

VICTORIA BALLROOM DANCE SOCIETY

Board of Directors meeting – Thursday, Jan. 11, 2024 at 5 p.m.

By MS Teams

Meeting Minutes

Directors in attendance: Diane Duruisseau (Chair), Lawrence Gower, Brian Mason, Jay Schmidt, Gerry Swayze, Richard Pigeon

1. Call to Order

Meeting called to order at 5:02 p.m.

2. Approval of Agenda

MOVED by Diane to approve the agenda. CARRIED

3. Declaration of Conflict of Interest

None.

4. Appointment of Timekeeper

Gerry agreed to be the timekeeper.

5. Approval of Minutes

MOVED by Diane to approve the Dec. 12, 2023 minutes. CARRIED

6. Business arising from the minutes

- a) Dance committee budget for dances – covered under dance committee
- b) Dance committee budget for storage supplies – covered under dance committee
- c) Bylaws filed with BC Registries – The changes to the bylaws approved at the 2021-2022 AGM on Nov. 23, 2022 were filed with BC Registries on Jan. 2, 2024 by Michael Kittel.
- d) Re-branding initiative – Prior to the meeting, Diane provided a 2014 report prepared by former member, Bob Caldwell, on rebranding and other suggestions to increase and maintain club membership. The report is as relevant today as it was then, as VBDS faces the same issues now, such as declining membership. At the January brainstorming session, participants were enthusiastic about rebranding VBDS. Some new members indicated we don't advertise and make it clear what VBDS is and does. To that end, Diane is posting more videos on our social media accounts to show dancers at different levels. We need more marketing. Richard suggested we contact universities and colleges to see if a marketing student could take it on as a project. Lawrence mentioned Delta Dance has an excellent website and blog.

Action items: Diane will contact the member who offered graphic design services to proceed with her offer. Diane will continue education piece on social media. Jerry will do a write-up for the newsletter asking for some help with marketing.

7. President's report

Diane noted Brian is no longer the newsletter editor. She and Michael have taken it over as interim editors. She noted the February dance will also include a workshop, as most survey participants indicated they are in favor of having a workshop at our dances.

8. Treasurer's report – Richard provided a financial report showing cash balances for each of the 4 months from September to December 2023. He listed the 3 GICs and their maturity dates. He will provide full financial statements later this month.

9. Committee reports

a) Community Outreach: Diane noted that Michael reached out to Mayfair Mall again regarding a VBDS demo and they were agreeable to discussing further. She mentioned it could be valuable for VBDS to participate in the Dance Days Festival put on by Dance Victoria. We would offer a free class and be listed on their website. Richard suggested Rolands might be able to help with this. Diane will reach out to him.

b) Dance: As reported in the December 2023 minutes, Diane reported that the dance committee has requested a budget for dances and for storage items. She has purchased some bins for the committee, but they may have need for more items.

MOVED by Diane to approve \$300 for the dance committee's storage needs. CARRIED

MOVED by Richard to provide the dance committee with \$840 for the November to May dances. CARRIED

The dance committee also requested money for beverage containers. Brian will contact Maria and will offer to give them one of his.

c) Finance: covered under Treasurer's report.

d) Governance: No report.

e) Marketing and Promotions: No report.

f) Membership: Lawrence reported that we have 120 regular members and 6 members who are students or dancers with a disability.

g) Standards and Classes: Michael provided a financial review of classes for Session 3: Jan/Feb. Registrations are still coming in. Diane noted that attendance is very good at Tuesday practices.

Advertising budget: Richard said we need someone with some marketing experience and to help promote the club. In the interim, Diane is handling promotions.

MOVED by Richard to provide \$200 to Diane for incidental expenses for promotions, such as for printing costs, FB advertising, and more. CARRIED

10. New business:

Brian indicated that he is resigning from the board effective Jan. 31, 2024. He will continue to volunteer for the club. The board thanked Brian for all his excellent work and dedication to

the club.

11. Bring forward

n/a

12. Board correspondence

n/a

13. Next Meeting – Feb. 8, 2023 at 5 p.m.

14. Adjournment

MOVED by Diane to adjourn the meeting at 5:59 p.m. CARRIED