

Board Meeting Minutes (Draft)

June 13, 2017, 5:00 PM

Krung Thai Restaurant, 590 Showers Drive, Mountain View, California

Meeting started at 5:00 PM.

In Attendance:

Lynn A.
Annette G.

Ed W.
Eric H.

Allan H

Correction to last minutes

- Change date in footer from April 19, 2017 to May 30, 2017.

Website

- Annette requested that a link to the *Guide to IGASDC Convention* be temporarily placed on the front page of the website. Ed will follow up on this.

Summer callers

- Do we have callers and what's the format?
- 7:30 PM to 9:30 PM on Tuesdays and Wednesdays
- Ed mentioned that we've been losing money most nights.
- Lynn suggested doing a summer subscription for Tuesday nights.
- Wednesdays: Plus/A2 (\$6 at the door for the summer, may raise it to \$7 in the fall) (Pays \$60 for two hours...if an SF caller, throw in an extra \$10 for gas.)
- Tuesdays: A2 only (\$8 at the door, \$6 if subscription)
- Allan will take over scheduling Wednesday summer callers.
- Eric sent a list of who he scheduled last year (Michael Levy, Kurt, Dave, Allan, Andy Shore, Harlan, James)

Quarterly Dances

- Allan will take over scheduling callers for quarterly dances effective immediately.
- We need schedules for past October.
- Bronc Wise owes us another dance.
- Dates on ECR Calendar
- Potential Callers:
 - Arlene Kaspik as a quarterly dance caller.
 - Can she do C1?
 - Do other clubs want to hire Arlene that weekend and split the travel costs?
 - Dale Hodge
 - Ben Rubright
 - Darren Gallina

- Vic Cedar
- Jet Roberts
- We pay roughly \$350/dance or half the door, whichever is larger, plus travel costs.

Class Plan

- To be discussed in detail after we have Fun Nights locked down.

Fun Nights

- By the time we get to September, discuss if we want to schedule them beyond the end of 2017, even if we're not sure about keeping them.
- Admission: \$8 or pay what you can, no one turned away for lack of funds.
- Sign-In: Name, Email, Phone Number
- Callers for fun nights:
 - Arlene Kaspik (Allan to ask if she'll be traveling out to Northern California for anything else in the near future.)
 - Andy Shore
 - Bill Eyer
 - Darren Gallina
 - Gary Monday
 - Rich Reel
 - Willy (line dancing)
 - Michael Metzger (Sundance instructor)
- Payment for July 21st fun night: \$200 or half the door (plus travel and we'll provide lodging).
 - Arlene Kaspik: Not available for that date. Can do August, however.
 - Andy Shore: Left Message 6/14/17 @ 7:00 PM.

Winter Dance Schedule

- Tuesdays & Wednesdays, 7:30 PM to 9:30 PM
- Tuesday = all Advanced
- Wednesday = [If no Blast] Plus/Plus/Adv/Plus/Plus/Adv/Plus/Adv -or- [if Blast] Blast Grad Level//BlastPlus/Blast/A2/Plus/A2

Social Marketing

- Facebook ... for first 3 fun nights, 14 days in advance of each event.
- Allan to look into how much it will cost to boost the post and how it works.
- Meetup ... OK to invest in the \$15/month account for first 3 Fun Nights.
- Hashtags: #ecrfunnight, #ecrdanceparty, #elcaminoeers
- Need to schedule a separate follow-up meeting to discuss how to disseminate the new class information.

Meeting concluded at 7:00 PM.