



**USA DANCE
LOS ANGELES CHAPTER**

Connecting the People of Los Angeles through Dance

**GENERAL BOARD MEETING
08/26/07**

Minutes submitted by Annette

Meeting called to order at 7:05 PM

Attending: Jeffrey, Ruth, Michele, Annette, Karen, David, Sheri

Absent: Guin

Guests: 31 Chapter members

A. STANDING REPORTS

a. President's Report

Welcome

David Spetner is introduced as the time keeper

Explanation of the size and scope of the organization

23,000 members and 162 chapters

Explanation of board member term

The board functions as a team

Introduction of board members

- Jeffrey
- Ruth – Meeting agendas and co-chair of decorating committee
- Michele – Project with schools and November showcase
- Annette – Minutes and membership
- Karen – To keep the non-profit organization profitable
- Sheri – Finding new venues for dances and future showcases
- Guin – Unable to attend
- David – Coordinates dance hosts

Introduction of showcase concept

Thank you to volunteers:

Yvonne Caan

Jimmie Blair

Nora Geronimo

b. Treasurer's Report

- Sources of revenue: 80% admission to events, 20% from donations of goods and services (for silent auction, etc.)
- We have tripled our account balance in the past 1 ½ years \$2,500 to \$7,500.
- The \$25 annual dues does not go to the local chapter, we rely on these sources of revenue.
- Due to the increase in the account we are able to provide a free holiday dance to members.

c. Secretary's Report

- Membership has increased from 100 to 232 members
- Last month we had 30 new members
- David Grace offered free admission at the last chapter dance with new membership which helped increase membership

d. Vice President's Report

We are going to partner with LAUSD to incorporate ballroom dancing into the schools. We are currently working with Sutter Middle School. We are starting with one school as a pilot program. With the increase in the account we can use the money to give back to the community.

B. REVIEW OF ACCOMPLISHMENTS THIS YEAR

- a. The website – a great resource for information and event calendar
- b. LA Unified School District sponsor program
- c. Membership has more than doubled

d. Past Events

- 02/03/07 Chapter Dance at Masonic Lodge (Tropical Theme)
- 02/21/07 Outing to the Granada
- 03/02/07 Outing to Laura Powell's dance
- 03/31/07 Chapter Dance at the Regency
- 04/20/07 Outing to the Granada
- 04/21/07 Outing to Michael Kuka's dance
- 04/27/07 Outing to Granada Hills dance
- 05/18/07 Chapter Dance at the Regency (Cruise Theme)
- 06/30/07 Chapter Dance at the Masonic Lodge (Hawaiian Theme)

e. Future Events

- September 29th chapter dance in Culver City – the last one at this location.

They originally offered us a great rate, but it has changed so we must find another location.

We were receiving a Saturday night rate at \$250, which has been increased to \$850.

- October 20th chapter dance at Hollywood Dance Center – partnered with Michael Kuka
- November 2 Benefit Showcase at Regency Ballroom
This will be a big event for us and we appreciate volunteers
Amateur – Pro will be performing, it is not too late to sign up to perform
- December 15 Chapter Holiday Party at Regency
This is a free event to members

C. REPORT BY NOMINATIONS CHAIR

- a. Ruth has been selected as the nominations chair
- b. Nominations will be accepted until September 30th
- c. Ballots will be sent out on October 15th
- d. Ballots will be counted on November 15th

D. OPEN FORUM

a. Suggestions for new chapter dance venues

- Westside JCC – 5870 W. Olympic Blvd., Los Angeles
- Churches
- VFW Halls
- Elks Lodges
 - #99 Los Angeles
 - #1948 Torrance
 - #1289 Glendale
 - #1378 Redondo Beach
- Parks & Recreation Halls
- Palms Recreation Center – 2950 Overland Ave.
- Ramona Hall – N. Figueroa St.
- Veterans Hall \$3,000 – cost prohibitive
- School gymnasiums (maybe in exchange for our program with LAUSD)
- Alpine Village Klub Haus 833 W. Torrance Blvd., Torrance
- LA Music Center – dancing outdoors
- Granada Pavilion
- Torrance Marriot
- Goebel Center
- Montana's – 657 Arrow Highway, San Dimas
- Doubletree in Santa Monica
- Holiday Inn at Burbank
- Realtor's Hall in Burbank
- Joselyn Center in Manhattan Beach – floors are not hardwood
- Conjunction Point in Culver City
- The temple in Westwood

b. Suggestions on how we can strengthen our membership

- We should utilize the “Amateur Dancer” magazine that comes with the USA Dance membership – get things published for greater publicity
Submit photos, etc.
 - The DJ should honor requests
 - We should establish a target membership
 - Challenge members to bring in X# of members
 - We should send out press releases to local newspapers, etc.
 - Ex: Argonaut, Craigslist
 - Put 2 for 1 coupons in the paper
 - Update the website to show what the chapter is doing
 - Take 5 minutes at chapter parties to inform members what the board is doing
 - Have a big name do a workshop to benefit the schools (for publicity)
 - Involve more dance studios so we have more members and more venues for chapter events
 - Guin is currently advertising to various studios
 - Have demonstrations and/or group lessons in the community
Ex. 3rd Street Promenade in Santa Monica
 - Promote the health benefits of dancing to senior citizens
Ex. The LA Senior Commission
 - Put flyers out at the Mayflower
 - Put flyers out at the studios & link studios to the chapter website
 - Team up with instructors to offer a discount – 10% discount on lessons if they join.
 - Utilize the internet:
Infolist.com, Meetup.com, Craigslist.com, etc.
 - Link the website to more search engines
 - Have a publicity chair on the board
 - We had a collegiate chair and an outreach chair in the past
- c. Suggestions on ways to improve dances**
- #1 problem is the venue....to small, and now too costly
 - Lady’s choice dance

Does anyone want to be on the next board
 Yvonne will continue to volunteer to help with the food
 Jimmy will help with the website
 Treasurer must be free of criminal records
 No board volunteers

Meeting adjourned at 8:25PM