

AUGUST 9TH. 2021 RESDC BOARD MEETING

Called to order 5:40PM

NEXT SEPTEMBER 13, 5:30PM. ZOOM

In attendance: Dave C, Dave P, Danny, Bonnie, Denise, Dave Gordon, Susan, Vera

Minutes for July: Reviewed, discussed, approved.

Treasurer report: Per Dave P, \$306.81 income, with loss this month, \$19.19, Balance 2010.08. Dave will be paying insurance this month in the amount of \$500. Dave keeping notes on club contributions and volunteering contributions. No response on Registration Charitable Trust.

from Dave P email July 30th: Following up on our post-dance discussion on Monday I did some number crunching based on attendance figures as follows -1. **Attendance:** Consists of both paid and comps. Paid includes RESDC members and other club members. Comps includes anyone who attended our dances but did not pay an admission fee for any reason.

2. **Time Periods:** There are 2 distinct time periods for RESDC attendance: the more recent 6-year period from FY 2013-14 thru FY 2018 -2019 and the preceding 6-year period this going back to FY 2007-2008. During both 6-year periods the RESDC held 11 dances yearly (occasionally including other events) on a regular basis.

2a. For the recent 6-year period FY 2013 - 2018 the RESDC averaged about 72 attendees per dance.

2b. For the preceding 6-year period FY 2007 - 2012 the RESDC averaged about 94 attendees per dance.

2c. In FY 2019-2020 the RESDC only held 3 dances, averaging 66 attendees per dances (dances were cancelled due to fires and Covid; not held were the Invitational and B&W.)

3. **D-J's:** During the period FY 2013 - 2019 the RESDC used 69 D-J's with attendance averaging as follows (this includes the 3 dances in FY 2019-2020):

Mike Pyle = 131 (13 dances - only includes the Invitational and B&W)

"Unknowns" = 68 (6 dances)

Kelly C = 64 (10 dances)

Ray B = 60 (6 dances)

Dave C = 59 (17 dances)

RESDC/Amateur = 54 (10 dances)

Kyoko M = 51 (4 dances)

Fred L = 35 (3 dances)

Note: Unknowns include 6 guest D-J's who appeared only once each; includes John Lindo who alone drew 118 attendees.

4. **Paid Intermediate Dance Instructors** (includes instructors at all 3 dances in FY 2019-2020): None were used prior to FY 2015-2016:

Paid Intermediate instructors were used at 23 dances (average attendance = 62)

5. **By Month:** Attendance varied considerably from month to month. The months with the Invitational and the B&W were the best attended (usually Mar and Aug).

1. Aug (139)

2. Mar (105)

3. Sep (82)

4. Jan (76)

5. Feb (72)
6. Jun (58)
- 7&8. Oct & Nov (56)
9. Jul (54)
10. May (50)
11. Apr (47)

Old Business:

1. New Website progress: nothing on this yet per Dave C.
2. RESDC.org now belongs to club per Paul. Per Dave C waiting for documentation and bill.

New Business:

1. July dance: many still not coming out due to Covid. From Denise: summer months have been low for years. Vera wants to change the slot direction on the dance floor. No credit card charges. Low attendance but had 5 new people. Not many club members. Dave P would like to know if we will be discussing his business plan laid out in an email. Dave C would like good intermediate teachers that will bring more folks to the dance. But due to current circumstances we may have to go month by month in obtaining DJs and instructors. Dave Gordon suggests better to use local DJs and teachers to encourage local dancers to come to the dance, rather than from out of area.
2. August dance: same set up for front desk as last month. Per Dave C we will wait until closer to dance night before deciding to cancel due to Covid. Denise sent out USPS mail to all our members with a note about the dance and the membership dues coming up and a copy of the August flyer. Vera has the key for Monroe Hall and will be there at 6:30pm. Susan will do refreshments, Denise to bring water.
3. Hall contract: Vera has for August/September and still negotiating with Marguerite. Vera requested Friday October 29th for our Dance since the 4th Saturday has been taken. Still pending confirmation on this date.
4. Defibrillator at the dance hall: It has been installed; The key is with the defibrillator box on the wall at Monroe Hall. Vera needs to figure out exactly where on the wall or the box it is, how to use the defibrillator, and then share this info with all of you. Vera will get a certified instructor to train board on CPR.
5. Lesson length at our dances: The email motion was never called to a vote by Dave C. That motion voided now. **New Motion: Change lessons time to 50 minutes.** This has been 2nd, discussed, and approved.
6. Change rates at our dances: Per Denise, we should consider changing the entrance fees only for members and non-members from 8-10 and 12-15 dollars with no change to Junior rates.
MOTION: Raise the admission fees for members to \$10 and for non-members to \$15 starting September 2021.
This has been 2nd, discussed, approved.

DIRECTOR REPORTS:

President: Dave Cooper:

Vice President: Bonnie Gordon

Sergeant at Arms: Vera Harvey

Secretary: Denise Suzuki

Treasurer: Dave Pankratz: Board: Dave P has approval to send check to Marguerite for August dance. This is a follow-up to Dave's previous email:

The RESDC started having paid Intermediate dance instructors (PIDI) about 4-1/2 years ago. During that time, we held 48 dances. At these dances we had 8 special dances (the Invitational and B&W) and 1 very successful demo (John Lindo with 118 attendees). Of the remaining 39 dances we had a PIDI at just 23 dances (about 60% of the time).

When we have a PIDI, attendance figures show an average of 62 attendees per dance. This compares to an average of only 49 attendees at dances with no PIDI.

Our recent average income is about \$11.92 per dance attendee (this includes all sources of income as well as both paid attendees and comps).

This means that having a PIDI is worth about \$155 more per dance - well worth it.

This leads me to the conclusion that the RESDC needs to develop and implement a long-term business plan.

Proposed Business Plan:

1. Venue: We need to establish a long-term venue (per our P&P's) and Monroe Hall fits that need for several obvious reasons (great rent, known location, good floor, kitchen, ample parking, right size, etc.) Vera is on the right track with her efforts at building a special relationship with Marguerite and she should be strongly supported and encouraged with those efforts. Several suggestions for her further discussions with Marguerite:

- a. Invite Marguerite to our August dance as our guest,
- b. Emphasize we are a NON-PROFIT 501c3 club, and NOT for profit by an individual -- this might have advantages for Marguerite with public relations or for their tax status,
- c. Agree to book all 12 months per year if necessary - there is no reason we cannot have a holiday party in December,
- d. Offer to pay a bit more rent - anything is better than the rate at Odd Fellows or the location in Windsor,
- e. While we do not have bands or live entertainment, we can have special exhibitions or demonstrations (such as John Lindo or Dancing with The Stars and Stripes) that might appeal to Marguerite.

2. Book DJ's 6 months in advance (per our P&P's). Book those DJ's with the greatest draw (Mike P, Kelly C, Ray B) and include 2 Junior DJ's per year (since we must do better at encouraging participation by the Juniors). Include at least one Junior who might also do a demo or provide instruction. Employ Dave C to fill in the voids or no-shows on short notice.

3. Have Paid Intermediate Dance Instructors (PIDI) at most if not all dances and schedule them at least 3 months in advance (also per our P&P's).

Best is those that already have an established following (*especially* with the Juniors), can double as DJ's, or will come with All Star partners (Yenni, Janelle G, Brenda, Edna and Dick, Kelly or her daughter, John R, Jason, Rick and Colleen, etc.). There are plenty good instructors available, and they are more likely to be available if done sufficiently in advance.

Also, we need to revise the P&P's to state PIDI "should be" RESDC members (we cannot afford to be too exclusive).

4. Develop flyers well in advance (2-3 months) and continue to distribute widely (also per our P&P's). Be sure each flyer includes date, location, DJ, Instructors (both Intermediate **and Beginner**), and guest performers if any.

5. Website - now that we "own" it (thanks to Bonnie and Paul), continue to strongly support that as well as our Facebook presence.

Activities: Danny Christian

Hospitality: Susan Lombard-will set up the refreshments, then cannot stay for dance. Vera agreed to take down at end of dance.

Dance: Dave Cooper-will begin looking for Sept DJ and teachers.

PR/Marketing: Bonnie Gordon

Entertainment: none

Membership: Denise Suzuki-will send out notice for member dues by September 15th. To run from Oct 2021 to Oct 2022. We should know by then if our dances can still be held. Asked the board if they are willing to pay now for member dues to help our finances. Dave C says not necessary. I will collect fees from anyone else willing to pay now and I will provide your member card.

Junior: Marilyn Carsner:

Webmaster: Paul- Per Paul Fleming in email to board 8-9, 'The repointing of the website is finished. It is now going to the new host. We no longer have anything to do with Gene's server. Paul will be deleting RESDC web site from his server just for housekeeping. Next, Paul will be setting up the RESDC INC account but will need more info from the board. '

Next meeting Monday September 13, 5:30pm via ZOOM

Meeting was adjourned at 7:35 PM

Submitted,

Denise Suzuki Secretary