

Victoria Ballroom Dance Society
Board of Directors Meeting
FINAL MINUTES
Cedar Hill Rec Centre
Wednesday, 15 February, 2017
(Version #4 Approved by the Board on 15 March 2017)

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

Opening Business:

Call to Order: 6:33pm

Adoption of Agenda:

Approved Unanimously

Potential Conflicts of Interest Noted:

Bob – re VBDS donation to Dance Victoria Auction
Steve – re Merchant Services Proposal

Review of Minutes:

Board Meeting 11 January

Approved Unanimously

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

Reports of Committee & Officers

1. Standards & Classes Committee (Steve, Douglas, Bob) (see attached)
 - a. Reviewing policy on pro-rating class fees – Decided that the S&C Committee will review the options and will report back to the Board at a future meeting.
 2. Dance Committee (Louise)
 - a. Arrangements for Club Competitions or Demo (March 18)
 - a.i. Saanich Commonwealth Place confirmed
 - a.ii. Senior level dancers bronze – gold prefer to demo rather than compete
 - a.iii. Dance start at 7pm, Standard 8-8:30pm, Latin 9-9:30pm, end 10:30pm end
 - a.iv. Set up to begin at 6pm
 - a.v. Open level competitors will do the 5 dances in an open demonstration for both Standard & Latin
 - b. Music arrangements for New Year's Eve Ball (DJ or live band)
 - b.i. Saanich Commonwealth Place is confirmed
 - b.ii. DJ music vs. live band. Live band tempo is often off and difficult to dance to, DJ music has less energy than a live band.
- Motion:** For New Year's Eve 2017, go without a band, enhance in other dimensions, and lower the ticket cost accordingly. **Approved Unanimously**
- c. Report on feasibility of Charity Ball in Fall 2017
 - c.i. Simone Connor with Make-a-Wish is unavailable in the fall
 - c.ii. Many members feel November for a gala ball is too close to Christmas and the busy festive season.

- c.iii. Look at gala ball in Spring of 2018
 - d. Report back on joint Dance Committee – Social Retention Meeting (see attached)
 - d.i. Introducing new ideas at the dances – mixers, line dances, etc.
- 3. Administrator’s Report
 - a. Hours – January 82.25, February 33.75
- 4. Promotions & Marketing (Steve –chair & Coralie) (see attached)
 - a. Budget for video deferred to a later date pending updated financial statements
- 5. Youth & Family Outreach (Bob & Coralie) (see attached)
 - a. Bob proposing the Motion:

BE IT RESOLVED that the Board authorise a net expenditure of up to \$1500 over the 2016-2017 fiscal year, to allow for sponsorship of ballroom dance classes & lessons as part of the VBDS Youth & Family Outreach program in schools and in the Greater Victoria Community.

Moved
Seconded
Approved Unanimously

- 6. Governance (Bob)
 - a. Update on Officer’s and Director’s Liability Insurance
 - a.i. The Executive was authorised, and has decided to proceed with the insurance with the Co-Operator’s. It has been purchased
 - a.ii. The board will contact 2-3 companies to quote on a full package when the current insurance policies come close to renewal.
- 7. Treasurer’s Report (Thomas)
 - a. Now up to date with the bills and payments that have been paid.
 - b. Is meeting with the credit union regarding online access for the purpose of checking the account balance.
 - c. Quick books would cost \$18/month plus tax. Would like a few more weeks to research the accounting software options.
 - d. **Motion** that at the final meeting of the board for each year, by November, the Board produce a budget for the following year and ready for the incoming Board.

Approved Unanimously
- 8. Committee on Social Dimension (Bob & Coralie) (see attached)

Other Business Arising from the Minutes

- Music system – re-numeration (deferred from January meeting)
Pursuing further options to be reported at a later meeting. Some may not require re-numeration.
- Jive Line/cell phone (deferred from January meeting)
Researching a couple options. Will work with Chrissy to regarding next steps involved in getting the Jive Line transferred to a Board Member or mobile phone.
- Merchant Services (deferred from January meeting)
 - o Steve presented a proposal for alternative to our current system for processing transactions by POS and on-line, and then absented himself from further discussion and decision, due to potential for a perceived conflict of interest, as noted at the outset of the meeting.

- **Motion** to accept the proposal from Canadian Payment Services for the electronic transaction fees, but and that we purchase the hardware rather than lease.

Approved Unanimously

New Business

- Proposed VBDS donation to Dance Victoria – Silent Auction 25 February
 - Bob outlined a proposal for a potential donation to the Dance Victoria Fundraising Event, in the form of a Gift Certificate, and then absented himself from further discussion and decision, due to potential for a perceived conflict of interest, as noted at the outset of the meeting.
- **Motion** that the VBDS donate to Dance Victoria 1 gift certificate valid for membership for 2 people until 31 August 2018, and 1 session of classes for each person.
-
- Smile card Coordination.

Approved Unanimously

Motion that Eric Jenkins be appointed the VBDS Smile Card Administrator

Approved Unanimously

Date, Time, & Location of Next Meeting: 15 March 2017, 6:30pm, Cedar Hill Rec Centre

Meeting adjourned:

Recording Secretary: Clare Martin

Presidents Report for February 15, 2017 Board Meeting

As VBDS Board Members we have an Opportunity this year to make a real difference in the positive results that are beginning to unfold. Our Membership numbers have a positive increase from last year's numbers which is the first year that this has happened since 2008. Our Class numbers are also showing a positive increase and in profit, which shows us that the changes made over the past 6 months are what the membership wanted.

I urge you all to realise that we have not solved all of what needed to be changed. We must still question what new members want of us through our Social Dimension Committee. We must involve more of our existing members by asking our members to be a part of this Committee. There are many new members willing to volunteer their time to help us. We must speak to and organise this Social Dimension Committee so that we have more involvement from our members. Some of these people may make good future Board members and/or Committee members in other areas.

Our Dances are starting to be recognised in a more positive light than in past years with some work still to be done. We must get more organised with an actual Dance Committee that meets and contributes so that the work is not left on only a few people's shoulders. Eric Fox has definitely contributed a great deal to addressing people's concerns about the music at our VBDS dances.

I hope that the information & Proposal that I presented to the Executive 7 weeks ago and have worked on for the last 7 months will get a decision in this Board Meeting. I am referring to saving the Society at least \$1,000/year on our POS Credit Card expenses.

We have much to discuss tonight and many important decisions to be made...

Standards & Classes Report

Session 3 Classes are coming to an end and they have been our most successful Session of Classes so far since the change of structure in our VBDS Classes back in the Fall of 2016. To recap the numbers from Session 3, we are running 17 of the 19 Classes originally proposed with an average of 14.76 registrations per class. I should point out that 12 of the 17 Classes are over 12 registrations per class!! So not only are we running more classes than we have over the past number of years, the numbers are heading in a very positive direction. It is also important to note that we have many more people taking multiple classes and not just at the higher levels. It is fair to say that our membership are embracing the choices they are being offered. We are learning a great deal also from how the membership have reacted, for example... Paso Doble does not seem to be of much interest, we will still offer it from time to time, perhaps once a year to show that we haven't completely given up on it. Viennese Waltz is also not showing much interest but this may be partly due to the strenuous physical requirement of the dance when we have offered it on nights where most suitable members would be required to dance for 3 hours continuous. Some Gold Class members suggested running a workshop on a Saturday which may be a good possibility to test as a short term Workshop.

Session 4 Classes start next week apart from Newcomers & Bronze Classes. We are offering a Salsa Workshop at a beginner level with Victor on Tuesday nights. If we get a good response from this we may offer this at a higher level in Session 5. We are also offering a Hustle/NightClub Waltz Workshop & a continuation of the successful Argentine Tango Workshops.

Standards & Classes are planning to have an important meeting within the next week or two to go over adjustments to be made for the 2 Spring Sessions and to prepare for a meeting with our Instructors to get feedback on how this year has gone...what worked, what failed and what needs to be adjusted for the 2017-2018 Year.

Promotions & Marketing Report

There has been much work done over the past 6 months with regards to Promotions and Marketing. We continue to advertise on Facebook using our Intro to Ballroom Workshops as a funnel in to our Newcomer Classes. We are using the video produced last year and also just an image as a comparison. We still get at least 6-7 times more responses from women than men. When the men do engage, more of them watch the video to the end. I would like to propose that we consider getting our Videographer to use all of the material with maybe a few new "cuts" of different women in the Club, tastefully encouraging men to come along and give Ballroom a try. This should not cost as much as the previous time as some of the existing material could be used. I would propose a budget of \$800-\$1,000. I believe we must start specifically targeting men to solve the imbalance in the Club.

Perhaps the Social Dimension Committee could also come up with some different ideas of how we can encourage the few single men that do come our way. Maybe even the couples can be swayed to realise the benefits of the man in that couple volunteering as a lead soon after they move past the Newcomer Level. This would allow us to utilise the higher level volunteer leads to focus more on volunteering at the higher levels. If we promote this early with new members, there is an increased chance that they will continue as they progress through the higher levels. The couple WINS!!

Mail Chimp Email marketing is proving to be an extremely useful tool. We now have a list of over 190 people interested in Intro Classes and Growing!! This very large list gets at least 5 emails leading up to and during the 4 Intro Workshops that are being run. The final email goes out on the Saturday of the final Intro Workshop and ALSO reminds them that our VBDS Newcomer Classes start the next 2 days, Sunday & Monday. They are given every opportunity to register and more importantly, not giving them the chance that they might forget!!

We have Mail Chimp lists at every single level & anyone who takes our Classes is on the Class list of the level they are at. Everyone receives at least 2 emails to remind them about the next Session of Classes... I am also using this as an opportunity to promote the different workshops to the appropriate skill level. For example, for Session 4, besides the 4 Newcomer classes, our Newcomers are told about the Salsa Level 1 and Hustle/NightClub Waltz Workshops. These workshops are also being promoted to the Intermediate & Pre-Bronze Class lists.

Last week we even had the opportunity to inform Class members about the cancellation of Classes & the Wednesday Practice. We also have a list of 45 Volunteer Leads & a Class Rep List. I would like to see a list accumulated for other people in the Club willing to be volunteers for Dances, demos and other Events that we hold from time to time.

Joint Report
Dance Committee & Social Retention Committee

for VBDS Board Meeting of 15 February 2017

Following some preliminary discussion at the January Board Meeting, the Dance Committee & the Social Retention Committee have been coordinating on several initiatives intended to strengthen the “social aspect” of our Dances, and hopefully thereby enhance retention of more Members over time.

We have agreed to that we will try both teaching “PATTERN DANCES” and using “DANCE CARDS” at different occasions at some of our Monthly Dances. As a first step and trial, Elizabeth & Ron were approached and graciously agreed to teach “THE GAY GORDON” (a old-time Scottish “pattern dance”) at our February Valentine's Dance. Since this seems to have been overall quite successful, there are a number of other “mixers” and pattern dances that we will try to introduce in future (maybe every-other Dance). It was agreed that we should coordinate with some of our Members and other instructors on specific ideas for helping with this.

Louise is also going take the initiative to start introducing “DOOR PRIZES” and “LINE-DANCES” as a more regular feature at our Monthly Dances. We also discussed having more “LADIES CHOICE” dances introduced over the evening (especially on nights when we do not have Dance Cards). “Ladies Choice” works best if there is an MC, and the two Committees agreed to coordinate and assist with this, as needed.

We also discussed the role of DEMOS and CLUB COMPETITIONS at occasional Dances, in light of the seemingly favorable response to the Club Demos at our November Dance. It is RECOMMENDED that we hold a repeat of our CLASS AND OPEN CLUB DEMOS AT OUR MARCH DANCE, on March 18. Louise has confirmed through Chrissy that Saanich Commonwealth Place (SCP) is available, so the recommendation is that we hold these Demos as part of the March Dance, at SCP on the third Saturday in March. (On checking further with those of our Members who regularly compete in internationally sanctioned competitions, it was determined that there not was sufficient interest & support for a judged competition at the Open Level, so “Club Demonstrations” are being recommended instead at this time, at least on a trial basis this year.)

We also agreed that we should try to hold our next NEW YEARS DANCE again at Saanich Commonwealth Place (SCP), and Louise has now confirmed through Chrissy that VBDS has SCP booked for New Years Eve this year.

Respectfully submitted,
Louise, Bob, & Coralie

Report on VBDS Youth & Family Outreach

14 Feb 2017

Prepared for VBDS Board Meeting of February 15, 2017

SUMMARY OF BUDGET DECISION REQUESTED OF THE BOARD

At our Meeting on Feb. 15, 2017, the Board will be asked to consider and approve an extension of a budget for VBDS Youth and Family Outreach programming for the remainder of 2016-17. The recommendation is for approval of a Motion along the following lines:

BE IT RESOLVED that the Board authorizes a net expenditure of up to \$1500 over the 2016-17 fiscal year, to allow for sponsorship of ballroom dance classes & lessons as part of the VBDS Youth and Family Outreach program in schools and the Greater Victoria community.

BUDGET OVERVIEW

VBDS has again been approached by several schools in the Greater Victoria area, expressing interest in working with VBDS to provide Ballroom Dance lessons to students over the remainder of the 2017 school year. Programming in two schools where we have previously taught Ballroom Dancing in past years has now been organized (at Doncaster Elementary, and Oak Bay High). In addition at least one other school (Pacific Christian Middle School) has approached VBDS asking for assistance in organizing Ballroom instruction during school hours later this year.

In addition to this, the current recommendation is that we build some further flexibility into the budget for this program, to allow us to potentially expand the program, at least on a trial basis, into some wider community and or family programming, or in an additional school, should the opportunity to do so arise and look promising. VBDS has already been approached (via our new website contacts) about possible new dance lessons for seniors during daytime hours, and the flexibility of being able to respond to such requests within an approved budget has merit in terms of efficient use of volunteer time. This is also broadly in line with past practice for this program.

Board Members should be aware that net expenditures under the Schools Program last fiscal year (in 2015-16) were \$1053, and in 2014-15 were \$926 (on gross expenditures of \$1516 and \$2609 respectively in each of the two past fiscal years). Current Board Members should also be aware that at the September Board Meeting this year, the previous Board approved expenditure of up to \$1350 over the First-Quarter of fiscal year 2016-17 for the VBDS "Ballroom in the Schools" Program. Actual expenditure in the First-Quarter were much lower than this amount, so on this basis, it is estimated that the budget proposal for a net expenditure of up to \$1500 for the entire 2016-17 fiscal year will likely be an adequate amount to operate the program for the

remainder of the year, allowing for some added flexibility in programming beyond “schools”, if need be.

If approved, the proposal is that the Program would continue in schools much in line with guidelines used in past years: Schools approaching VBDS are typically asked to provide the required space and supervision, and VBDS would usually cover up to 50 percent of instructor costs (the balance coming from different sources within the school, with detailed arrangement depend on each school: e.g. PAC special funding, PE budgets, and student fees have all been used). We have also usually asked that schools assist with and support some form of public performance, to allow 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 among young people, but with parents and in the community more generally.

Suggestions and assistance in enhancing this programming are always welcome. If Board Members have any questions about the program or the proposed budget, please do not hesitate to ask.

Respectfully submitted,
Bob & Coralie
Co-Coordinator, VBDS Youth & Family Outreach Program