

SSDS Fun Business Meeting Minutes

3:00pm, Sunday, March 1st, 2009
Panera Bread Company, East Circle Drive
5701 East Circle Drive, Cicero, 13039
(315) 458-9436

Attendance: Steve Ryan, Stacey White, John Manzano. Isaias Banegas, Don DeRhyke, Jeff Wormald, Connie Edgerton, Maria Cirino, Judy Fischetti, Kris Caspari, Alice Chico, Greg Boyer, Mary Ellen Datta.

1. Old Business

- Thursday dances at Knights of Columbus 3717, 5679 East Taft Road
 - Last Thursday night, February 26th, someone ordered pizza to be delivered from Poorman's pizza. We do not know who ordered the pizza. The delivery person did have a phone number for the person ordering the pizza. We called the number. It was answered by an answering machine. No one at the dance came forward to claim their pizza order. John Manzano was kind enough to pay for it. It cost \$50. John did receive his money back from the basket that was used to collect donations.
 - Venue Discussion: We have some options for alternate venues if/when we move from Knights of Columbus.
 - Results of December 11th Survey weekly dance starting/ending times:
 - 37 people chose option a) start 8:30, end at 11:00 admission \$5
 - 9 people chose option b) start 8:00, end 11:00, pay higher price
 - 24 people chose option c) start 8:00, end 10:30, admission \$5
 - Review of Holiday Dance December 11th at Knights of Columbus
 - Dance well attended
 - Choreography performance
 - Dance Card Game
 - Light food buffet + pizza
 - Lots of food, lots of food left over
 - Volunteer recognition + custom shoe bags
 - We will plan a similar event for Holiday dance 2009
 - Stopping the dance at 10:30pm to draw names for prizes slowed the energy of the dance
 - Anecdotal notes by Mary Ellen for more details
 - Select date for holiday dance during next meeting
 - No weekly Thursday dance on December 25th, Christmas Day
 - No weekly Thursday dance on January 1st, 2009, New Year's Day

- Sound system working well since we purchased new mixer.
 - New mixer purchased by Can.
 - Geno Aurelli renting sound system.
- DeeJay Rotation
- Music inventory and purchasing new music: We have bought no new music from iTunes since our last meeting. We still have iTunes account. We have not purchased storage device. Music inventory on Google.doc.
- Review of Mike Topel February 13th, 14th and 15th 2009.
 - What a great weekend!
 - We had a lot of fun. Everyone enjoyed themselves. It was good to see a lot of our Canadian friends came down and supported the event. Mike had a really good time here. He enjoyed teaching here. He sent thank you notes by email.
 - Financial details available from Greg and Mary Ellen
 - DanceLovers of CNY donated a check and split their profit from Friday night chacha lesson and dance.
 - We accepted Canadian dollars at par for this event. Both Maria and Greg are willing to switch the Canadian dollars for US Dollars so that it doesn't cost SSDS money to exchange the currency. When we process Canadian checks, the bank fees are about \$2 per check so it is better for SSDS if our Canadian patrons pay cash.
 - We took a gamble coordinating this event in February on Valentine's Day. The weather was good but we took a risk and it was good luck that the weather was safe for driving. If the weather was bad, we would not have had as many Canadian dancers come.
 - Mike Topel has a positive reputation among many dancers. A large contingent of Canadian dancers came specifically because it was Mike Topel teaching.
 - The Saturday night dance was attended by more of our local dancers.
 - The Saturday night lesson before the dance was attended by 50 people and 40 of these folks were from Canada.
 - Saturday night was Valentine's day, a day that people normally spend with the person they love and people had to leave their loved ones to come dancing so this was a conflict.
 - Friday February 13th Chacha workshop at DanceLover's Dance, Knights of Columbus Hall #3717, 5976 East Taft Road
 - WCS workshops February 14th & 15th at Syracuse Ukrainian Home, 1317 West Fayette Street, Syracuse, NY.
 - We hosted some folks billeting for the weekend at Mary Ellen's house

- Anecdotal notes available for more details available from Mary Ellen

2. Publicity

- SSDS weekly dance flyers: Greg printed some more flyers
- SSDS business cards: We still have business cards stored at KofC
- SSDS banner: Stored with Mary Ellen
- SSDS tee shirts: We have sold no tee shirts
- Syracuse Newspapers: Deb will contact Syracuse Newspapers, Weekend and Neighbors to try and list our weekly dance again.
- Internet advertising
 - www.syrswingdance.org
 - SSDS listserv and announcements
 - Photos for SSDS website: Photos from Topel weekend will be added soon.
- For publicity for Mike Topel event, Maria created an event in Facebook. She invited people from Ottawa, Toronto plus the general area.
- We mailed packets to publicize the Topel weekend event. We did not use our traditional mailing list procedure.
- During the two weeks before the event, we had a last-minute push to advertise. We had a video display at the weekly dance for people to see as they came in. Isaias put a web page together on the SSDS webpage showing Mike Topel dancing to help advertise the workshops. That was also done at the DanceLoversofCNY website.
- We will ask Can Isik about having a SSDS Facebook page.
- Radio advertising:
 - How much does it cost?
 - Community calendars are usually free
 - Follow up this item at next meeting
- Bumper stickers would be nice to advertise SSDS

3. Financial Report: 2008 summary

We spent more money than we took in for 2008. Record hops seemed to break even. We lost money on the Holiday party, picnic. February 2009 balance shows net gain mostly due to Topel workshop weekend receipts.

4. Upcoming Events

- Thursday, August 6th, 2009, Arrowhead Lodge picnic
- August break? Discuss during next meeting

- Halloween Dance, Saturday, October 31st, 2009, Ukrainian Home
- October 31st is a conflict with parents that want to take their children out trick-or-treating. The dance community is made up of a lot of single people that do not have young children that go out trick-or-treating. Most people go out from 6pm-8pm. We usually schedule our dinner break during that time so that would actually work for scheduling the dance October 31st. We can contact Nikola if we need to change the date(s).
- Maria will contact Jason Colacino for availability October 31st to teach weekend of workshops
- Possible workshop by Diane Nardone for Summer 2009
- Possible workshop day featuring local instructors: Antoinette Giancursio is starting to work on this idea.
- November 26th, Thursday is Thanksgiving Day, probably not.
- December 24th, 2009, Thursday: No dance.
- December 31st, 2009, Thursday: Probably not.

5. New Business, Other Business

- Dance instruction at area schools: We always welcome invitations to teach survival swing dance lessons at any of the area schools.
- Music mix at weekly dances. Discussion included various topics: Requests for newer, contemporary music, less than three months old. Suggestion to conduct online survey for music preferences including the exact songs/artists. We could also print paper surveys for people with no computer access. The surveys could also be used for feedback about events. Suggestion to give \$1 off admission for anyone that brings their three favorite songs & artists. Make some type of game. Draw for a free SSDS tee shirt. Discuss in-person at the dance versus online survey that would allow people to participate even though they do not come to the dance.
- Music inventory is available on Google.doc but could be added to SSDS website so people could refer to this spreadsheet. Steve did a great job of cataloging the music.
- Our deejays do a fabulous job of playing music, reading the crowd and managing everyone's requests. They really make the party happen.
- Planning events general discussion
 - Jennifer Lyons hiatus from travel/teaching for 2009
 - Mark Levitin possible guest instructor for 2010
- Discussion reflecting current economy and planning future dance events
- Our weekly attendance has been stable. People often come early for a lesson, then stay and eat their picnic lunch while the next lesson goes on.

More people are bringing their own bottle of water. Less people are buying from the bar.

Next Meeting date, time, place: 3:00pm, Sunday, April 26th, 2009
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