

CFootmad Meeting Minutes, May 13, 2017

In Attendance: Nancy Reindl, Sam Smith, Julie Olsen, Paul Somlo. Sitting in: Duffy Boyle, Christa Torrens.

I. Administrative

Minutes for March were edited, approved, and posted to the website.

Nancy was elected as new board president on a 3-0 vote. She abstained.

There was a proposal toward a reorganized meeting schedule. The board will discuss personnel issues from 4:30-5:00, and then offer an open forum for other issues from 5-6. This will (hopefully) increase member participation, but will also require us to be more efficient during the meeting, and to handle some business by email. We can (and do!) do business while eating, as well.

II. Specials

Paul has booked the following:

Great Bear 6 Fa17

Petes Posse Sp 18

Wild Aparagus October 2018.

We are considering another booking for January 2018. Perhaps a Techno? Buddy system?

III. Regarding the Westminster Dance.

Pat Danscen posed the question of whether to extend the deadline for the Westy dance to February 2018, rather than December 2017.

In our discussion, we considered our goals for the Westminster Dance, and the logistics of continuing it as-is vs. shifting it to a different format vs. wrapping up the series. We would like to see the dance continue, but this requires people coming. On the other hand, if the dance is to be terminated, we will need to give up grants, and it would be advantageous to do this by the year-end.

So a key question is what sort of improvement (and consistency) we will need to see in order to keep the dance going.

Our verdict: if there is a dramatic improvement (attendance in the 20s) by late Fall (October-December), the board is willing to extend the series for a couple of months, to allow it to work toward break-even.

Sam will draft a letter to Pat, and circulate it to the board.

IV. Dancer Recruitment and Outreach.

a) Bring a Friend May.

Bring a friend doesn't seem to be doing much....not a lot of people have participated in the program. This may suggest that people are not as responsive to price concerns. At the same time we're only part way into May, so are awaiting real data.

We raised the question of whether a similar approach might work better in future—perhaps across a longer time span, with a different sort of outreach, or coordinated better with seasonal patterns (ie when college students are arriving not leaving.) It may still be an option worth considering.

b) Dance publicity proposals.

We have heard proposals from Pat regarding the Westminster Dance, but have been reluctant to target publicity efforts to a single dance. However, it is becoming apparent that attendance is declining across the board. So these efforts may be worthwhile, whether originating from Pat, or directly organized by the Board.

Brainstorms focused on groups we can contact that might have potential dancers. E.g, singles groups, couples groups, meetup, homeschooling. An “assisted word of mouth” strategy.

Sam will contact Pat, and look at the plans she has suggested. Questions: What is the plan? Who will head it up? How to measure and evaluate its success?

We agreed that we are willing to fund trial publicity efforts in two directions: one targeting the Westminster Dance, a second toward overall publicity. We are willing to seed each effort with \$75. If they show initial success, further money is available.

c) Meetup and Zesty

The meetup group is currently advertising the Zesty, potentially to new and inexperienced dancers. Paul will talk to Pam about editing the wording.

V. Photo and Video Policy.

We agreed that there should be no videotaping of performers (band and callers) without permission. How to communicate/enforce this rule? Coordinators should be informed. We could post signs on stage/at the door, and perhaps use this as a space filler in the printed calendar.

VI. Louis Sass Memorial Sound Equipment

Discussion is gravitating to a soundboard replacement, analogous to the one Bill bought and has used at Denver. Total cost would be slightly over \$600.

The other candidate spending is to replace the amps; Duffy argues that this is a larger expenditure. Another consideration is whether Boulder needs anything; we don't think so, but Sam will check with Sue Horne.

We will look at final numbers, approve via email.

VII. Dancer comfort and safety.

The announcements at break seem to be going well, but are a little monotonous. We discussed possible alternative suggestions, to include:

- Book ahead with purpose, only some of the time.
- Videotape only with permission.
- Be mindful of dancers sensitivities to body odor and strongly scented cosmetics.

VIII. Reimbursement for the items stolen from Bill and Kathy in Winter got done. We could be clearer about raising questions of security without fomenting panic. Duffy will contact the relevant people in the Denver Dance.