

VICTORIA BALLROOM DANCE SOCIETY

Minutes – Board of Directors meeting

Wednesday, March 13, 2019 at 6:30 pm

Cedar Hill Recreation Centre

In attendance: Steve Montgomery (President and Chair), Liz Frick (Secretary), Lynne Jordon, Rolands Muiznieks, Christine Southern (Office Administrator)

Regrets: Thomas Webber

Guests: Barb Gordon (6:30 pm), Raymond Rusk (7:20 pm)

1. Call to Order - at 6:43 pm
2. Approval of Agenda – one addition under New Business: Shoe Sale. Agenda approved as amended.
3. Declaration of Conflict of Interest - None declared.
4. Approval of Minutes: from February 13, 2019 meeting

Moved by Lynne to approve the minutes as written.

CARRIED

5. President's Report

- Work on classes and scheduling is ongoing with efforts to attract as many Newcomers as possible and keep them engaged and dancing. Intention is to run a few classes through the summer so we don't lose people or have a big gap.
- Advantage of shorter classes was discussed (i.e. 6 weeks vs 11 weeks). It was noted that the cost of a membership and fees for an 11 week class can be a barrier to some Newcomers. It was noted that higher level classes are generally only 6 weeks in length.
- Most of the focus of the President has been on ensuring start and end date of classes are more consistent.
- Facebook advertising and Mailchimp promotion continues.

6. Committee Reports

Standards and Classes – Steve Montgomery (Chair) – See comments above.

Membership – Lynne Jordon (Chair)

- Lynne led a discussion on membership numbers over the past number of years and how and what information is available.
- It was noted that there has been some inconsistency on when membership numbers have been reported in past years. It was agreed that going forward, the Membership Coordinator would request the number of members as at August 31st of each year. *This item will be added to the Board's Calendar of Events for the August meeting. Liz to add to Calendar of Events.*

- Current 5-Year membership statistics:

2012/2013	Total members – 446
2013/2014	Total members – 378
2014/2015	Total members – 424
2015/2016	Total members – 320
2016/2017	Total members – 434
2017/2018	Total members – 373

- Membership form/waiver was reviewed. It was agreed that it is not necessary to collect a home address, so this will be removed from the form. It was also agreed that the online form should be checked to see if the waiver is posted online and to indicate if an “I agree” box exists. If not, these items should be added/updated. *Lynne and Chrissy to follow-up with revisions to the Membership form (hard copy and web copy).*
- It was noted that the Member database does not always include phone numbers or e-mail addresses. These are important to have in order to advise members of changes (e.g. to classes, practices, events etc.) It was agreed that members will be asked to provide to phone number and email on future class registration and membership forms in an effort to update the database.
- The subject of a membership drive was raised and will be discussed further.

Finance – Thomas Webber (Treasurer) (Barb Gordon, guest)

- Thomas was unable to attend the meeting but asked Barb Gordon, VBDS Bookkeeper, to attend to confirm and explain the difference between what was on the 2017/18 year end financial statement versus the 2016/17 statement, reported at the 2018 AGM.
- Barb indicated that Linda, the former treasurer, had posted some clean up items for 2016/17 after financial information had been provided to the accountant. Normally, changes aren't made once the info is provided to the accountant. The difference was \$707.21 which resulted in lowered expenses. In order to correct this, it was agreed that the 2017/18 year end financial statement will be restated when presented at the 2019 AGM, to account for the difference.
- Barb also addressed the Board's questions about direct deposit, debit and credit card transactions. Some items, such as the storage locker are on automatic payment; other items, require that Board members pay out of their own pocket and get reimbursed. She noted it is common for organizations such as VBDS to have people pay directly and get reimbursed for their expenses.
- Barb noted that a line item on a credit card statement is not an invoice (not valid for CRA purposes).
- If invoices are available (e.g. FB advertising in an email) Board members are encouraged to forward emails directly to Barb for payment. Barb also encouraged Board members to submit expenses every month.
- Barb indicated that VBDS has a substantial liquid financial position and also receives regular cash deposits from intro workshops, dances and class registrations and suggested we consider how to better protect ourselves to ensure VBDS is not vulnerable to theft of money. This comment was offered based on her past experience with other organizations.
- Barb's contract with VBDS for 6 hours per month is adequate.

Governance – Thomas Webber (Chair) – No report this month.

Dance – Liz Frick (Chair)

- *Social Dances:* February dance - Hollywood Night theme - approx 47 people in attendance. Robin Evans introduced and led the Taxi Dance mixer which was well received.
- March dance - St. Patrick's Day theme scheduled for March 16, 2019 at LPC. Plan to do taxi dance mixer again as well as line dances.
- April dance - scheduled for April 27 at Cedar Hill Rec Centre. Plan is to present the Keith Honeyman Memorial Award along with competitors demos.
- *Dance Committee update* - Dale has stepped down from the Dance Committee after more than a year as a volunteer. Ildiko has stepped forward as a champion to promote improved recycling at our dances.

Community Outreach – Thomas Webber (Chair) – No report this month.

Marketing and Promotions – Rolands Muiznieks (Chair) – See President's Report.

7. Business Arising from the Minutes

- Dancing in the Square application has been approved by the City, although approved budget is lower than previous year. Liz to contact MC 2 for availability (rate of \$450/night); recruit volunteer DJ's; and check for instructor availability. Instructor rate to be based on instructors' current rates (i.e. Up to \$75 maximum.)
- Beverley Lambert correspondence and Langford option – The Board discussed and agreed that there is not sufficient capacity at the present time to expand operations to Langford.
- Newsletter submissions and Class reps e-mails - Newsletter - advertising of external events to be limited to one week in advance of the event. Class reps are now announcing only VBDS and Instructors' events.

8. New Business

- Calendar of events – Begin planning for New Year's Eve dance (Dance Committee).
- *It was agreed that Liz (Chrissy) to contact Saanich Commonwealth Place to reserve the gym for the 2019 New Year's Eve dance.*
- Ballroom DJ (Raymond Rusk, guest)
- It was noted that the original costs incurred when Ballroom DJ was introduced was for the hardware, and not the software, as Ballroom DJ is available for free. It was noted that Ballroom DJ was modified, is complicated to use, and has a lot of features we do not use.
- Raymond has since programmed software to take the place of the now-dated Ballroom DJ software. Ballroom DJ software remains on the third VBDS computer. Raymond requested the Board's approval to update the third computer with the new software he has developed.
- It was noted that the Board recently approved an expenditure related to the music but that it was to replace one of the monitors (i.e. hardware).
- The Board discussed and agreed to discontinue using the Ballroom DJ software program but will continue to use the hardware that was purchased with Ballroom DJ (the biggest component of the initial expense); in combination with the new software developed by Raymond.
- Smile Card application – potential projects for this year's application were discussed such as Dancing in the Square and funding for Facebook advertising to recruit new members. *Liz to send Lynne previous year's application (completed by Linda) for her info and action.*
- Shoe sale – VBDS member Ildiko has asked about holding a shoe sale for VBDS members. Lynne suggested it could be done at one of the Intro to Ballroom Workshop nights. *Lynne to explore option of holding a shoe sale.*
- MS Office - Liz to discuss MS Office requirements with Chrissy. *Liz to place order on her credit card and request reimbursement.*

9. Office Administration

- Christina Southern (Office Administrator) – 65.75 hours

10. Next Meeting

- Proposed date: Wednesday, April 10, 2019

11. Adjournment - Meeting adjourned at 8:44 pm.

The minutes were approved at the April 10, 2019 meeting.