

USA Dance Inc

February 16, 2012 Minutes

Board Members Present: Jane Hester, Carole Eady, Robert White, Nastasya Hnat, Pam Vaughn, Gail Mays, Sylvia Rose, Van Phillips, and Marsha Frommel

Meeting held at McWherter Senior Center; started at 6:30pm.

Minutes: January Minutes were read and approved.

Nastasya will be missing the June dance and meeting.

Financial Report: January Financial report summarized and approved.

Berclair YTD: \$87.01

Dance Memphis: Net income \$85.76 with 94 attendees. YTD \$85.76

YTD Income: \$25.20

Assets and Liabilities YTD: \$14,349.91

We got a credit of \$7.50 back from First Tennessee. Esther is now saying she can't sign the off on the account because it is under the chapter number and not USA Dance Inc and she doesn't understand why we need four signers. Everything is on Dorothy's desk at the bank waiting for approval. Pam is going to talk to Stanley, the national treasurer.

Dance Director's Report:

February dance review: There were 132 attendees for a loss of \$109.54.

March dance: Flyers for the dance approved. (Designed by Sylvia.) We will need the regular amount of food.

Music: Russ Vaden's friend, John Still will charge \$250 to play music. Charles offered to run the music for \$100 or \$125, which will need to be clarified. It was decided to sign a one-time contract with Charles using his equipment to run the music provided by Matt.

Responsibilities: Nastasya will be taking over the responsibility for the coffee pots, Jane for the water pitchers, and Robert for closing the church.

Decoration Report:

Photos Report:

Dena will be missing the March dance. Tim will bring his camera.

Membership Report:

We have 147 members, with 3 new members, 6 renewals, and 13 currently delinquent. We are trending down at the moment, though this appears to be a cyclical thing. Our average membership over the past four years is 150. Our total membership is down versus January

2011, but up from January 2010.

We are going to start sending emails, reminding people to renew their memberships.

Berclair Report:

January had 90 attendees, with a profit of \$10 for the month.

Publicity Report:

The flyer is ready for the March dance and has been sent to the Commercial Appeal. Nastasya will put it on Facebook and Twitter. If the numbers don't pick up for the Twitter feed, Nastasya may decide to drop it.

Volunteer Report:

The visits for Gardens of Germantown have been set for 4/7, 7/7, and 10/6 at 2pm.

Webmaster Report:

Nastasya has been unable to get into the calendar. The information from Jim will not allow her to log in. It has been decided to see if anyone else has the correct information. If they do not, she will make a new calendar.

Old Business:

New Business:

The new marketing website from National was discussed. It has been decided to leave our participation at the Bronze level due to the fact that it takes quite a bit of work to find it and we have our own informative site and the upper levels will cost us more in the future.

Last week at Berclair, only three people showed up due to the Shriner's dance being held on the same night. The week before was the Super Bowl and attendance was down. It was discussed whether lowering the price would help increase attendance. It was decided to leave the price the same for now since there was competition those two nights.

The Senior Expo flyers need to go out.

Meeting was adjourned at 8:20 pm.

Respectfully submitted by Nastasya Hnat, Secretary