

**Victoria Ballroom Dance Society
Board of Directors Meeting
Cedar Hill Rec Centre**

**MINUTES
Wednesday, 13 April 2016
6:30pm
FINAL - Version #2**

Present: Steve Montgomery (Chair), Malcolm Sneddon, Grace Sneddon, Neil Fleishmann, Jenn Jackson, Bob Adams, Clare Martin

Opening Business

Call to Order: Steve called the meeting to order at 6:39pm

Adoption of Agenda: The agenda was adopted as distributed prior to the meeting.

Review of Minutes:

Noted that no Board Minutes currently show on the website due to Diana's injury, and also due to the complex routine currently required to add them regularly to the website.

President's Report (Steve)

A lot has happened since our last Board Meeting, from the Strategic Long Term Planning Session to Spring Classes and of course Pacifica 2016!

A huge weight has lifted from our shoulders and yet there is still much to be done before our Special General Meeting in May & also much is needed to be done in time for our Fall Classes.

I say this because we are only 7 and we have all done a vast amount of work already!

I believe we all need to put our heads together and start thinking of some names of people who will be willing to sit on the Board and do some serious work!

We do need to be assured that these people are aligned with at least similar goals to each of us.

I'm open to suggestions as to the best way to go about this..

This is shorter than usual as we have much to discuss in a number of areas.

Reports of Committees & Officers

1. Long Term Planning (Steve)

- a. A great deal of work to be done. Bob A and Steve met with CVV Magazine, and Leanne is to get back to us with a quote to re-do the website. Merit in doing something with a fresher look and updates, better online registrations, better consumer usage. Steve's vision is for those who can register online, will do it online. Those who are unable to do it online, registration can be done in person using the website, and all without storing the credit card information online. The idea is to eliminate all the paperwork and manual handling. Create UTube channel and videos including a welcome video – warm and inviting. All videos will be on the UTube channel to optimize search engine results. Photos to show the different dimensions of the club; fun, social, demos, workshops, classes, dances. Assist with social media image.
- b. Clare voiced that the LTPC really should be involved in this process.

- c. From the member break-out groups at the Open Strategic Planning Session on 30 March, roughly 60% seemed to prefer Option #3, about 20% preferred #2, and 20% preferred #4. Many comments showed some interest in #2 and #3 combining elements of both.
 - d. Steve will give the results of the member comments to Clare to scan and email to the Board and LTPC.
 - e. Bob suggested having the resolutions and results posted by 9 May. Members have until 15 May to submit their own resolutions.
 - f. Grace willing to facilitate
 - g. Board meeting 18 May, and extra ordinary General meeting 25 May - AGREED
 - h. Option to ask Sharlene to attend the 25 May meeting if it is felt she will be needed.
 - i. Key to the meeting is a resolution allowing the treasurer access to the \$35000-\$40000 of the Development fund. With a note that in an emergency, ask the members for up to \$10000 more if needed.
 - j. Authority for the Treasurer to do that is tied to a proposed 3 year business model
 - k. We need to release a report out about follow up re music, and another re practices. And another regarding the classes.
2. **Governance (Bob)**
 - a. Moving ahead with policies on conflict of interest, as well as on terms of reference
 3. **Treasurer's Report (Grace)**
 - a. Jim trying to get second quarter financial numbers to us as soon as possible (before end of April)
 - b. Suggesting we ask permission to access \$35000-\$40000 from the Development Fund.
 4. **Promotions and Marketing (Steve)**
 - a. Tied into Long Term Planning
 5. **Dance Committee (Grace)**
 - a. Lee and Shelley are still willing to do the May and June dances – start advertising now
 - b. May – Mad Hatter workshop with John dePfeifer West Coast Swing
 - c. June Ward Room,
 - d. Date change with Elizabeth McGregor September dance. Okay provided the Les Passmore is available.
 - e. New Years dance? Booked with Commonwealth.
 6. **Pacifica Ball Finale (Victor)**
 - a. Totals yet to be confirmed, so may be less of a loss than expected.
 7. **Administrator's Report (Diana)**
 - a. Due to unforeseen circumstances, Diana unable to attend the meeting, and Clare is to request her report be emailed.
 8. **Standards and Classes Committee (Steve)**
 - a. Almost 60 members in NC and Intermediate classes
 - b. Slightly disappointed that of the 40 people at the last intro to ballroom workshop, only a handful joined.
 - c. Handouts should be available at the intro to ballroom workshops. Follow-up required to prepare & print appropriate handouts.

- d. Only Steve and Neil left on the committee, and 1-2 more people should be on the board
 - e. Pre-bronze only has 5 and 4 in classes, and gold only has 4 and 4.
 - f. A few members have suggested we ask for proposals from the instructors about the classes
 - g. In the short-term; approached the classes about shortening the time to 60 minutes.
 - h. Can no longer run classes at less than 6 people, and must give members the options; cut back to 1 hour, or move to Liz's studio, or increase cost to members.
 - i. Negotiate with the Gold members
 - j. Take the hit with the pre-bronze classes.
 - k. Board to give the current Gold class members the following options:
 - k.i.1. Cancel the classes completely and refund remaining 9 weeks
 - k.i.2. Reduce the length of the class by ½ hour, and move to Liz's studio
 - k.i.3. Increase the cost to the members and reduce the length of the class by ½ hour.
9. **Youth & Family Outreach** (Bob)
- a. See report attached below

Other Business Arising from the Minutes

Policy for Practices (Bob)

The issue has been raised regarding being more regular about checking validity of membership for practices.

It was **AGREED** we should give members a 2 week head's up that we will be verifying membership on a more regular basis, starting in the Fall of 2016. Follow-up required to put notice in the weekly bulletin (also reminding Members of the importance of Membership dues to the financial health of the club), and to ensure a friendly team is at the door to check & sell Memberships."

New Business

- **VBDS Correspondence** (Clare)
 - o Dancepacifica.com domain
 - o DVD Coordinator
 - See if any newcomers able to look after the library. Follow-up required to put notice in the Bulletin.
- **Music Committee** (Bob A) – Deferred to next meeting
- **Dancing in the Square**
 - Neil will coordinate with Nichola Reddington, bands, and instructors
- **Thrifty Smile Cards** (Steve)
 - Bob to approach Eric Jenkins for suggestions on who might take on the Coordinator position for the Smile Cards program
 - The Smile Card Coordinator is required to submit an annual application to Thriftys, and to also keep a register of names for each new card number issued

Date, Time & Location of Next Meeting: Wednesday, 18 May, with possible extraordinary Board Meeting for 4 May

Adjournment: 9:45pm

Recording Secretary – Clare Martin

Update Report on VBDS Youth & Family Outreach

April 12, 2016

Prepared for VBDS Board Meeting of 13 April 2016

BRIEF UPDATE

Ecole Doncaster Elementary: Approximately 40 Grade 3 students from Ecole Doncaster Elementary performed their Foxtrot and Line-Dance routine at Pacifica Ball on Saturday afternoon, April 09. Parents and family supporters turned out in large numbers, helping to virtually fill the Ballroom, and with their discount (\$10) tickets, contributing over \$1200 to the bottom line of the Pacifica Ball budget. Plans are that the students will do at least one more performance at the school, for parents and supporters who were not able to attend Pacifica Ball.

Oak Bay High: We have high hopes for the launch of a Ballroom Dance Club at Oak Bay High this week. Following a promotional Ballroom Dance workshop and demo just before Spring Break, there has been a lot of interest at the school, and we hope to be able to run Ballroom Classes under Wanda's instruction through May, possibly into early June (if we sustain sufficient support and turn-out). This will be a re-launch of a program at Oak Bay High that ran successfully for a number of years. We extend our sincere thanks to Diane & Tom for doing a demo for the students, to Dan Green for turning up to help out, and to Alana Beyer and Wanda for setting this all up.

Gordon Head Middle School: We are still finalizing dates for a short series of Ballroom classes at Gordon Head Middle School, likely in May. This will be our first experience with teaching ballroom dance at the Middle School level, and will be a bit of a "trial pilot program", to see if there will be sufficient support for a more extensive program in the Fall or in 2017.

Respectfully submitted,
Bob Adams
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