Meeting Minutes 11 November 2017

Board Members: Nancy Keith, Sam Smith, Paul Somlo, Julia Olsen, Christa Torrens

Also Attending: Duffy Boyle, Cindy Scott, Betsy Keith, Peter Johnson, Heather Carmichael.

* Minutes from September 2017 were revised and approved.
* The Louis Sass dinner went well, though food was a bit scant. In future, it would be good to have more food all around, with particular attention to Veg/GF options.
* We discussed a revision to the bring-a-friend-for-free promotion:
  + We’re envisioning this as an ongoing thing, not localized to a specific month.
  + Need to put dance info on the back.
  + How to make sure people are getting the card in advance, not taking it when they show up to the dance? This is primarily a door-person issue.
* Pubicity is finally happening!
  + Riley Ann has been doing some outreach; and it looks like things are happening. Dance numbers are doing well, and Westy did better last month.
  + We need to get some better idea of effectiveness of marketing. But how?
    - Ask at door? This means more for door people to do?
    - Can we contact people in the course of the dance?
    - How systematic do we need to be? Anecdotal evidence is good, but the only way to be systematic is at the door.
  + Facebook events are another promotional tool, since they can be more easily shared with friends. They’re better than announcements.
    - We gave Riley Ann posting privileges, but not administrative control of the facebook group. Do we want her to do more?
    - Betsy has offered to create a first round of FB events, with Sam and Peter acting as backup.
    - How can these events be more effective? Are they being seen by all members of the FB group? Or does Facebook base this on momentum, such that when enough people say they’re going to an event, it will be promoted more widely?
    - We also need to tell users to look at the facebook page. Perhaps adding it to announcements?
* Following an unpleasant incident at the Denver Dance in late October, we discussed ways to improve our dance community, and to make it more inclusive and welcoming. These took three forms:
  + Adding a statement of values to our bylaws.
    - The current language in the bylaws is somewhat stodgy, and oriented to dealing with problem dancers rather than defining and promoting our values.
    - We need some community input to decide what exactly our values are, whether they should be phrased in positive or negative terms, etc.
    - What are other dance communities doing?
  + Refining our procedures for dealing with problem dancers.
    - Currently this defaults to it being the dance coordinator’s responsibility. This is suboptimal: what happens if the coordinator isn’t around? Or if problems are reported to someone else (caller, board member, well meaning person)?
    - What distinguishes a long-term concern from something requiring immediate attention and action?
  + How can we better educate the dance community?
    - Who is the ideal audience? Established people? New people? Both, with considerable overlap.
    - Potential channels for contact:
      * Reviving the “Be a Better Dancer” workshops. (Nancy and Duffy incubated one idea)
      * Coming up with suggested phrasing for callers and lessons.
      * Signage in the hall/bathrooms (BIDA has some good signs as an example; Heather will look into this.)