

RESDC BOARD MEETING December 17, 2013 at Carrow's –

NEXT MEETING January 9, 2014, 6:30pm at Carrow's in Santa Rosa.

Called to order by President Susan Lombard at 5:45pm

Attending: Susan Lombard, Dave Cooper, Dave Pankratz, Jeanette Ditter, Denise Suzuki, Danny Christian, Shelley Magill, Jessica Greer,

Absent: Rodger

Note: Steve resigned from the board via email.

Purpose: To promote a love of West Coast Swing Dancing

MINUTES: November minutes reviewed, correction made, discussed and approved. Will send copy to Paul for the web site.

TREASURER'S REPORT: Dave P presented report. It was sent via email to all board members. Discussed and approved. Annual report was emailed to the board for review. Renewed National Fast Dance. \$100 refund has not been received from Arthur Murray. Susan sent an email and has not heard back. Danny will contact Cara.

OLD BUSINESS:

1. Year End Financial Report: lots of information in the report. Dave P wrote a conclusion and a recommendation.

Is there a trend to the loss of dancers at other dance clubs? Or is it just RESDC. Susan will talk to Edith Politis to ask about how their dances are doing. If there is further discussion about the financial report, Dave P suggests a committee meeting to review. Or another review next board meeting. Moving our venue too often is one of the causes of loss of dancers. The move away from Odd Fellows contributed to the loss of the juniors.

2. Venue search: SR Vets was looked into by Susan. \$55 an hour, \$100 set up fee=\$375 a month. There is no air conditioning. Ellington is still a possibility, we could ask them about a new financial or cost arrangement for our club. **ACTION:** Dave C will explore Ellington Hall. **ACTION:** Susan will check costs at Odd Fellows or a different arrangement of revenue sharing.
3. Club promotion and publicity: Janelle interested in doing social media updates, and is very enthusiastic about working with the club. Marie Schrader would like to assist also in publicity. Janelle would like to keep Facebook updated for the club and to come on to the board as director. Suggested we change name from Public Relations to Marketing Director. **ACTION:** Susan will put out an email for the Marketing Committee meeting.
4. Website: Denise will get pictures from November dance to Paul for web site. Help wanted to be added for Hospitality, Activities, and Marketing director positions.
5. November Dance, DJ, and contest: Great DJ, good music, had a bigger crowd this month. The contest was different and fun. There was some comments from a couple of people only about

the music. **ACTION:** Jessica will research how much other clubs pay their DJs. Discussed possibly changing the beginning class from 7pm to 6:30pm at the February dance.

6. Policy & procedures and Director duties: Director duties sent out by Dave P for the board review, he has not had any comments. Change PR to Marketing, as this would be more accurate. Add social media sites under Marketing. Dave P would like the updated document for duties approved. And have Paul add it to our web site. We would refer people to review the positions posted there. Dave C had some comments about the duty description and Dave P will update as discussed and send back out to the board to review. Policy and Procedures sent to the board for review and approval. We should review the prize money at the Invitational. Consider feedback or rating process for the DJ's performance at the dance. Jessica suggested a comment box set up during the dance, not just specific for the DJ's performance. **ACTION:** Susan will prepare a box for our next dance.
Motion: it was moved we accept the revised By Laws. 2nd, discussed and approved.
7. Email updates, continue next board meeting.
8. Video and DVD library: Shelley brought more to give to Jeannette. Dave P will add the \$15.00 left in the box as miscellaneous income. Motion to increase deposit to \$10.00. 2nd, discussed and approved.

NEW BUSINESS:

1. Capitol Swing: we have 2 tables reserved.

DIRECTOR REPORTS:

No reports were made as we ran too long in the meeting.

Next meeting: Thursday Jan 9th, Carrow's at 6:30

Meeting was adjourned at 7:47pm

Respectfully submitted,
Denise Suzuki Secretary