CFOOTMAD Board Meeting Minutes, Sept. 9, 2017

Present:Nancy Reindl, Sam Smith, Julia Olsen, Paul Somlo, Mark Berte.

* Christa was confirmed as our newest board member, by unanimous vote.
* August meeting minutes were approved. Nancy has been posting the minutes to the website; Sam (in his secretarial role) will take over doing this.
* Nancy will contact Sue, to inform her of Sam’s role as secretary.
* We discussed the details of Louis Sass’ Memorial on the Sunday of Great Bear Weekend.
  + Nancy has been in contact with Carol Ann Sass. She’d like to do a pizza party after the Sunday Dance, with pictures of Louis and other remembrance, and an official dedication of the soundboard.
  + We authorized a payment for salad, ice cream, and other parts of the meal. We authorized payment of 50%, up to $300.
* We discussed renewing and expanding the bring-a-friend promotion.
  + Duffy has an action-item to do the coupons.
* We discussed publicity measures:
  + Nancy has been in touch with Riley Ann; but the contact has fizzled. Riley Ann apparently hasn’t started anything, hasn’t spoken to Pat, and isn’t answering Nancy’s calls. Nancy will keep following up, but if we don’t see movement by October, we can safely assume this is no longer a viable avenue for publicity.
  + If Riley Anne falls through, what other options do we have? We did some brainstorming:
    - Additional contacts: homeschools, churches, singles groups, the Colorado Mountain Club.
    - Teri may have some contacts through the Grey Wolves group.
    - Paul may make some contacts.
  + It would be useful to have a video link (~1.5 minutes) that people could point to in introducing their friends to contra.
  + One of the best things we can do is have people tell their friends about dancing: “It’s really cool; come check it out!”
* October Meeting plans are up in the air, because Nancy and Duffy will be in California. In lieu of a meeting, we will do an email followup. Our next scheduled meeting will be 11 November.
* Over dinner, we talked about some strategies toward welcoming and accommodating new dancers. Many of these are things where callers and lesson-givers can drop hints and make suggestions to the community.
  + Push experienced dancers to dance with newbies the first and second dances.
  + Callers should be willing to add in brief hints when appropriate....a la the “be a better dancer” segments of yore.
    - There’s a lot of room to coordinate this messaging. Christa and Sam are interested in heading this up, perhaps recruiting some other callers too (Peter Johnson and Tina Fields, perhaps?)
  + This is also a good place to underscore that gents/ladies/larks/ravens/purple dinosaurs are *roles*—not necessarily anything more.
* We followed up on the bylaws mandate to nominate and train official assistants/successors for each staff role.
  + Duffy asked Roger Olds; Roger said no.
  + Nancy will talk to Teri.
  + We need some backup for Pam as volunteer coordinator.
  + Sue could use some assistance and continuity-of-operations in her role as treasurer.
    - Robbie?
    - Sue would like to have an active finance committee; but it’s somewhat unclear just what this means.
* Duffy about to start the project of moving the dance sheets to online entry and delivery. This will hopefully make Sue’s life easier, as well as providing more useful data on the organization’s profit, loss, and financial health.
  + Goal: Quarterly financial summaries.