CFootmad Meeting Minutes 30 June 2018

Present: Nancy, Sam, Christa, Mark, Julia, Steve, Duffy.

Also: Steve Ruby, Duffy Boyle.

1. Personnel issues.

<In separate file.>

1. Meeting Minutes

Past minutes (April and May 2018) were approved.

Sam needs to separate out Personally Identifiable Information from past minutes, and post them to the website.

1. Dance Coupons.

Nancy talked to Teri re: dance coupons. Teri will not be distributing them at the Boulder dance, but is willing to accept them.

1. Promotions
* Nancy contacted Mile Hi Church.
* Facebook: Betsy created a Facebook Page for CFOOTMAD, and has been creating events for each dance. But this means that the events need to be posted more widely.

What we need to do:

1. Make sure that any event created by the page also gets shared to the group. (I think this has happened sometimes, but not always.) Once we get a regular rhythm of this, perhaps we can get Pam to stop spamming the group?
2. Get as many people as possible to like the page, so they get direct announcements from it. (Current situation: lots of people are members of the group, but haven’t heard of the page—and may not know the difference!) I think the best way to do this is to make a series of posts—over the course of a month or so--to the group, inviting people to like the page. (This is what BIDA did.)
3. Look at other ways to get the word out about the page.
	* A sign at the door.
	* Mention in the newsletter.
	* A blast-o-gram email, with a handy-dandy link.
	* These all would require a nice handy way to direct people to our page. What works best? Asking people to search for CFOOTMAD? A tinyurl?
* Duffy got in touch with the Rocky Mountain Rainbeaus.
* Home schooling: not yet done.
* Julia was going to take flyers to the Merc, hasn’t done that yet.
* Scott—possibilities of networking with CU? Not sure where this stands?
* Kathy knows how to design flyers.
* Welcome wagon—apparently a no-go.
1. Dance Etiquette and Behavior
* Sam and Christa will be developing brief presentations for our dances. Nancy reminds us that these should focus on positive aspects of good dancing.
* “Dear Dancy” column:
	+ Steve will take care of involving Sharon as a writer.
	+ Perhaps as a complement to/replacement for the dancer spotlight section in the newsletter.
	+ Post on facebook?
	+ Make a representative bit of text (200-500 words). If need help posting it, contact Sam.
* “Dance Angel” buttons.
	+ We’re not sure if we like this term. It seems a bit churchy. Alternatives: “dance ambassador?” “Help desk?”
	+ Action item—Have Paul play with designs?
	+ Sam points out that Cincinnati provides buttons for new dancers as well.
	+ New people do catch on to buttons and what they mean.
* Mark has been reworking NM FolkMADS’ dance poster, into lots of little posters (perhaps as a set of posters that can be displayed around the hall.)
1. Winding down the Westminster Dance.
* Last time: 20-22 people. That’s attendance, but not financially sustainable.
* Old Time Dance people are not interested.
* Therefore we are cancelling the July and August Westy dances, and plan on on a farewell dance in September. This was unanimously approved.
1. Nancy shared feedback from the CDSS organizers’ webchat. Ideas discussed included:
* Promote “warm fuzzy” and good experiences.
	+ Important to have friendly, welcoming people at the door. (Nancy and Helle are willing to take first shift).
	+ The “Second dance free” strategy works for a lot of communities.
	+ Taking photos and posting them to the facebook page.
	+ Solicit people’s emails, send out a weekly newsletter.
	+ “Thank you for coming to our dance, we hope to see you again!”
* Dealing with problems.
	+ Board members wear nametags.
	+ It’s easy to overemphasize safety. This makes dancers wonder if there is something to be worried about.
	+ Don’t force new dancers to split up.
* Discussion of Oakland’s experience of Gender-free calling.
* Many communities are going toward a “Pay what you can” strategy.
1. Relocating the Denver Dance.
* Duffy outlined his criteria for a new venue: location; money, atmosphere. It looks like Scheitler is the best option. Duffy has booked it for 7-11.30pm.
* We don’t \*really\* need a big venue for most Friday dances.
* Scheitler has no on-site storage, which will increase our logistical burdens. Where will sound systems be stored?
	+ “If we’re going to rely on people’s goodwill, then we need to cultivate that goodwill.”
* How will we do sound? Bill and Ed will likely be our core sound personnel. This may involve using two different sound systems.
	+ We’re beginning to explore the costs of new speakers, etc.
1. For another time:
* Is our current membership model useful/workable?
* How can the Boulder lesson be improved?