

## Austin Ballroom Dancers

### Board Meeting Minutes

September 15, 2018

**Board Members Present:** Margaret Melton, Mark Coughran, Fred Ferate, Lanette Bading, Dillan Prince. (June Kelly not able to attend)

The meeting was called to order at 5:58 pm.

#### Meeting Minutes

The Board voted to approve the minutes of the August 18 meeting.

#### Officer Reports

- 1. President:** Margaret indicated that she hoped to discuss the 2019 Saturday dances contract and 2019 class schedule under new Business.
- 2. Vice President:** Mark indicated that arrangements for the ABD Saturday Dances and DJs have been made through Nov. 3, 2018.
- 3. Secretary:** Fred noted that since August 18 all email notices for ABD Dances (9/1 & 9/15), Member Appreciation Dance and Open House (9/4 & 9/6), and new ABD 4-week Class Sessions (9/11 – 10/4) have gone out on time.
- 4. Treasurer:** The Board reviewed and accepted the Treasurer's detailed financial report for August 2018.
  1. Net income in August (Total Income – Total Expenses = \$1,933.45 - \$2,986.84) was minus \$1,053.39. (Second consecutive month of negative net income.)
  2. The change in Total Current Assets from a year ago (August 31, 2017) is \$2,397.68, with Total Current Assets as of August 31 = \$21,319.25.
  3. Current membership as of September 14 is 106, including 13 in the one-month grace period (expired Sept. 1); this was unchanged from August 13.
  4. June noted that the negative net income in August was due to lower than expected class attendance (29 students in August, compared to our monthly average of 44 students/session) and an annual liability insurance payment.
  5. Average attendance at 2018 ABD Dances as of Aug. 31 has been 41, slightly less than the number needed to cover the dance expenses (Average door: \$349.56; YTD loss: \$7.00).
- 5. Program Director:**

1. As of Sept. 15 only 28 students had signed up for the first week of Sept. classes, compared to the YTD average of 44.
2. The Sept. 4 Membership Dance was well attended (about 24).
3. The Sept. 6 Open House was reasonably well-attended, and at least 6 attendees signed up for classes.
4. Lanette noted that Hancock Recreation Center requirements have changed, and that (a) all students must fill out a liability form, and renew it annually; (b) we're not to check in at the front desk anymore, but return to the practice of signing a roster each evening (particularly important, since we must demonstrate to HRC that we meet their minimum attendance requirements; and (c) have each student complete a survey by Oct. 15.

**6. Publicity Officer:** Dillan provided statistics, comparing Go Dance and Uptown with ABD on:

Facebook Likes (7043, 2150, 434)  
 Posts per week (2, 12, 4)  
 Engagements on Posts (52, 7, 18)  
 Conversion Rate (0.37%, 0.027%, 1.03%)

Conversion Rate is defined as (Engagements/(Likes x Posts)), and the numbers indicate that people are about 3 times more likely (compared to the situation for Go Dance and Uptown) to visit our Facebook page or website after seeing one of our posts.

**Old Business**

Fred had asked that we revisit the decision to temporarily omit names of DJs and mini-lesson instructors in our notices for Saturday night dances; this was postponed until the Oct. 6 meeting. Remaining Old Business items were dealt with in New Business Item 1, or also postponed to the Oct. 6 meeting.

**New Business**

1. **2019 Saturday Dances Contract:** Margaret advised the board on the proposals that she and June had received from studios for the 2019 dances. The board authorized them to continue negotiations for a final contract.
2. **2019 Class Schedule:** The motion was made, seconded and passed, to accept the list of 2019 ABD dance classes developed by Lanette and June.

New Business Items on electronic meetings and ABD history were postponed.

The meeting was adjourned at 7:10 pm.