

RESDC POLICIES and PROCEDURES (P&Ps)

These Policies and Procedures (P&Ps) supplement the RESDC By-Laws and Position Descriptions by providing the methods and practices to be used by the Board of Directors for the smooth and efficient governing of the RESDC.

These P&Ps are based on approved motions and recommendations made by the RESDC Directors at Board meetings and documented in approved meeting minutes, as well as on established practices. Also listed are recommendations for consideration by the Board made by the RESDC Committee for Club Promotion on August 29, 2013. Excluded are items resulting from motions or recommendations made for the short term only.

Board:

- Board meetings will be held monthly
- Action items from meetings will be highlighted in the meeting minutes in bold print
- Action items will be tracked in subsequent meeting minutes to assure completion
- Meeting minutes will record Board members who are not present at meetings or dances
- Board members may, but are not required to, pay admission fees to dances or other RESDC events (this may be reconsidered if cash reserves plummet)
- Directors can make expenditures of \$50 or less without Board pre-approval; a receipt must be submitted for reimbursement
- Juniors are 21 and under
- The Founders Committee was established September 2004 "so we don't make the mistakes of the past" with 5 members (Vera H, Kelly C, Robert C, Fred L, Deborah R); It was increased to 7 in 2013 (Edna L)

Dances (General):

- Post notice at all dances: (a) the consumption of alcoholic beverages is NOT Permitted at any RESDC dance (due to insurance and rental agreements) and (b) Photographs and videos may be taken at our dances for posting on the RESDC Website
- Children are always welcome but parents MUST supervise and control their behavior
- All dancers should minimize the use of perfumes and colognes (due to allergies)
- Use a signup list for set-up and clean up/breaking down responsibilities/crews
- Refreshments: potluck (B&W only), finger foods, snacks, water jugs, ice, cups, trash containers and bags, mats, name tags, plates, utensils, napkins, platters, foil, marking pens
- Physical set up at venues: bring banners, streamers, decorations, fans/blowers, extension cords (and tape), lights, card tables, small tables, chairs, table and floor lamps
- Venue facilities: know how to operate lights, fans, air conditioning, and if provided, sound equipment and defibrillator
- Escort services to cars will be provided after dark

Invitational and B&W:

- The Invitational will be held on the 2nd Saturday in September
- Admission Fees: \$14 - RESDC and other swing dance club members; \$18 - General and non club Members; \$8 - Junior club members and other junior dance club members; \$11 - Junior non club members; \$5 - Spectators and chaperones (non dancing)
- Invitational contestants, judges and other invited performers may bring 1 guest free; additional guests, if dancing, will be charged the regular admission fee, and if not dancing, will be charged the Spectator fee
- The membership list or membership cards should be checked at the entrance to ascertain membership status for dance admission fees; wrist bands or stamps can be used to track paid attendees
- Invitational contestant prizes: \$100 (1st), \$50 (2nd), \$25 (3rd) -- total \$350
- Each Board member should bring 2 gallons of water
- For Invitational contestants, bring bottled water and set up chairs
- Get permission/signed releases from contestants (and other performers) to take photos and videos
- Videos of contestants and other dancers may be recorded and posted on the RESDC website
- Do not advertise contestant's photos and bios
- Be sure the floor is clean prior to the dance
- Start the call tree about 3 weeks prior to the B&W and the Invitational
- For the Invitational, have 5 to 7 judges; hold a judging seminar

Monthly Dances:

- Hold monthly dances on the 4th Saturday on the month
- Admission fees: \$8 - RESDC and other swing dance club members; \$12 - General and non club members; \$5 - Junior club members and other dance club members; \$7 - Junior non club members; \$3 - Spectators only (non dancing)
- Non-dancing chaperones are admitted free (to regular monthly dances only)
- Use RESDC-owned sound equipment (CD players, speakers, mixers, etc.); provide instructions for their set up and use
- To attract a better level of dancers, All-stars and Champions are admitted free to our regular monthly dances (but not to the B&W or Invitational)
- To make dances more interesting: have dance themes; contests and competitions; Salute to Teachers; Pro-Ams (pros are free); a progressive competition; a monthly Jack and Jill (start at 8 pm so people get to the dance by 7 pm); a Birthday Dance (hold every 3 months and make shorter); 50-50 raffle/dance (with better prizes); dollar dances; free dance passes for beginners; more snowball mixers; ask beginners to dance; think "outside the box"; prizes; great instructors; exhibition and demo teams
- *For consideration: To increase attendance at dances, either locate a permanent or a more consistent location*

Teachers/Instructors:

- Teachers/instructors must be RESDC members to teach at RESDC functions or advertise with the RESDC; Place teacher/instructor bios on the website; advertise teachers
- *For consideration: Bring in a teacher (paid) for an intermediate dance lesson; Use a Board member (not paid) for Beginner lessons*
- Use local teachers/instructors (from the teachers list)
- Schedule teachers 3 months in advance
- Use the teacher/instructor guidelines/criteria/qualifications
- Lessons at monthly dances are free
- Maintain liaison duties with instructors (per assignment list)
- Have dance workshops

D-Js:

- Use RESDC-approved D-J Guidelines; ensure compliance prior to contracting
- Establish D-J qualifications/criteria; use a prototype contract/agreement for D-Js
- D-J pay: \$175 per session for regular monthly dances, and as specifically approved by the Board for the B&W and Invitational
- Hold two (or more) amateur D-J nights per year
- Use a Junior DJ; Update the DJ Guidelines for the Junior DJs; Play more songs that the Juniors like
- Have a suggestion box to solicit feedback on RESDC dances
- *For consideration: Judge the success of amateur DJ nights by having the attendees vote (or do a query) to judge their performances; have an amateur DJ contest*
- Hold a workshop for amateur DJs
- Use Jessica, Ben or other Juniors as paid DJs at our dances
- Establish the D-J schedule about 6 months in advance (Next-Gen is 9 months)

Emails:

- Emails may be used by the President to make timely announcements to the membership and the Board concerning topics of general interest or benefit, and to promote a love of west coast swing dancing
- Email recipients may opt out
- All Board members must be copied on email discussions and all voting; do not hide CCs on emails when voting
- When voting by email, the Secretary will keep e-mails on file
- Email dance notices/flyers/"save the date" reminders of our dances about 2 weeks and again about 1/2 week prior to every dance
- Maintain an up-to-date email list of current members as well as expired members; *Obtain Freddie's email list; Use Sara Slager as a resource*

Picnic:

- Picnic should be in July, not August

- RESDC members are free; guests pay \$5

Publicity/Facebook:

- Establish a standing committee for advertising, growing and to better promote the club and our dances; Develop a marketing plan
- *For consideration: Spend money on advertising*
- Submit and implement ideas for public relations
- Perform assigned liaison duties and establish communications with other clubs: Next Gen, Capitol Swing, Michelle Kincaid, WNY, John Ross, Steve Luther, Emily McAuliff, Steven Nordquist, Elizabeth Mustaro, Mark & Andrea Novak (Bay West Ballroom), Lauralie, Edna & Dick, Kelly Cassanova, Jose Santa Maria, Victor (at the Ballet Studio), Eddie Vedola Jr, Fred Lobenstein, Mike Pyle, Randy Krul, Yvonne Benevidaz, and Sara Slager
- Use RESDC business cards
- Go to other types of venues to have the public see us dancing West Coast Swing
- Retain the "old" RESDC logo
- Use NFDA logos on all our advertising (ASCAP, BMI and SESAC)
- Use Facebook to announce dances and events; Add a link to (and from) Facebook
- *For consideration: Have a \$300 scholarship (to subsidize 15 juniors to a convention)*
- *For consideration: Offer 2 tickets to a radio station for free admission to the Invitational and/or B&W*
- *For consideration: Have Jessica assist Directors who need help with using the RESDC Facebook -- how to get there, how to view, post current flyers, etc.*

Flyers:

- Distribute flyers as much as possible; Use Dance Flyer Distribution Network; Distribute flyers to your "chosen" instructors
- Use one color on flyers only; Print flyers in 2 sizes - full page and 1/4 page
- Place RESDC flyers, along with flyers from other clubs, on a table near the dance entrance; email RESDC flyers to clubs listed above and obtain their flyers to display at our dances
- Deadline for monthly dance flyers is the 15th of the previous month,
- Provide all flyer information in a timely manner (at least 1 week before each board meeting); include DJ, CNO information, teacher, dance activity information, venue information, location of the dance; when the flyer is completed, email to the board and Paul

Website (www.resdc.org):

- Post the Calendar of Activities; include the dates and venues for future dances and CNOs
- Post recently approved meeting minutes (for a period of at least 3 months)
- Post a statement of RESDC policy on child control, the use of alcohol, and the use of photographs and videos
- Post the RESDC By Laws, Position Descriptions, Practices and Procedures, and DJ Guidelines
- Prominently display B&W and Invitational flyers on the website

- Post information of general interest to swing dancers, including, for example, dance flyers, event announcements, directions to venues, parking information, photos of dancers at events, articles on dances and dance levels, bios of competitors and dance instructors, news about other clubs, convention and professional highlights and results, competitors at the US Open, information from the National FastDance Association
- Use a counter to monitor the number of hits on the website
- Place a "help wanted" ad for new Board members and volunteers on the website (and on Facebook)
- Post contact information for RESDC Directors
- Post a President's Message
- Set up a Newsletter blog
- The newsletter "default format" is electronic; Discontinue mailing hard copies
- *For consideration: Add a website link to local businesses that are part of dance community, such as dance shoe stores*
- *For consideration: Establish a website link to and from the clubs and teachers/instructors listed above*

Club Videos/Photographs:

- Make available for loan videos and DVDs at the membership desk at each monthly dance for a refundable \$10 deposit
- Maintain index cards with name, address and phone number
- Copy videos and photographs to DVDs

CNOs:

- Hold 2 CNOs per month, including one out of town
- Publicize CNOs better
- Have a Junior CNO

Financial/Treasurer:

- The RESDC is a 501.c.3 tax exempt nonprofit, charitable corporation incorporated 3/12/92; California Tax Exempt number is C1817089; Taxpayer Identification Number (TIN) is 68025354
- File e-postcard FTB 199N online yearly for California Small Tax-Exempt Organizations (ftb.ca.gov) (last filed 11/5/13 for FY 12-13)
- File Statement of Information (Form SI-100) every 2 years with the California Secretary of State (last filed 1/11/14)
- E- file IRS Form 990N e-Postcard yearly (last filed 11/6/13); EIN 68-0254354; Log in ID: 68025435401, Password: RESDCRESDC
- Liability insurance: Philadelphia Insurance Company (PHLY.com); Policy number PHPK1091210; expiration date 11/14/2014; Account number 80974381; User name: kratz37; Password Resdc707; Security answer Santa Rosa

- Insurance agent: Mojica Insurance Agency, Rohnert Park CA; Contact: Krista Hall 707-585-9500; geomoj6@sbcglobal.net
- Every check requires the signatures of TWO RESDC officers (this is an RESDC, and not Exchange Bank, requirement); at least one signature on every check must be an RESDC officer whose signature is on file with EB; EB account number 10146215; TIN 680254354;
- AI (Additional Insured): forms are required for the rental of the Petaluma Veterans Memorial Building and must include both "United Camps, Conferences & Retreats (UCCR)" and the "County of Sonoma"; contact Barbara@UCCR.org
- AI (Additional Insured) forms are usually required for the rental of other venues
- PO Box 219, Santa Rosa 95402: rental fee is to be paid yearly (last paid \$78 June 2013)
- Free passes to dances must be signed by the Board member issuing them
- Renew membership yearly in the National FastDance Association (www.fastdancers.com) for umbrella licensing agreement with ASCAP, BMI and SESAC (last completed 12/13/13 - fees totaled \$256.60)

Membership:

- New and renewal members are admitted free to one monthly dance (only) to reward our loyal club members
- The membership rate for individuals is \$30 per year; couples are \$40 per year