

December 15, 2012 Steering Committee (SC) Minutes
Written by Janie Schindler

Attending members:

Janet Shepherd
Margie Cooper
Dave Marcus
Susan Keller
Janie Schindler
Doug Singleton
Amy Krafchick
Sally Walker

Guests:

Seth Tepfer
Scott Russell
Carole Bennett
Christin Whittington
Scott Barnaby
Jim Crawford
Kimberly Hagen
Shaifer Jones
Dave Digby
Matt Zeller
Rob Harper
Fern Garber

Janet called the meeting to order 4:11 PM @ Kimbi Hagen's house.

January SC meeting scheduled for Thursday, **1/17/13**, 6:30 PM @ Janet Shepherd's house, 1410 McLendon Dr, Decatur, 30033

Shaifer Jones (student) is planning a **dance** at Decatur High School on Tuesday, **Jan 29**, 7-8:30PM, for his sophomore project – He has lined up Free Association, Bill Porter on sound, Seth Tepfer calling. Shaifer requested \$550 in financial support from the CCD. Christin will check with George Snyder about changing the Jan 29 CCD Tues night dance from Messiah Lutheran to the Decatur High School -- **DONE** and approved. She is also assisting with promotion and advising. Shaifer will handle PR @ Decatur High, and check other sources of funding. Margie moved that the CCD assist Shaifer with the Jan 29 dance details, guaranteeing \$250 from CCD. Dave seconded; 5 yeas, 2 abstentions (Doug not present for this vote)

CCC Outdoor Lighting: Jim & Sally checked lighting on Nov 23, and recommended areas to be addressed to the CCC, including back parking lot, walkway from CCC to main parking lot, near stage entrance, and between CCC and Alternative School. Doug will talk to McKenzie about the lighting.

In response to further theft reports, it was suggested to periodically remind folks that the CCC is a public facility, and your **personal items** are your responsibility. There are several notices on the CCD website, and Christin volunteered to make up signage for the CCC Kitchen cubby area, and the Front Desk, alerting dancers to the risks of leaving valuables at easy access. – **DONE**

Janet will post a reminder on the CCD Listserv – **DONE**

It was suggested to keep the kitchen door locked, obtain a key to the kitchen door, which could be used to access the East Room for tables as well. Doug will check on this.

Host Duties were discussed: Thanks to Rob Harper for major input!

Objectives:

Ensure SC representation at each Friday Dance and special event
Provide coverage for key roles should scheduled Volunteer not arrive on time
Enhance exposure of SC to Dancers
Encourage returning Dancers with a Welcoming Presence

Responsibilities:

- Arrive at 7:00p and depart at closing
- Wear identifying "Host" button (will be kept in cash box)

- Assist volunteer Opener/Closer/other as required. Assume responsibilities in case scheduled Volunteer is absent/late.
- Introduce yourself as “CCD SC Host” to Talent (Caller, Musicians), Sound, and New Dancers @ Workshop. Welcome them to Atlanta, our Community, and our Dance. Let them know you are there for them if they need anything.
- Welcome all Dancers as they arrive.
- Determine leader for beginner lessons if Caller is late or requests someone else lead the lessons.
- Encourage Regular Dancers to mingle with New Dancers and vice-versa
- At start of Dance welcome everyone, introduce yourself, and inform them that you are the SC point of contact for the evening; Introduce the Talent, and Sound Person; Express concern with Dancers’ safety, *encourage courtesy!*
- Inform and later remind Caller that announcements are before the last dance of the first half; a cue is helpful.
- Compile and make regular Announcements – Speak straight into the microphone; Thank Talent, Sound; Keep it Simple; Encourage help with clean-up; Invite all for refreshments @ Corner Pub; Offer details on CCD website/flyers on Lobby Table
- Be the “face” and “voice” of CCD for the evening – Walk about, answer questions, field complaints, handle dangerous-dancing/unacceptable-behavior incidents, help find partners for those having challenges, monitor sound from different areas of the hall, move fans around – ie Do as needed to make the dance run smoothly.
- Each member is responsible for finding a replacement in case of scheduling conflicts; not limited to SC members (recommend SC Nominees)

[All present want to move forward with these more complete Host roles;
Most felt free admission for the Host to that dance was not warranted]

Finance: In light of recent postings on the CCD listserv from individuals who believe we pay too much for bands, Dave suggested that we consider **reducing Musician pay** by half, perhaps do a trial period in the 2nd and/or 3rd quarter of 2013, and determine what the impact would be to our dance. How would this affect the willingness of bands [both local and Out of Town (OOT)] to play for us? How would it affect our ability to bring in guest Talent? Kimbi offered to reach out to both local and OOT bands and ask what effect such a reduction would have on their willingness to play here. OOT bands would still get the usual travel allowance.

Discussion included: Caller pay would be more in line with Band pay (per person)

If it worked without impacting dance quality, we might be able to nix the admission rate increase for 2013 and still save money.

Fewer touring bands would find it worth their while to come here.

More opportunities for Local Talent to play.

How would this affect the quality of the music we dance to?

At this time there will be no change to the pay structure for Talent, but this will be a topic for further examination and review in 2013.

Finance 2: Margie moved to accept the 2013 Friday Dance Projected Operating Budget (Balanced) that Doug presented in Nov; Jane seconded; all SC present approved; 2013 Budget accepted.

Doug’s statement for Jan-Nov 2012 showed a net loss of \$6,080.72 from Friday Dances, a net profit of \$3,570.43 from the Nov weekend.

Doug also showed attendance and income related to OOT vs Local Talent, indicating OOT Talent does not necessarily translate to larger attendance; head-count would be more accurate than \$\$ in, due to student rate.

Update (1-10-13) Doug reported Friday night dance loss for the year (\$6,325); Dance weekend: Profit of \$3,585; overall loss of \$2,740.

Financial specifics are always available by request from Doug.

(Update Jan '13) Sally is the SC Treasurer for 2013

Once Upon a Contra Debrief:

Theme Selection: Few participated (Mar 17 conflicted with a Dance Weekend); the vote to change after complaints of first selection was unusual; suggest voting like our Member Elections, with means for email voting; keep entries anonymous

Online registration – Great graphics! User-friendly! Quick feedback

Front Desk Procedures: Cramped; 2 lines would be better to expedite (for Full and a-la-carte registration); several wounded Dancers provided lots of help

Venue: Morningside gym hard on Dancer feet; nearby venues worked OK; Dec Rec should be opening, and want us there! (Christin is in touch)

Fri Talent: Great Band and Caller! 2012 Selection process precarious, but flexible

Sat/Sun Talent: Excellent!

Sound: Ed Howe outstanding! Helpful with skit; Will be @ 2013

PR: T-shirts – Great design, color of choice NA; 30 printed; not a \$\$ maker; dubious about offering 2013; suggest order/reserve on registration; vote on color; design on front

Buttons – Great designs, suggest fitting button size/shape better

Skit: Outstanding! Unique to our Dance weekend, and becoming a more involved production; Funding precarious, and needs to be decided in advance; Funding-angels would be helpful; some allowance will be made for skit costs; musician could be one already in CCD Community

Costume Contest: Fun; good prizes; wait for theme selection to decide to repeat

Food: Much better outcome with splitting responsibilities by day and time-slots; Fabulous Sun covered-dish response!; no facilities @ Morningside to prepare food; later start on Sun worked well (for Sat late-nighters, and time to prepare food)

Techno: popular, well-done, but makes for a long day; possibly a different venue? Doug as Opener and Closer for Sat was overextended

Late-night Party: Susan needed more help cleaning up; suggest emphasizing volunteer sign-up

New Dancer Retention – Jim's goal is to increase numbers of Newer, Returning Dancers.

"New" Dancers are those that never danced before, "Newer" Dancers those that have danced at least once (have returned) About 1/3 of New D's return.

He reiterated a lot is spent for the New D's in time and money – Recruitment rewards, free passes, DVD's, Beginner Workshops. Following up that initial recruitment investment with plans/actions/programs to retain the Newer Dancers can provide better follow-through and in time better retention of these Newer D's. We do not do much with these Newer D's, and need to know more about them, but should get more of our operative information from the Newer D's themselves. Finding out what bothered them, what prevented them from coming back, what turned them off, what difficulties they had at the dance, etc, and coming up with solutions to these problems, will encourage more of the Newer D's to return.

Amy volunteered to work with Jim on follow-up calls, feedback, etc.

(Update Jan '13) Sarah Snyder also volunteered to help with New Dancer Retention

Other suggestions:

*Personally welcome & invite back New Dancers throughout the dances;

*Chat-room for Newer D's to share thoughts/experiences;

*Encourage experienced Dancers, whole community, to come to the Beginner Workshop to help Newer D's develop skills, as well as help throughout the dances;

*Intermediate Dances

Jim created a short online survey for the Newer D's (1-5-13) that will help collect data

Amy's **Meet-Up, Celebrate Atlanta:** interested in coming to a Contra dance, at a reduced rate. It was decided to try it once, offering \$6 admission to these MeetUp members, no free pass, limit of 50 if at our regular Fri Dance. Amy is coordinator/liaison, to offer introductory video links, encourage attendance at the Beginner Workshop, schedule and post the event. **DONE** and Success!

Celebrate ATL contra danced Dec 28; about 35 members (New Dancers) attended, Amy taking admissions and issuing specific nametags, at a separate Front Table.

(Update Jan '13) Celebrate ATL would like to dance with us again, possibly in March.

Safety: Tabled; suggestions could be shared on CCD Listserv; use of Waivers of Liability was discounted.

Attendance Trends: Tabled until Bill Porter present

Fond Grateful Farewell to Dave, Margie and Janet! THANKS SO MUCH for ALL your Work on the SC! Keep in touch!

Meeting adjourned ~ 6:30 PM Time to Party!!!!

Action Items:

Scott R: Suggestion Box @ Fri Dance Lobby Table & Collect Suggestions **DONE**

Amy & Joseph: connect Meet-Ups (Celebrate ATL and Contra)

Jane: make up half foam-board poster with pictures of SC; refine Host Duties **DONE**

Amy, Joseph, Susan, Sally: get pics to Jane for poster

Ginger & Jane: research options/cost of a CCD indoor/outdoor banner **DONE**

Janet: make SC buttons; make Host buttons

Doug: hire a company to assess the AC @ CCC; secure best security deal **DONE**; talk to McKenzie about outdoor lighting recommendations; obtain key to CCC Kitchen door/East Room for security and access to tables

Rob & Doug: negotiate a new rental agreement @ CCC

Kimbi and Christin: create an Allemande Operational Manual

Kimbi: Post revised Volunteer Role List; research Talent participation if pay reduced