

CCD Steering Committee Meeting Minutes 02/10/2008, 6:44pm

Attending (10 Total) —Sherry Kilpatrick, Robert McGregor, Brian Baker, Rob Harper, David Digby, Angelica Pohl, Andrea Nettleton, Jim Crawford, Bill Porter, Mary Grabar

- 1) Minutes Were Approved From 01/13/2008 With Minor Changes
- 2) Next Meetings: Sunday, March 9th, 6:30pm: Kimbi Hagen hosting Sunday, April 13th, 6:30pm: Brian Baker hosting
- 3) New Steering Committee Members should email Brian Baker with their Contact Info and digital pictures
- 4) Responsibility Areas for Steering Committee Members: Rob reviewed the different categories and asked SC members to think about which areas they would like to work in. Rob said if the SC members do not choose areas on their own initiative, then he will assign members to different responsibility areas.
- 5) Newbie Training Video: It was decided that Jim Crawford should make a preliminary training video, and put it on YouTube.Com. The SC will then decide later whether to authorize money to make high-resolution versions on hard-copy CDs for handout and/or sale.
- 6) CCD Participation in Fundraiser: Mary Grabar requested SC involvement in fundraiser to assist former Atlanta Contra Dancer, Lisa Harris, with medical expenses related to her husband, Joel's prostate cancer. Joel died at age 38. It was decided that Mary can make announcements at halftime at the Friday dances; she can place a collection box at the front desk; and also hang a poster. She can contact bands and callers directly and request their volunteer work. It was decided not to loan her the sound system because of its cost and its difficulty in being moved.
- 7) Berea Country Dance Demo/Housing—We will grant free admission to 4/4 dance in exchange for their half-time demonstration. We will also assist with housing them.
- 8) State of the Union – Finance: CCD is losing money, currently at the rate of approximately \$5000 per year. Some historical background: CCD has never made much money on the Friday dances—a good year being to break even on the Friday dances. Most of the money in past years (decades?) has been made on the November festivals, which have made several or more thousand each time in the past, but in 2007 only made about \$3000. The Friday dance and the November festival are separate, but related categories, or Cost Centers. There is the option of raising the Friday dance admission to \$8. Rob expressed his desire to make up the losses by increasing attendance, instead of raising the admission fee. His goal is to increase attendance to an average of 200 dancers each Friday by end of the 2008.
- 9) State of the Union – Attendance: Bill Porter presented a very detailed analysis, including nine pages of statistical charts, of the Friday night dance attendance history starting from 1/99. Some of the highlights:
 - A) From 1999 to 2000, average attendance rose from 125 to 140 per night
 - B) Average attendance began a downturn around the first quarter of 2006, and this decreasing trend continues to the present at the rate of about 10 dancers per year.

C) Average per-night attendance decreased from approximately 154 in 2005 to 137 in 2006 and 130 in 2007. Even including an admission rate increase in mid-2006, this represents an annual revenue loss for the Friday dance of over \$4,500 in 2007 as compared to \$3,800 in 2005. In other words, the gate increase has not compensated for the attendance loss.

D) There is real seasonal variation each year, with a surge of dancers in the first quarter of the year (New Year's Resolutions?), a minimum around May and June (Summer Vacation Trips?), a smaller surge in July and August, and another low in October and November.

E) Apart from the LEAF festival, competing dance weekends do not consistently depress Friday attendance

F) Out-of-town bands draw about 14% to 16% more dancers on average than our local bands do, but situation is more complex than. Many local band nights are better attended than the average for out-of-town nights.

10) New Dancer Retention: A lively, open discussion ensued, especially involving the guests, on how to increase New Dancer Retention.

11) Marketing

A) Agnes Scott Dance

B) Decatur Rec Dance

C) Tri-Fold Flyer: Jim Crawford pass out copies to all attending

Adjournment: 9:01pm