

SSDS Fun Business Meeting Minutes

Sunday, April 27th, 1pm

Tania's house, 5534 South Salina Street, Syracuse, NY, 13205

Attendance: Tania, Mary Ellen, Deb, Stacey, Michael, Isaias

Minutes by Mary Ellen

1. Old Business

- Weekly Thursday night dance 8:30 to 11 PM, Knights of Columbus, 5976 East Taft Road. We've seen an average of 30 students and 19 regulars attend the weekly dances through March and April. This is significantly improved when compared to last year. In 2007 we saw a downward trend in attendance but that has changed since we moved to the new venue. Receipts average \$171 after we gave Fred \$20 or \$30 extra each week for staying late/opening early (pls. see chart at the end of the minutes). We had nametag night April 17th with the dance card game and movie passes for prizes. We continued the dance card game April 24th, again offering movie passes as prizes. We will offer the nametag night/dance card game once a month starting first week of June with prizes donated by local businesses. We will have a snowball dance that night as well.
- Sound System: We have two remote microphones and new mini-mixer assembled in a new case/rack. It is rugged, secure in a single package, good looking, and easy to use: one power plug, one jack to plug to the mic input at the cd player/mixer.
- March 14th Survival Jitterbug lesson taught by Mark Johnson and Tania Anderson with help from Eliza at Hudson Hall, First Presbyterian Church
- March 15th parade review. There were not enough volunteers for SSDS to participate in the parade this year. We had three volunteers (Alice, Michael, MaryEllen). If we want to join the 2009 parade, Kathleen Powers, parade organizer, suggested we start soliciting people in late Fall and she offered to come to our meetings to "rev up some enthusiasm".
- SU Skybarn dance April 4th review. The SU Swing club members organized this dance. This date conflicted with the Cordoba/Szekeley weekend event so our volunteers were not available to help. The students are charged \$120

for using the hall to cover student labor so we do not know if they went ahead with their plan to hold the dance.

- Review of Robert Cordoba/Deborah Szekely WCS weekend April 4-6th at Syracuse Ukrainian Home
- Review of Peter Strom/Ramona Staffeld Lindy lesson & dance April 11th at Dancelover's dance Knights of Columbus, East Taft road. Lesson and dance well attended. Peter and Ramona were very "beginner-dancer-friendly" in that they spent extra time with the novice dancers and did a lot of social dancing.
- Dance Lovers of CNY sent acknowledgement and thank you with generous donation of \$221 to help offset expenses.
- Review of Peter Strom/Ramona Staffeld Lindy workshops & dance April 12th at Syracuse Ukrainian Home. Not as many college students registered as we expected. April 12th was not the ideal weekend for this event to attract college students. Workshops attended by 20 people; Dance attendance by 25-30 people. Nikola Lucak (UKHome president) was away for the weekend so Deke opened the building for us by 10:00am. Rosalie helped Stacey with registration. Classes started at 10:30am, ran on time and were attended by about 20 people. Some folks went to Brooklyn Pickle during the lunch break. We all left at 6pm and came back for the 8:30 class. Peter and Ramona did a lot of social dancing, dancing with everyone and not waiting for people to ask them. The Saturday night workshop and dance was attended by about 20 people. Alice brought munchies and chocolate treats. We charged \$8 for the lesson + dance and Jayant worked door duty. Peter deejayed the beginning of the dance with his laptop, then Mary Ellen deejayed until 11:30pm. No one purchased any SSDS tee shirts. We gave Peter and Ramona each a souvenir gray SSDS tee shirt. We sold bottled water for 50¢ and recycled the plastic bottles. Clean up crew consisted of Jayant, Michael, Alice, Chuck, Stacey and Mary Ellen.

2. Publicity

- SSDS weekly dance flyer & business cards: We have about 50 weekly dance flyers. We have no more business cards.

- SSDS banner: We have a new 3' x 8' vinyl banner purchased from Halfpricebanners.com for the amount of \$154.
 - SSDS tee shirts: We have sold no tee shirts. The tee shirt inventory was displayed and offered for sale during both the Cordoba/Szekely weekend and the Strom/Staffeld weekend.
 - Syracuse Newspapers: Sunday Stars Magazine, Neighbors, Thursday Weekend, Syracuse New Times
 - Syracuse Newspapers press release for Swing Week April 4th-12th, 2008. Crystal issued the press release after collecting all the information. We don't have a copy of the text but it did get released because there were two telephone inquiries for directions to the Syracuse UK Home. When the press release got picked up, it may have been reprinted with the venue as Auburn Ukrainian Home. We should issue press releases as often as possible, at least weekly. Sending early in the week, (on Monday, Tuesday or Wednesday) is best.
 - Internet advertising:
 - Our website www.syrswingdance.org: Can has just renewed the domain name for 5 years, webserver for 2 years.
 - Syracuse.com: Our information is there and can be located by using "swing dance" as the search words. They use the date December 18th, 2008 and the phone number 458-0938 (K of C number).
 - Jumpsocial.com
 - National FastDance Association: We have not joined but Bill Maddox is encouraging us to do so saying he can offer us better rates for the ASCAP, BMI and SESAC license fees.
 - Journalism student writing article about "Competition" came to our dance in November. We're not sure if/where this article was published.
3. Financial Report: Our 2007 tax return was filed on time. We saw a significant change from previous years, net loss of about \$4400. Our weekly dances are not producing enough income to cover weekly expenses. Jan-Apr 2008 weekly dance total income \$2700 with expenses (hall rental) costing \$3400. Mary Ellen asked Fred Goodsen if they will reduce our rental fee or renegotiate for a percentage of the door instead of one flat rate. Discussion about raising the admission price of the weekly dance. Prices will remain as

they are for now. We will focus our energy on ways to better advertise the weekly dance to help increase attendance. We normally use weekly dance income to offset the cost of sponsoring the bigger dance weekends and fun events such as the Holiday party and Summer picnic. Both the April 5th WCS and April 12th Lindy weekends generated more expenses than income. Both events were advertised by mail to our mailing list of 600+ people but event attendance was not as high as expected. We will explore the possibility of applying for and using grant money to help finance the larger events.

4. Upcoming Events

- May 8th Prom and luncheon at Westcott DayHab, dance demo waltz or foxtrot. Deb and Dan are performing.
- June 6th-8th WCS weekend with Mario Robau, Jr.: The hall is rented, all captains are in place and the flyers are being distributed. Jessica Reeher is in charge of volunteers and people should contact her to sign up. We will use SSDS wristbands.
- Arrowhead Lodge 2008 Picnic Thursday, July 31, 2008. The lodge rental fee has been paid and we can use the facility starting at noon. We must be cleaned up and out by 10pm sharp. We might offer extra activities before the 6pm dinner, if we can find volunteer(s) available during the day to coordinate these activities. The activities might include dance lessons, games and family fun style activities. We could focus on target groups such as single-parents, stay-at-home moms and home-school families. We will contact the local town halls, Department of Education, Onondaga Parks department for more information.
- August Summer Break: No Thursday dances in August to give our volunteers a vacation. We will resume weekly dances after Labor Day, probably on Thursday September 4th.
- Halloween dance 2008, Saturday night, October 25th, Syracuse Ukrainian Home, 1317 West Fayette Street. There will be no lesson before the dance. Mary Ellen will confirm with Nikola about the date to make sure he doesn't forget our reservation. We still need to create and print flyers.
- Holiday dance, Thursday, December 11th, 2008.

5. New Business, Other Business

- Dance instruction at area schools: It might be possible to apply and receive grant funding to cover instructor fees for teaching swing dance in area high schools.
- Hazel & Tybaldt: Nothing confirmed
- Mike Topel February 13th, 14th and 15th 2009: We will plan for a full weekend instead of just one day of workshops. Mary Ellen will reserve the UK home. We may be able to work together with DLCNY group since they will host their monthly dance on Friday, February 13th.

Next Meeting: Wednesday, May 28th, 7pm, Greg's house, 103 Croyden road, Syracuse, NY 13224. We moved the meeting to a different day of the week hoping more people would be able to attend.

