

Independence Squares Board Meeting

July 9, 2019

This was the annual crossover meeting, with members of the outgoing and incoming boards present.

Present: Dave Blatt, Steve Demos, Kevin Gisi, Tim Harper, Ted Marvel, Dick Michelin, George Rizor, Bob Rohde, Susan Turkel, Mike Rutkowski

Absent: Leda Sportolari, Bruce Zangwill

Meeting was held at the Lutheran Church.

Approval of last meeting's minutes:

Minutes of May 28 meeting approved with minor updates.

Treasurer's Report – Tim and Bob

Tim provided a summary of the club's income and expenses for the month of June: \$2167.50 in income, and \$2489.94 in expenses. The net loss is explained by two factors:

- the door fee for the June 18 Open House was \$5, or free for new dancers, and
- the June 8 dance at the A & C levels called by Dayle Hodge was poorly attended and thus the expenses outweighed the fees collected at the door.

Bob shared his 2018-19 Financial Report & 2019-2020 Proposed Budget (see appendix). We appreciated Bob's work on this document, which will make Dick's job easier.

Kevin requested that Bob share his year-end financial report with the club members, perhaps via email. We didn't have the report in time for the Annual Meeting on June 11 and we need to share this information.

Action item: Bob will provide the 2018-19 final financial report to the current board.

Bank accounts:

George and Dick need to become signatories on the PNC Bank account. They can go to their local PNC Bank branches to sign the required cards. Tim asked that they contact him before they go to the bank so he can have the appropriate information faxed to the branches in time.

Once these signatories are in place, and Kevin and Bob are removed as signatories, we will set up the third bank account (a money market account) which will send out email alerts for any withdrawals, per the board's decision to this effect at the May 28 board meeting.

Publicity Chair Report - Dave

Before the meeting, Dave Blatt sent the outgoing and incoming boards a report of his activities over the past month, his to-do list for the coming month, and a list of points of discussion (see appendix). The following is a summary of the discussion that took place during the meeting.

Facebook

We discussed the club's Facebook presence, which includes two sites: a Facebook page and a Facebook group/community.

[The following is a summary of the characteristics of the two sites; the summary was not presented during the meeting.]

Facebook PAGE (or Community):

- Founded in 2015.
- Can be "liked" or "followed" but not joined. Currently has 129 followers.
- Only administrators can post.
- Used for creation of FB events which are then shared out to the IS Facebook group as well as many other clubs' FB sites. Has also been used to share information about dances at sister clubs.
- Administrators of the page: Susan Turkel, Jenn Engimann, and Deb Cassel, each of whom has responded to messages to the page during the past year.

Facebook GROUP:

- Founded in 2008.
- Can be "joined." Currently has 182 members.
- Intended for the use of members and other friends of the club; any member of the FB Group can post to the group.
- Used for communication about club activities such as the Pride Parade, media coverage of the club and of Convention, requests for rides, information about other clubs' dances, and more.
- Administrators of the page: Ken Cooper, Casey Bradshaw, and Dane Bragg.

We agreed that only board members should have administrative privileges on these sites.

Action items:

- *Dave will ask Casey to give Susan administrator status in the Group, after which Susan will add George and remove administrative privileges for the non-board members.*

- *Susan will also add George as administrator on the Page, and will remove administrative privileges for the non-board members.*
- *Tim will provide a draft of text that Susan and Dave can send to the individuals whose status is being changed.*
- *Susan and Dave will meet to discuss Facebook and devise a recommendation re: whether we should continue to maintain two sites into the future. They will share this recommendation at the next board meeting.*

Email and Listserv

The club has an email account, independencesquares@hotmail.com. Dave has gone through the backlog of messages in the account, responded to incoming messages, and unsubscribed the account from unnecessary mailing lists.

Dave suggested that we utilize the club email account to communicate with the members using a unified voice. We can forward text to Dave to send out to the club listserv under the IS email account; he will share the password with additional board members who wish to send out messages under that address.

The club also has a listserv, independence_squares@yahoogroups.com, which is hosted on the Yahoo Groups platform. Dave has set the mailing list to “moderated” status, so when someone writes to that address he or his designee will have to approve or deny the message before it goes out; the exception to this is messages from the club Hotmail account, which can go out unmoderated.

Action items:

- *Ted has agreed to be a backup moderator, so Dave will give Ted that ability.*
- *Dave will look into whether the IAGSDC offers mailing list software (e.g., MailMan) which could work better for us than the Yahoo Group.*

Open House - Steve

Eight new people attended the June 18 Open House and seemed to enjoy themselves. We hope they will return.

Steve will send email reminders about upcoming Open Houses to those 8 attendees, the people who gave their contact information at Pride, and other people Steve knows has an interest. He will also reach out to our MS graduates and to our current members to encourage them to attend future Open Houses.

Caller Liaison Report – Mike

Mike confirmed that the Joint Venture dance in Delaware with Dayle Hodge will take place on August 17. However, DC Lambda Squares has not yet formalized a contract with Dayle to call. Mike continues to pursue closure on this issue.

IAGSDC Delegate Meeting at Convention – Tim

Tim sent a summary of the IAGSDC Delegate Meeting to the board before our meeting (see appendix).

We discussed the possibility of applying for Club Development Funds from IAGSDC. These funds are intended to encourage clubs to take risks and try new things, usually in the interest of publicizing square dancing and growing club membership. Clubs can apply for funds once per year, and in each case they need to apply to do something that they haven't done before.

Club Development ideas

- Steve suggested that we apply for funds to sponsor a free dance/party for local gay groups (e.g., Attic Youth, Men of All Colors). The grant could pay for space rental, the caller, refreshments, etc. The board agreed that this was a great idea.
- George mentioned the possibility of the club holding an event as part of the Navy's festivities in honor of Pride Month. He had mentioned this in the past and had not been able to pursue it, but we agreed that we wanted to make it happen in 2020.
- Kevin and Tim mentioned the possibility of sponsoring or participating in Gay Bingo as a way to publicize the club. Gay Bingo is on hiatus for the rest of the summer, but we might be able to participate in September.
- Tim noted that the club and gay square dancing had gotten a great deal of publicity during Convention, and suggested that we capitalize on this publicity by posting print ads on a weekly basis in the *Philadelphia Gay News* advertising the summer Open Houses and our new classes starting in September. We agreed that Roy Wilbur would be a good contact person for this advertising, as he did such a great job drumming up publicity for the Convention.

Action item: *Tim will investigate the cost of print ads from now through early September.*

The board passed the following proposal: The board authorizes Tim to spend up to \$700 for ongoing followup ads in the PGN for Open Houses and the beginning of the new MS class without need for further board approval. If the cost is higher, Tim will check with the board.

Using IAGSDC site to promote and offer registration for events

We discussed the possibility of using the IAGSDC Events website to advertise our Fly-In and as a means by which our participants could register and pay via PayPal. NB: it would be possible in this scenario to have each member pay their own PayPal surcharges, rather than having the club pay those fees.

In order for this to happen, we would need to upload the registration form and our Treasurer would need to create a PayPal account linked to our checking account. We consulted with Mary Kay on the Fly-In committee, who reported that registration for 2020 is well underway via the paper mail route.

The following proposal was passed unanimously: The Board directs the Fly-In Committee to automate registration through the IAGSDC Events page including PayPal payment starting with the 2021 Fly-In.

Club Details on IAGSDC Website

Tim reported that the club details on the IAGSDC website are incorrect, including a statement that we meet for club night every Tuesday which is not true during the summer. Who can update the site? Ted and Dave should have this access. If assistance is needed, Tim suggested that we contact Kent Tolleson or Fred Loehr at IAGSDC.

Other things to check out on the IAGSDC website:

- There is a listing of self-identified IS members; this can be considered a ROSTER, but not an official membership list. It would be good to take a look at that list.
- Memorial Panel data – Mike, Tim, and others with a long history with the club should read the information in the memorial panel section of the site to make sure that information on deceased club members is accurate.

Action items:

- *Dave will log into the IAGSDC website and correct any errors in our listing.*
- *Mike and Tim will take a first look at the Memorial Panel page.*

Update on Club Equipment Storage

Tim has rented a storage locker in Morrisville, PA (Extra Space Storage, 919 Lincoln Highway, Morrisville, PA 19067, Unit 1602) and has moved club equipment to that location. The locker is 5' x 5' x 4' and costs \$36.44 per month. We have no contract; the rental is on a month-to-month basis. We would like to move to a more centrally located storage unit, but for the time being this will work. Keys are held by Tim Harper and Steve Demos.

One item in the locker is a 43" flat screen TV that was donated by a member as a valuable item that can be raffled off as a fundraiser. We agreed that tickets could be sold over several months, with the final drawing taking place at the Fly-In.

The following motion was proposed and passed unanimously: All board members and the Caller Liaison will be added to the list of who may access the storage locker.

***Action item:** Tim will distribute an updated list of the locker's contents to the board. He will also provide the storage facility with the names of the board and the Caller Liaison as individuals who are authorized to access the locker.*

Keys to the Church

It was noted that the following individuals now have keys to the Lutheran Church: Tim Harper, Dave Blatt, Lou Partridge.

Nomination/Appointment of 2019-2020 Standing Committees

We discussed the following standing committees:

- By-Laws Committee: Steve Demos volunteers to head this committee
- Caller Liaison Committee: Mike Rutkowski
- Facilities Committee: Lou Partridge (we discussed possibly expanding the responsibilities of this committee and adding more individuals so as not to overburden Lou)
- Fly-In Committee: Mary Kay Rohde
- Nominating Committee: Dave Tavani
- Other (Ad-Hoc):
 - Public Relations Committee: Steve suggested that we have a PR Committee to help promote the club to the press and provide other kinds of outreach. It was suggested that Roy Wilbur did such a good job with the Convention that he be approached to head a subcommittee on outreach.
 - Newsletter Committee: Tim suggested that a regular IS newsletter would be a good way to sustain interest in the club. Many people enjoyed the Belles Run

newsletters that Dave Tavani authored, so we thought that he could be a good choice as the head of a newsletter committee.

- Recruitment and Retention Committee: George suggested that there be an active committee dedicated to recruitment of new dancers and retention of current club members. It was pointed out that the club By-Laws state that the President-Elect is designated as the head of this committee.

The following motion was proposed and passed unanimously: President-Elect George Rizor will head a Recruitment and Retention Committee. George can delegate some of the duties as he sees fit.

Action items:

- Dave B will contact Roy to discuss the possibility of his running a PR Committee.
- Susan will contact Dave Tavani to ask if he would like to work on an IS Newsletter.

Meeting adjourned at 8:56 pm.

Appendix:

Caller Liaison Report, July 2019

Caller Liaison Report

Independence Squares Board of Directors Meeting – July 9, 2019

The information below is accurate as of Monday, July 8, 2019, and may not reflect any updates received after this report's preparation. Please note that all dances are at the Lutheran Church unless otherwise noted.

Open Houses – Summer 2019

Contracts for Howard Richman have been finalized and the space is secured for the open houses on the following pre-approved dates: June 18, July 16 and August 20.

Dances Through Summer 2019

Callers have been contracted and confirmed for the following dances taking place June 1 through August 31, 2019

Saturday, July 27, 2019 Plus/Advanced – Joe Bradshaw 7:00 pm to 9:30 pm

Tuesday, August 6, 2019 Mainstream/Plus – Betsy Gotta 7:00 pm to 9:00 pm

Saturday, August 17, 2019 Joint Dance with DC Lambda Squares Mainstream – C1

Dayle Hodge 1:00 pm to 5:00 pm

The caller is customarily arranged by the DC club. The space arrangements have been finalized on our end with ongoing negotiations with DCLS as to the final details of their participation. The dance will be held at the Unitarian Universalist Society of Mill Creek in Newark, Delaware, the same site as last year. I will update the board as this develops.

Fall Dances 2019 Forward

The following dances have been contracted as noted for the period after September 1, 2019:

Saturday, September 7, 2019 – Todd Fellegly Double Header with Potluck (Arrangements have been made for his lodging on the night of September 7.)

4:00 pm – 6:00 pm Advanced through C2

7:00 pm – 9:30 pm Mainstream through Plus with Advanced Star Tip

Saturday, October 5, 2019 Mainstream/Plus with Advanced Star Tip – Mark Franks 2:00 pm to 5:00 pm

Saturday, October 19, 2019 – Advanced/C1 with C2 Star Tip – Brian Jarvis 7:00 pm – 9:30 pm

Saturday, November 23, 2019 – Mainstream/Plus with Advanced Star Tip – Howard Richman 7:00 pm – 9:30 pm

Saturday, December 7, 2019 – Glitter Ball Mainstream through C2 – Dayle Hodge 4:00 pm – 8:00 pm The Merion Meeting House will once again be the site of the Glitter Ball with paperwork and checks to be finalized.

Saturday, September 12, 2020 – Barry Clasper Double Header with Potluck

3:30 pm – 5:30 pm Advanced through Challenge 1 with C2 Star Tip

5:30 pm – 7:00 pm Potluck

7:00 pm – 10:00 pm Mainstream through Plus with Advanced Star Tip

FYI Notes

- 1) I will begin hiring callers for January 2020 through May of 2020 shortly.
- 2) 2020 Fly-In Callers: Sandra Bryant, Todd Fellegly, Dayle Hodge March 27-29, 2020.
- 3) 2021 Fly-In Callers: Bill Harrison, Eric Henerlau, Kris Jensen March 12-14, 2021
- 4) Linda Bourdet has agreed to join the caller liaison committee and we are working on possible dates and caller suggestions. Casey Bradshaw is an advisor to the committee.

Items of Concern for the Caller Liaison – To Be Discussed by the Board

- 1) Upcoming Fall Classes – Contracts will not be offered to the callers until the remaining details have been worked out per the instructions from the board from the July 5 meeting.
- 2) Approving dances further out on the calendar. While the board is still trying new things and times, this may seem like it shouldn't be done, however, most times and dances can be changed at a later if there appears to be a real problem. Please see the caller's contract where cancellation policies are spelled out. Dates are currently approved through May 2020. I will be recommending dates to the board at the August 2019 board meeting through at least December 2020, ideally through May 2021. The open houses for the 2020 and 2021 summer sessions are a different topic.

Upcoming Callers

Please let me know of any callers that you would like to have call for our dances and we will do our best to bring a variety of callers to our dance halls.