



El Camino Reelers Board Meeting Minutes

Monday, July 22, 2022, 05:00 PM PDT

Remote meeting via Zoom 465 455 8223

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

Minutes from Last Meeting

- Minutes from the 06/13/2022 meeting minutes were approved.

Activities since last meeting

- Had a picnic on June 25 and July 16. (July 30th will be Oaktown 8s Picnic.)
- “Red” Class has been scheduled for August 13, 27, and September 10, 1-5 p.
- Had two Open Houses June 21, July 12 to generate interest, one more coming up (see below)
- Advertised with flyers on California Ave June 18; around Stanford Student Union and Queer Student Resources June 23; Online (Meetup, Facebook, Nextdoor); through Avenidas Senior Services June 13 (no response, followed up on 6/28); through Director of Stanford Queer Student Resources June 24; Palo Alto Weekly Online boosted Calendar entry for July 12, July 26 (placed June 24)

Club Nights

- Club nights will have new format once class started: 7:00 Advanced, 7:30-9:00 Class-level review, 9:00-9:30 Plus. For now, we will have a short star tip in the middle of SSD, to be revisited after class is over, and depending on the success of the Saturday afternoon.
- **Kurt to schedule club night callers through end of August**
- 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

Covid Policies

- We will continue to mask until at least end of August **and review at each meeting**
- Health officials are still recommending wearing masks
- Given the experience with convention and the rising numbers in the area, we'll keep the mask mandate for the time being

Quarterly Dances

- Eric Henerlau confirmed to call the Halloween Dance
- Ken Ritucci reached out to us to potentially call on March 25, 2023 (he's already in the area to call for Advanced Squares the Friday before). Board has interest. **Robin will look for possible conflicts with other dances.** Sheri says he is known in the straight community from CallerLab workshops. **If no conflicts, Ed can reach out with our standard contract.**
- **Need to encourage SSD members to attend other club's SSD events, like July 30th Oaktown 8s picnic. Maybe arrange carpools etc. Make it a club outing**

Beginner Classes / Open House

- Class dates Aug 13th, 27th, Sept 10th 1-5p taught by Michael Levy. Church has been reserved.
- We had Open Houses June 21, July 12, next one **July 26th**. We will probably have an **SSD-to- Plus follow-up class later, dates to be determined based on interest.**
- **What was the turn-out so far? Do we know how people heard about it? What's the interest level in attending the Red class?**
- **Need to have a rotation to greet new people at the door to make them feel welcome, even late comers**
- Things that worked in terms of recruiting, and those that didn't:
 - Nextdoor and Palo Alto weekly, and word of mouth worked
 - One group showed up after seeing the flyers on California Avenue
 - Though there was response on Meetup, no-one showed up **Robin to see if she can stir up some interest.**

- Los Altos had success with Palo Alto Daily Post. They offered an ad package for \$850
- Oliver reached out to Avenidas, who expressed interest at San Mateo Pride In The Park including the info in their newsletter, but has never heard back
- Flyers were posted on California Ave and around Stanford
- Reached out to Stanford Queer Student Resources who promised to spread the word
- However, Stanford is in low-attendance summer sessions right now
- What did we not do (enough) of, if any? **Paid ad in papers... Distribute flyer in the area at ...?**
- Up-to-date vaccination (incl. booster) required, masks still required
- Class fee includes all review and club nights until graduation (on third Tuesday after final class). **Need to plan something for that**
- Red Class members will get next year's membership free. In future, if less than 3 months left in year, the get the following year free, otherwise the rest of the current year
- It was decided that class members will get badges at graduation. Ed has asked what info they want on theirs, and placed the order
- **Ed to send email list of Open House attendees to Michael. Michael to reach out to all Open House attendees after Tuesday to get them to come to the class**

Community Events

- No up coming events

Membership

- Oliver has made changes and sent out a copy to the Board for review. Those changes were approved
- **Need to have it voted on by the membership.**
- **Ed to prepare an Election Buddy Special Election**
- We should see that we can have the change official before the next class graduates September 20.
- We have 11 5-year, 13 10-year, 9 15-year, 8 20-year, 7 25-year, 5 30-year, and 3 35-year bars left, in the locker in the back of the church. Also ordered 5 40-year bars. **When will we hand them out?**

Financials

- Looking at past pre-Covid dances, 50/50 was a major contributor to the bottom line, bringing in anywhere from \$65 to \$155. Even with that, we lost money at some dances. Net results were anywhere from **-\$321** to \$556. **We need volunteers to do 50/50 at our dances**
- Tuesday Club Nights: Still losing money weekly, but not unsustainably.
- All Join Hands is offering \$500 to clubs for outreach in addition to a grant for club development if starting a new class. Check has been received and deposited

Board / General Meeting

- Eric handed over responsibilities
 - Get mail: Annette got the keys from Eric

Other dancing

Saturday afternoon dances

- Should do more weekend afternoon events.
- **Saturday Aug 20th 1-4**
 - **Anette to ask Stan if church is available**
 - **Caller: Kurt**
 - **Plus and Advanced alternating**
- **Should they become regular, and if so, how frequent?**
- **They could morph into Workshops?**

Venue

- Billy de Frank has started to have some in-person events again. **Do we want to reach out to BdF, or wait until we started up Fun Nights**

Picnic

- Is there another one planned? For when?
- **Sunday Sept 18th 1:30-4 at Hoover Park, Cowper St. in Palo Alto. BYO.**
- **Dave to ask Rich to be caller**
- Need to be more specific in the future about BYO or potluck (for now, it's BYO). May need power.
- June and July picnics were successful, with up to 3 squares, and dancers from 8 clubs
- **Will do BYO picnics** instead of potlucks while St. Andrews kitchen is unavailable and sharing of food is unadvised due to Covid, weather permitting

Fun Nights

- Currently on hold. Doing a couple of Open Houses pre- class begin.
- 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.
- We are planning on retaining the quarterly Friday Fun Nights at the Billy De Frank Center in San Jose once we feel comfortable doing so. We'll be reaching out to them about starting those up.

Potluck Nights

- Currently on hold.
- Once we feel comfortable to have shareable food, we will discuss scheduling potluck nights.
- In the meantime, we'll have picnics

Quarterly Workshops

- Currently on hold
- 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.
- Allan was 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, Allan will ask the same question of Eric Henerlau.
- Convention Brush-Up for Plus (thars, 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

Online Presence

Meetup

- Meetup currently costs \$24.99/mo. We will keep MeetUp and have changed to the 6-moth model. Just paid another \$100. **Is this something we want to keep up? How active are we on Meetup?**
- **Robin to try and generate more interest on Meetup. We'll reevaluate in 5 months**

Zoom

- Zoom has been renewed for another year in June.
- Board meetings are zoomed.

Facebook

- We will ask Dave Decot to **delete the group. Michael to look into that**

Other

- Eric posts on Instagram, posts are sent to Twitter.
- **Michael L to investigate editing Google Group on how to assign a member's name to an email address, so that it is clearer who is a member. Then Ed can do that to ECRTalk members**

Website

- Has been updated with changes and lists callers through end of July, Open House info, Convention photo (Thanks, Jeff, for showing your legs front and center!). Thanks Ed!
- SCVSDA Club Info Page has also been updated

Next Board Meeting:

- Saturday, August 20, 2022, at 11 am PDT. Location: Zoom