 - tier 3</p> <p>\$55 - risers</p>		
Action Item	Who	By When
Ticket vendor to be secured	Victor	Dec 18

Item 10	Music	
<ul style="list-style-type: none"> ▪ Victor advised that work is underway to secure a DJ. An email and FB message of inquiry has been sent to person who was the DJ at Delta Cup 2015. 		
Action Item	Who	By When
Waiting for the potential DJ to answer on our inquiry	Victor	

Item 11	Sponsorships	
<ul style="list-style-type: none"> ▪ Victor has a volunteer to contact potential for venue hotel to provide discount accommodation rate for competitors and officials. ▪ VBDS instructors were given the sponsorship package for early consideration. 		
Action Item	Who	By When
<ul style="list-style-type: none"> ▪ Sponsorship packages to be sent to John De Pfyffer, Adam Hanna and Arthur Murray instructors. ▪ Committee members to identify potential sponsors. ▪ Reach out to potential sponsors that are identified as soon as the schedule, including evening showcase events and website are developed. This should include approaching appropriate hotel to identify if as part of a sponsorship arrangement it would provide discounted accommodation rates for competitors and event attendees. 	<p>TBD</p> <p>Committee</p> <p>Victor, Bob, and Ellie</p>	<p>ASAP</p> <p>ASAP</p>

	MEMBERS	CLASS REGISTRATIONS				
FYE		Fall	Winter	Spring	Summer	TOTALS
2006	589	373	449	338	58	1218
2007	659	425	455	388	149	1417
2008	720	412	503	408	53	1376
2009	783	481	518	427	86	1512
2010	711	513	407	371	70	1361
2011	621	409	415	325	47	1196
2012	501	338	309	299	67	1013
From this point on, mini-courses receive half-value.						
2013	462	287	244	236	37	804
2014	410	239	214	167	17	637
2015	424	212	185	141	---	538
2016	250	142				