Victoria Ballroom Dance Society

Board of Directors Meeting Vision Travel Boardroom; 203-4480 West Saanich Road Wednesday, 10 August 2016

MINUTES Final

Opening Business:

In Attendance: Steve Montgomery (President), Bob Adams, Grace Wong-Sneddon (Treasurer), Clare

Martin (Secretary), Malcolm Sneddon (Past President), Louise Stevens

Unable to attend: Neil Fleischmann Call to Order & Adoption of Agenda Called to order 6:40pm

Agenda approved

Motion – i. be it resolved that Louise Stevens be appointed to the Board of Directors on an interim basis until an AGM is called

ii. Ask her to sign the Nomination and Consent form

Approved Unanimously

Review of Minutes:

Board Meeting 13 July - Approved

Board Meeting 9 March – deferred to September meeting

EGM Minutes 25 May - Provisionally Approved - subject to approval at the next AGM meeting

President's Report (Steve M) (see below)

Reports of Committee & Officers

- 1. Promotions & Marketing (Steve M)
 - a. Website updates in progress and will be live very soon
- 2. Dance Committee
 - a. 19 November Club Closed Competition, Cedar Hill Rec. tentatively booked
 - b. Look at Royal Oak Middle School, Oak Bay High, Doncaster for possible CCC on Nov 26
 - c. October to be arranged
 - **d.** 20 August dance theme
 - e. Movement to appoint Louise Stevens to Dance Coordinator position and recruit a committee. Effective date to be determined by the board - Passed
- **3.** Administrator's Report (Diana): no report for this month
- 4. Standards & Classes Committee (Steve)
 - a. Summer workshops successful and profitable, current workshop extended additional 15 minutes to 75 minutes total
 - **b.** Minimum/maximum class size (see Bob's model attached)
 - **b.i.** Using Bob's matrix; target average 12
 - **b.ii.** If under 12, minimum 9 with options to move to less expensive venue or charge \$2/person/class extra
 - **b.iii.** If below 9, use options in b.ii. or cancel classes
 - **b.iv.** If a class is 30+ will look at potential split

- **b.v.** Standards and Classess Committee may need to meet within the 1st week of classes to make the decisions
- **b.vi.** Discounts no more discount to NC, and only give 1 free dance per NC in the NC Packages.
- 5. Youth & Family Outreach (Bob): no report for this month
- **6.** Governance (Grace)
 - **a.** Review template; Conflict of Interest, Confidentiality, Board Member Nomination -deferred to September meeting
 - **b.** The agenda for the AGM will have room for an update and briefing on the new "Society Act", components of which will require amendments to the VBDS Bylaws (these amendments are to be targeted for detailed discussion at the 2017 AGM)
- 7. Treasurer's Report (Grace)
 - **a.** Bookkeeper Jim Pringle unable to continue as bookkeeper/accountant.
 - **a.i.** Last report submitted in March, and we need to look at a new bookkeeper/accountant to do the quarterly and annual reports. Bob, Grace and Steve will look at potentials.
- **8.** Pacifica Ball (Steve)
 - a. Victor has sent an email stating that he has stepped down as chair
 - **b.** Look at an alternate event; charity
 - c. Look at government grants Community Foundations

Be it resolved that we not hold a Pacifica Ball in the next year, and move to promote the VBDS by coordinating with a charity/cause

Unanimous

Other Business Arising from the Minutes

- New Administrator Sandi Best
 - Authorise the president to negotiate the finalisation of the contract with Sandi consistent with the draft Terms of Reference agreed by the interview committee (see attachment) - Approved
- Volunteers for Committees; music, DVD library, etc
 - Dance Coordinator as noted above in 2e.
 - Music Coordinator in newsletter with description of duties
- Conflict of Interest replies to letters and emails.
 - o To discuss a Conflict of Interest issue, the Board went in to an in-camera session

New Business

- It was AGREED to book the AGM on 23 November and Club Closed on 19 November
- Purchase of tablet/laptop for VBDS to use for registrations (Neil) deferred to September meeting
- Island Daily Deals (see below) declined

Date, Time, & Location of Next Meeting – Cedar Hill Rec Centre, 6:30pm, Wednesday, 14 September Adjournment time: 9:56pm

Island Daily Deals

Back-to-School Season is Almost Here!

It's the Perfect Time to Launch a Fresh New Deal with IDD.

Is Your Business Ready For New Customers?!

With the summer season coming to a close, and back-to-school right around the corner, **NOW** is the perfect opportunity to drive more customers to your business. Local customers all over the Island are ready to experience everything that **YOU** have to offer!

Island Daily Deals reaches over **100,000** consumers across Vancouver Island who are ready to become a new and loyal addition to your customer base!

Are you ready to:

Reach new customers?

Attract more web traffic?

Generate hype for your business?

Build Island-Wide Brand Awareness?

All with no risk and no upfront cost?

Island Daily Deals broadens the exposure of your business Island-wide, increases your online footprint, and gets people excited about trying your product or service.

Talk to one of our awesome team members about setting up a fresh and exciting promotion through Island Daily Deals - the Island's largest locally owned group buying concept.

Spots are limited and our calendar is filling up fast!

Give us a call at **250-591-3647** or send us an email to <u>sales@islanddailydeals.com</u>, we're always happy to discuss what we can do to promote your business to our Vancouver Island subscribers!

PRESIDENTS REPORT FOR AUGUST 10 BOARD MEETING

Welcome everyone, we have a lot to discuss this evening (as usual). I am excited to share with you on the larger screen, our new website. There are still some minor changes to be made on the website along with the welcome video. I hope to get your feedback and input with what we have so far. Also, we still need to share this test website with our focus group members to get their feedback, especially on functionality with booking classes and membership online!

A special thanks to Malcolm for his creative writing skills on many of the pages!

I am also pleased to say that we have 2 new people to bring on the Team (with your approval). A new Board member and a new Administrator.

POSSIBLE NEW "FINANCIAL MANAGEMENT MODEL" FOR VBDS CLASSES Version #2

Depending on the actual and expected registrations for each class, each class will be put into one of three "decision boxes":

- PROCEED
- CANCEL unless some accommodations can be found for "break-even"
- POSSIBLE SPLIT

The decision on which "decision box" to use for each class will depend upon the following "decision matrix", which in turn depends on three "target parameters" to be decided by the Board:

- TARGET AVERAGE SIZE across all classes
- TARGET MINIMUM SIZE for any given class
- TARGET MAXIMUM SIZE for any given class

For purpose of illustration here the following numbers have been assumed in this particular matrix (but these numbers are open to discussion:

- TARGET AVERAGE SIZE = 12
- TARGET MINIMUM SIZE = 9
- TARGET MAXIMUM SIZE = 30

	Expected Average Size of Classes Greater or Equal Target (= 12)	Expected Average Size of Classes Less than Target (= 12)
Expected Size of Class X < 9	CANCEL Class X unless accommodations found	CANCEL unless accommodations found
Expected Size of Class X between 8 & 11	PROCEED with X	CANCEL unless accommodations found
Expected Size of Class X at least 12 (12 but less than 30)	PROCEED	PROCEED
Expected Size of Class X is greater than 30	POSSIBLE SPLIT	POSSIBLE SPLIT

Appendix A for Admin Coordinator Contract

The scope of the services and duties will mainly include the following, but by mutual agreement there may be some additional special projects from time to time:

- **9.** Assisting the VBDS Membership Coordinator with registration for VBDS classes & membership, including management of up-to-date databases such as membership, class, and email lists;
- 10. Coordinating the VBDS Lead-Follow Imbalance Team (the LFIT Program);
- 11. Assisting the Standards & Classes Committee with the booking and management of appropriate space for classes, practices and workshops;
- **12.** Assisting the Treasurer to the Board, as appropriate, with financial record-keeping, payment of invoices, and bank deposits;
- **13.** Preparing weekly email bulletin using mail chimp for members & providing up to date info for class reps;
- **14.** Assisting the Secretary to the Board with the recording and filing of Minutes, preparation of Agendas, and with Minutes of general meetings of the Society, including appropriate record-keeping as required;
- **15.** Assisting with response to standard procedural queries from Society members and the general public, on behalf of the Society;
- 16. Updating, editing & adding ongoing material for the VBDS website as required;
- **17.** Submitting, adjusting, editing & monitoring of Facebook advertising for VBDS classes, dances & events.
- **18.** Monitoring, Editing, adding content, replying to inquiries on VBDS Facebook, Twitter & Instagram pages
- 19. Adding content, Uploading videos & optimizing SEO on the VBDS YouTube channel
- **20.** Providing support as required to assist the VBDS JIVE-Line coordinator;
- 21. Preparing occasional correspondence, as required, for signature of the President;
- 22. Establishing and maintaining an on-going records system for the Society;
- **23.** Under general guidance of the President and the Board, maintaining a guide book for members, and preparing a Manual of Policies and Procedures for the ongoing operations of the Victoria Ballroom Dance Society.