

Victoria Ballroom Dance Society
Board of Directors Meeting
Minutes
Cedar Hill Rec Centre
Wednesday, 19 April, 2017
Final Version

Present: Steve Montgomery (President), Douglas Anderson (Vice President), Thomas Webber (Treasurer), Clare Martin (Secretary), Louise Stevens, Chrissy Southern (Administrative Coordinator)
Sent Regrets: Coralie Theoret

Opening Business:

Call to Order: 6:38pm

Adoption of Agenda:

Approved

Potential Conflicts of Interest: Bob in regards to item 5; family outreach to teach line dancing in Sidney

Review of Minutes:

Board Meeting 15 March

Version #2 of 19 April:

Approved

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

Reports of Committee & Officers

1. Standards & Classes Committee (Steve, Douglas, Bob) (see attached)
2. Dance Committee (Louise)
 - a. Arrangements for New Years; DJ, Caterers, Venue
 - a.i. Caterer - Chef on the Run
 - a.ii. DJ – Louise is to follow up with Eric Fox for his availability
 - b. VBDS April dance:
 - b.i. DJ – Eric Fox
 - c. It was agreed that we would try to include a preliminary financial report on each dance as soon as practicable after the dance (e.g. gross revenue intake from entrance fees; cost of hall and any music; estimate of any additional costs like refreshments or decorations).
3. Administrator's Report
 - a. Billable Hours for March 2017: 49.5
4. Promotions & Marketing (Steve –chair & Coralie) (see attached)
 - a. Additional VBDS promotional products (rack cards, brochures, flyers)
 - a.i. Chrissy will put together a draft rack card by the end of May
 - a.ii. Bob to approach Neil to contract with the City of Victoria re Dancing in the Square
 - a.iii. Clare will speak with David Guervin regarding photos
5. Youth & Family Outreach (Bob & Coralie)
 - a. Proceeding with teaching grade 7 class at Pacific Christian Middle School for their Cinderella performance
 - b. Doncaster students will perform at a senior centre
 - c. Oak Bay will do a Ballroom Dance performance

- d. Bob Adams and Diane Duruisseau will teach 4 weeks of line dances at the Shoal Centre in Sidney.
- 6. Governance (Bob)
 - a. Transition to the New Societies Act – Update preparing for the 2017 AGM
 - a.i. Targeting to be ready prior to the 2017 AGM, the Board will probably need to present 3 or 4 motions to the AGM for membership approval, and each motion will require a 2/3 majority vote to pass. This should put the Society in compliance with the new *Societies Act*, and in a position to finalize our transition to the new Act before the end of 2017. On behalf of the Governance Committee, Bob moved the following:

MOTION: Be It Resolved that the 2017 VBDS Annual General Meeting be held on Wednesday November 22 at Ceder Hill Rec Centre, in lieu of Wednesday Practice **Approved**

- b. Policy proposals on Harassment
 - b.i. Committee is working on drafting a new formal VBDS policy for dealing with cases of harassment, with the goal of having Board discussion and approval of the policy in the Fall of 2017, so that it can be reported at the 2017 AGM, and as part of our application for renewing our Director and Liability Insurance for 2017-18.
- 7. Treasurer's Report (Thomas)
 - a. Statements were received at 5:56pm today and Thomas needs to review them before presenting them to the board.
 - b. Linda needs September – December 2016 reports. For the 1st quarter we will have a balance sheet; however, without the detailed break-down of allocation of cost. For the 2nd and 3rd quarter we will have detailed reports.
- 8. Committee on Social Dimension (Bob & Coralie)
 - a. Committee needs 3-4 more volunteers to assist with phone calls and hosting

Other Business Arising from the Minutes

- Annual Keith Honeyman Memorial Award for volunteer contributions (Douglas)
 - o A decision was made regarding the recipient of the 2017 Keith Honeyman Memorial Award.
 - o Douglas will contact the recipient to determine attendance at an upcoming dance
- Music system (Douglas)
 - o Douglas is meeting with volunteers tomorrow morning to look at programming the system.
 - o James Ngai is currently unable to do music at the practices for the foreseeable future.
 - o Raymond Rusk is able to take care of Friday practices
 - o Caan is able to take care of Wednesday practice
- Jive Line/cell phone
 - o Deferred to May meeting
- Storage unit price comparison report
 - o Deferred until an inventory has been taken – Bob will take the lead on arranging a time to meet with Louise at the storage unit is located.

New Business

- Donation to Make-A-Wish \$700 (Clare)
 - o Clare will contact Simone Connor to arrange a presentation of the cheque and possibly have some dancers demonstrate at the same time, at one of her events.
- Member retention (Louise)
 - o Consider a strategy to retain members; couples and singles – covered in most parts by the Promotions & Marketing report.

Meeting adjourned: 9:15pm

Date, Time, & Location of Next Meeting: 6:30pm, Wednesday, 18 May

Recording Secretary: Clare Martin

PRESIDENTS REPORT FOR APRIL 19 VBDS Board Meeting

Fellow Board Directors, I hope you had a pleasant well rested Easter weekend. Last Wednesday we had a productive Governance Committee meeting with Chris Sivers helping out in a number of areas. Chris had some encouraging comments indicating that we are on the right track with the Society Act and the changes that need to be made in preparation for the AGM later this year. I will leave it to Bob to fill in the details regarding the Governance meeting.

I have set up the Online account for the website so that we can eliminate Paypal for Online processing. We just need Danielle from Ideazone to do the Integration on the website which should be completed by the end of this week.

There is some very promising news with regards to promoting Ballroom dancing to more men which I will go into more detail in my Promotions & Marketing Report.

I am pleased to say that we have Eric Fox committed to doing our VBDS April dance. I will make sure that I speak to Eric during the setup for the dance to see if we can get his commitment on a more regular basis.

Session 5 Classes have started and the numbers are still looking quite strong considering we are coming into Spring when more people have other commitments.

We have finalised Session 6 with a move of Pre Bronze to Saturday to accommodate Liz over the Spring. It will also be a good test to see how well a Saturday is received at the Pre Bronze level. It might be something to consider in the Fall with the Pre Bronze/Bronze Practice already running on Saturdays. We are only running one Out of Syllabus workshop in Session 6 because of the lower expected numbers in Spring. Hopefully this will keep most of our Syllabus classes running with decent numbers.

To finish on a positive note, it is very noticeable that our Wednesday Practices have been extremely well attended most Wednesdays for quite some time. I think this is indicative of the high Membership and Class numbers this year. Speaking of that I am certain you all noticed the announcement that we are now over 400 Members in the Club which is an increase of over 80

from last year. It is also important to note that we were losing at least 60 members every year since 2008, so this is in fact a turnaround of 140!! This is far better results than I had hoped for this first year of changes being made in VBDS.

Standards & Classes Report for April 19 Board meeting

Session 5 Classes have started and the numbers are very promising in most levels. We are running 14 Classes with an FTE of 174 so the average per Class is 12.43. Our Newcomers all the way through to Silver are still showing some positive numbers with just a few Classes a little low. I am confident that if we keep the strong numbers coming, we will start to fill in the gaps over the next year or two.

Session 6 is just about complete with only 1 out of syllabus workshop being offered so that our regular syllabus classes have the best chance of running. Some of the Classes are running into July due to stat holidays. This may or may not be a problem, however like some of the workshops we have run over the past 5 Sessions it is a good test. If the late finish to our Classes is too much of a problem we can revert to Session 5 & 6 next year only running for 5 weeks which was originally intended this year.

We are making plans to once again meet with our instructors so that we can get more feedback on how this year's Classes have run, what we can change, improve or just tweak a little. Keep in mind that I have been constantly getting feedback through all of the Sessions run already and made some small tweaks along the way.

It is important to note here that in late August & early September this year we will have a valuable tool to promote our Fall Classes that we have not had before. I will be continuing to utilise the mail chimp emails to promote our Classes & Workshops. In the past, we have really just prayed and hoped that people would come back to VBDS after taking off at least 2 months over the summer.

I also plan to run a skeleton number of Classes/workshops for 4-5 weeks, possibly two 4 week Classes with a 2 week break in the middle when Wanda is away. These will only run if numbers allow just like we have done for our Session 1-6 Classes. It is extremely important to keep people dancing over the summer (if they want it) so that they don't lose what they have learned and to keep them in the habit of dancing.

Promotions & Marketing Report for April 19 VBDS Board Meeting

One of our biggest challenges for the VBDS is the in balance of women vs men who take an interest in ballroom dancing. I am pleased to say that some recent Facebook advertising has seen a considerable increase and turnaround of the number of men responding to our advertising. I believe this is due to the fact that I have targeted men & women separately with very different wording between the 2 Ads but tying them together with a common headline. I have also focused the ads in the past by separating men & women but never with the kind of results that I achieved in the Intro Ads for Session 5. Sometimes the words just click...

I should note that this advertising could be even more impactful if I had a “green light thinking focus group” of about 5 people. This wouldn't be hard to find as it is fun and just coming up with ideas. This Club has many members with a lot of ideas! I will look for this group of people over the next month or two so that I have some great copy for next year to use.

The great thing with Facebook and the way things work is we could test 5 different concepts in the first 3 days and run with the 1 or 2 concepts that get the best results. At \$5 per day that costs very little, it's like a cheap form of target research. It also doesn't stop us trying at another time 1 or 2 of the concepts that didn't get a good result in those 3 test days.

You will notice from my comparisons of Session 4 and Session 5 the difference of the wording both in the text & the headlines. What I learned from my Elite Online Facebook training was that the Image is the most important component for Ads at 70%, the Headline component is 20% and the text copy is only 10%. It is a big mistake that most people make when advertising. This principle applies to most forms of visual advertising. I realised that I was using our logo as the image for the video which means very little to most people and although it's quite colourful & attractive, it doesn't speak to people or grab their attention as much as it could. I would love to get some great pictures for our Facebook Ads of some of our members in really passionate, attention grabbing poses. Who comes to mind are Peter & Anna when they are doing the Tango. I am certain there are others including Thomas & Dianne.

The bottom line with Facebook advertising is – what works? The difference between Session 4 & Session 5 is quite significant & as I said earlier, it is addressing one of the biggest challenges

we have in the Club... the in balance between men & women as of today is... 177 men & 230 women... so a difference or in balance of 53!

In Session 4 we spent less money in total when we targeted both men & women = \$154.44 – 539 Women watched 50% of the Video, 326 Women watched 100% of the Video. 68 Men watched 50% of the Video, 29 Men watched 100% of the Video.

In Session 5 we spent \$263.89. Once I realised that the newly formatted Ads for men were getting a lot more attention and a better response I decided to run with it. Normally I would have stopped either the Image Ad or the Video Ad depending on which one was getting better results. As it turns out, the video Ad was way ahead of the Image Ad. However, after a week the Image Ad started catching up and overtook the Video Ad...both performed extremely well. So the end result for most of the 16 day Campaign was that we spent \$10/day to attract men & \$5/day for women, normally it would be \$5 for each. We got 123 Link Clicks and 207 Video views (100%) for women and compared to 174 Link Clicks and 136 Video views (100%) for men. It is important to note that the Video views for men was ahead of the women until the Image for men started getting more clicks. I could have stopped the Image Ad and Facebook would have been forced to keep sending only the video to the men instead of the Image Ad.



More Promo Material for April 19 Board Meeting

Session 4 Men & Women Video

Ad Name			Vide...	Vide...	Vide...	Vide...	Vide...
45... Female	\$:	1:	269	174	126	107	92
45... Male	\$:	1:	39	23	16	12	7
45... Unkn...	\$:	1:	9	6	5	5	5
▶ Results from 1 Ad	\$ Tc	1: A:	1,036 Total	630 Total	479 Total	424 Total	370 Total

Ad Name			Vide...	Vide...	Vide...	Vide...	Vide...
55... Female	\$:	1:	320	194	153	136	123
55... Male	\$:	1:	36	18	10	7	6
55... Unkn...	\$:	2:	15	11	10	10	7
▶ Results from 1 Ad	\$ Tc	1: A:	1,036 Total	630 Total	479 Total	424 Total	370 Total

Ad Name			Vide...	Vide...	Vide...	Vide...	Vide...
65+ Female	\$:	2:	289	171	132	124	111
65+ Male	\$:	2:	45	27	22	19	16
65+ Unkn...	\$:	1:	14	6	5	4	3
▶ Results from 1 Ad	\$ Tc	1: A:	1,036 Total	630 Total	479 Total	424 Total	370 Total


Session 5 Video Results – Men Video

Ad Name							Reach			Vid...	Vid...	Vid...	Vid...	Vid...
 Session 5 Spring ...	●	5	1	\$!	3!	\$!	3,102	\$!	1!	483	258	179	146	136
45–54		2	3!	\$!	8!	\$!	1,268	\$!	1!	112	54	35	27	24
55–64		1	3!	\$!	1!	\$!	994	\$!	1!	173	94	63	51	47
65+		1	3!	\$!	1!	\$!	840	\$!	2!	198	110	81	68	65
▶ Results from 2 Ads		1: Tc	1: Tc	\$! Pt	3: Tc	\$! Pt	6,088 People	\$! Tc	1! A!	483 Total	258 Total	179 Total	146 Total	136 Total

Men – Image

Ad Name							People ...				Link Clicks	Page Likes	
 Spring 2017 Intro Classes MEN - Image	●	N	C				91	6	—	3	95	1	
45–54							23	1	—	—	24	—	
55–64							39	3	—	—	39	1	
65+							29	2	—	3	32	—	
▶ Results from 2 Ads							892 People	1! Tc	1 Tc	5 Tc	174 Total	1 Total	

Women – Video

Ad Name							Impres...												
 Session 5 Spring 2017 WOME..	●						5,397	1	\$!	5!	\$!	2,245	\$!	1!	673	394	283	237	207
45–54							1,929	3!	\$!	1!	\$!	874	\$!	1!	148	84	67	52	46
55–64							1,865	5!	\$!	2!	\$!	777	\$!	1!	252	142	105	93	74
65+							1,603	5!	\$!	2!	\$!	594	\$!	2!	273	168	111	92	87
▶ Results from 2 Ads							6,570 Total	1: Tc	\$! Pt	5: Tc	\$! Pt	2,578 People	\$! Tc	1! A!	673 Total	394 Total	283 Total	237 Total	207 Total