

USA Dance, Inc
District 8 Presidents' Meeting

August 9, 2014

Meeting held at Covenant United Methodist Church; called to order at 11:00 am.

Attendees:

Welcome by Robert and Marta

District contact information and membership stats for each chapter can be found in your information binder on pages 2 and 3 respectively.

John White is the District 8 director.

Introductions by those in attendance

Bylaws:

You must vote to remove a member from your board. You must also vote to accept the resignation of someone on your board.

You will always have district and national officers to back you up in a situation. Keep them apprised and keep all emails relating to USA Dance in case they are needed at a later date.

The business calendar for when reports/actions by chapters need to be completed is in your information binder, along with the Chapter and Volunteer of the Year nomination forms.

Membership:

Jim DiCecca is the new National membership director.

Marta will be happy to share her powerpoint on how to recruit and retain members. The presentation covers the practices that have been used in the Daytona Beach chapter successfully.

Hosting a Successful Competition (Chase Abell)

You have to provide an experience: good floor, good judges, good music, and a good venue.

You also need an army of volunteers, which is something that Baton Rouge does very well.

Lead time for hosting a competition depends on many things (judges, venue, vendors, type of competition, etc), but typically you're going to need at least a year.

Three types of competitions: unsanctioned, sanctioned, and National Qualifying Event (NQE).

All have their own set of rules and get progressively stricter.

Best Practices/Problems:**Hattiesburg, Chapter 6116:**

For National Ballroom Dance Week (NBDW) 2013, the chapter offered a week of free classes. They also hosted a workshop/dance/dinner combination that was their highest attended event. They also hosted beginner's exhibition with Pro-Am performances.

Usa Dance loves... was a project in which they approached the three largest employers in their area and offered free classes to the employees. The classes lasted four weeks and covered six dances. They also offered a trial membership to entice people to come to events.

They attended/participated in Dancing with the Deans and Day of Dance.

Chapter 6116 has seen steady membership increases (49 to 70) and participation in their beginner classes.

They are trying to have a presence with non-USA Dance groups and have had successful media coverage. They have an engaged board of instructors, with local instructor support, and an active Facebook group.

Challenges: need more volunteers, recruiting and maintaining membership, the public is largely uninformed, practically no youth/collegiate outreach, and no control over venue since there is not a lot of space available.

Chattanooga, Chapter 2009:

They held a charity dance and raised \$1,000 for a local charity (Room at the Inn).

They hold one dance a month. They had to switch locations twice and lost a lot of members through those moves, but are in a church now and had twice their normal number at their last dance. They have a lesson before each dance and charge instructors who do not give to the chapter.

The Hamilton county fair has a Dance Day in which they participate. They also attend the Chattanooga Farmer's Market Big Band weekend.

Greater Louisville, Chapter 2021:

Right now, with the competition and a brand new board, there is not much outreach happening, especially at the collegiate level. They do have instructors teaching in local elementary schools. They are currently having some issues with a lawyer retained by the previous board. This is an ongoing problem of which the national officers are aware.

They raised \$3,000 for Kosair Charities.

They participated in a flash mob at a mall for NBDW.

Greater Macon, Chapter 6059:

They have been doing an outreach program with a Catholic church's youth called Have Fun dances that are well attended. (Photo slideshow).

They also host a Stars Over Macon charity dance.

Greater Atlanta, Chapter 6005:

They host a dance once a month and also a Fifth Saturday dance.

They are hosting a competition in cooperation with Georgia Dancesport. This year, the competition is unsanctioned, but have hopes for it to be an NQE in 2017.

Greater Memphis, Chapter 2012:

They strive to be the best dance in the area. They have a live band at three dances a year and recorded music the rest of the time. There is always a theme and good food. Usually, there is some form of showcase/entertainment.

Their publicity person puts together flyers that are always complimented. An e-newsletter is sent out every month.

When new members join the group, they are sent a welcome letter, mentioned in the newsletter and recognized at the first dance they attend. They are also given free admission to the first dance they attend.

Members receive birthday cards and membership reminders for renewal.

They host an ice cream social for the members of one of the local senior centers, participate in the Senior Expo every year, and have entertained the residents at a local home for those suffering from Alzheimers.

Conversation with Jim DiCecca:

He and two others are looking into overhauling the online system to make it more user friendly and available.

He looks forward to working with the chapters on whatever they need.

Miscellaneous:

Marta: Look into what local grants are available in your area. The Daytona chapter has received several that have greatly added to their funds.

Everyone is invited to attend the Memphis dance as guests of the Memphis chapter.

Meeting adjourned at 3:00 pm.

Respectfully submitted by Nastasya Hnat, Chapter 2012 Secretary