



El Camino Reelers Board Meeting Minutes

Sunday, February 19, 2023, 12:00 PM PST

Remote meeting via Zoom 465 455 8223

Attending: Annette, David, Ed, Michael G, Robin, Jeff, Kurt, Michael L, Oliver.

Minutes from Last Meeting

- Minutes from the 01/29/2023 meeting minutes **to be** approved.

Activities since last meeting

- Orange Class started at PACCC. 5 students Ron, Robin, Darsha, Bonnie, Mike. Strong class, 2 squares
- New site at PACCC works. Very utilitarian, Big enough for classes, but not for workshops.

Covid Policies

- **Masks optional** as of February
- We will **no longer require vaccinations**, coming in line with most other organizations.
- Current [Community Level for Santa Clara County](#) is "**LOW**", with cases, hospitalizations, and deaths all having trended **down** recently.. [Sewer viral load trend](#) is **moderate (60%-79%)** in North county.
- **Re-evaluate at each board meeting**

Classes / Open House

- We will have the next SSD class Mar 4th, and Mar 18th, and **April 1st**, 2p-5p. Caller will be Kurt.
- **Michael will send out an appeal on ECRTalk for recent graduates to come angel for the class.**
- \$125 per new student, \$100 for repeaters.
- Class fee includes all review club nights.
- If less than 3 months left in membership year (i.e. graduation is after June 30), Students get the following year free, otherwise the rest of the current year.
- Class members will get badges at graduation.

Recruiting

- Things that worked, and those that didn't:
 - Nextdoor and Palo Alto weekly, and word of mouth had people show up at least at intro nights last time
 - One group showed up after seeing the flyers on California Avenue last time
 - This time, several people showed up from **Meetup**
 - Los Altos had success with Palo Alto Daily Post. They offered an ad package for \$850
 - Flyers were posted on California Ave and around Stanford
 - Reached out to Stanford Queer Student Resources who promised to spread the word. No results
- What did we not do (enough) of, if any? **Paid ad in paper? Distribute flyer in the area at University Ave, Castro St (Mtn Vw)**
- **Tam Twirlers have put out banners next to Little League and other banners (contact: Ann Shores)**
- **Yard signs to put out in front of home**

Club Nights

- Kurt has scheduled club night callers through end of March
- Adjusted schedule to include more Plus, like SSD-SSD-Plus, SSD-SSD-Plus for the first hour and a half, then alternating Advanced-Plus for the last hour. End on a Plus tip. This will result in **4 SSD, 4 Plus, and 2 A2** tips for the night
- The hope is that with successful recruiting we will have enough attendance to have two club nights again, one (mostly) SSD, one Plus and Advanced.

Venues

- Ventura Community Center has been secured for the class dates \$250 refundable deposit, \$50/hour, high stage with power, possible kitchen access.

- It could also be used for Saturday afternoon second club “nights” for Plus and Advanced dancing going forward
- Billy de Frank has started to have some in-person events again. Annette has made direct contact with Gabrielle; they are interested in having us again, **need to decide if we want to pick up quarterly Fun Nights there (or some other events)**
- Club nights and quarterly dances continue at St Andrew’s, though there’s some confusion about dates with other square dance events on the Church’s side.

Quarterly Dances

- **Ken Ritucci** will call on **March 25th**, 2023 7-10.
- **Mike Kellogg** confirmed as caller for **May 27th**.
- **Andy Alameo** confirmed to call the Halloween Dance **Oct 28th** .
- **Darren Galina** to call **Aug 5th**.
- **We should have a sign / poster board about what level will be called with the next tip Ed will work on that**
- A public calendar has now been posted by the mailboxes.
- **Stan is confused about the dates for the quarterly dances. Ed is in contact with Stan to hopefully clear things up.**

Community Events

- No upcoming events

Membership

- Anniversary Bars will be handed out at one of our dances **(May?)**

Board / General Meeting

- Michael, Jeff, Annette, Oliver will not be attending.
- Jeff Alder volunteered to be candidate for third opening.
- **21st February**. Seats opening up are Ed’s, Michael’s, David’s. David’s not thinking of running again.
- **SSD Class review 7-8:30, Mtg 8:30-9**, then two Plus.

Financials

- 63 people have paid their dues
- Tuesday Club Nights: Still losing money weekly, but not unsustainably.
- Ed is adding new members to insurance as they renew

Other dancing

Saturday afternoons

- Should do more weekend afternoon events.
- **Should they become regular, and if so, how frequent? Will look into that after current class**
- They could morph into Workshops?

Picnic

- Will schedule picnics again in Spring

Fun Nights

- Not before current class is over
- **Open House** format seems to be **more successful** than Fun Nights in terms of getting new interested people to show up
- We previously decided that whenever we resume dancing, the monthly Fun Nights held at St. Andrews (twice a quarter) will move to Tuesday nights from 7:15 PM to 9:00 PM, with full level Plus dancing from

9:00 PM to 9:30 PM. We will advertise the night as starting at 7:00 PM to get people there on time to start dancing by 7:15 PM.

Potluck Nights

- Once we feel comfortable to have shareable food, we will discuss scheduling potluck nights.
- We'll assess the interest **at the GM** and let the **membership decide**
- In the meantime, we'll have picnics

Quarterly Workshops

- We probably can't use Ventura CC for those because it does not fit more than 3 squares
- We want to hold more quarterly workshops. We'd pay \$200 or half the door. Topics we'd like to cover: Gender Swap/APD workshop, for 4 hours.
- Once we have workshops again someone needs to check with Rob to see how long he thinks a workshop should take, and if he's available for a date yet to be determined. If Rob's not available, we should ask the same question of Eric Henerlau.
- Convention Brush-Up for Plus (thurs, teacup chain, other rarely-used calls) This might also be handled via the 6 weeks of club nights prior to Convention, as long as we announce the topic of each club night in advance? In the last half-hour of Adv-Class-Plus format?
- APD/DBD Plus. (Again.)
- Square recovery techniques. (Keep the square dancing, and also know how to reset from lines or waves. Ideally, swap people around to get them into the right place before the end of the sequence.)

Social Activities

- None planned at this time
- **Robin** has looked at taking up going to the Mountain View theater again. Their free tickets for non-profits was stopped during Covid, and they do not seem to have any intentions of taking that up again. We could still go. Weekday tickets are \$30, so an evening with dinner would be \$50-\$60. In the Board's opinion, \$30 for an event / \$50-\$60 with dinner would be upper limit for events. **We'll put our planned social activities on our ECR club calendar. Robin will try and organize something for January.**
- **We'll ask at GM, and also put out a survey afterwards about what people are interested in other than theater (which several already expressed interest)**

Online Presence

Meetup

- Meetup currently costs \$24.99/mo. We will keep MeetUp and have changed to the 6-month model. Just paid another \$100. **Is this something we want to keep up? How active are we on Meetup?**
- Robin has tried to generate more interest on Meetup.
- We advertised our Open House, and got **several people** who showed up
- **If we decide to discontinue, we'll need to cancel it before next renewal in April. Need to let Oaktown 8's know, since they share the account.**

Zoom

- Zoom renewal is coming up in May.
- Board meetings are zoomed.

Facebook

- We still have a presence. Michael posts events

Other

- Eric posts on Instagram, posts are sent to Twitter. **Last update to Twitter was 2020. Michael will ask Eric what's going on. If there's extra work with Twitter, we should drop it. Anyone wants to take up TikTok?**

Michael will ask Jeff if he has any interest in doing that. Instagram posts can be linked to Facebook, and vice versa if it's a post with picture.

- Robin will look into TikTok

Website

- Up to date

Next Board Meeting:

- **Sunday, March 19th, 2023, at 11 am PST.** Location: Zoom