

Minutes of TCFOOTD Board meeting, Monday, December 4, 2017.

Present at 7:30 pm were board members Mary, Vicki, Haven, Joe, Larry, and Walker.

1. **Financial Report** by Walker: he intended to have a mid-year report ready for the board meeting, but hasn't pulled together all the numbers. He plans to have it ready for the next regularly scheduled board meeting. However, he reviewed some numbers:
 - We started this fiscal year with a balance of \$623.78.
 - We ended November with a balance of \$7,544.13 (thanks to 2 big donations).
 - We are still losing money on just about every dance; here are some of the loss figures for recent dances: \$6; \$94; \$36; \$129; \$164; \$147; \$97; \$100; \$64.
 - We don't yet have an update on the ordering of bumper stickers. Ann will let us know, when she is feeling better.
 - Haven read a paragraph from a letter that an Atlanta friend wrote to her about the Atlanta dances in which her friend expressed concerns about the future of contra dancing there. Her friend says they are losing funding, young people are not returning to the dances, and they had to cancel three of their weekly dances in December due to finances.

2. Schedule for 2018:

We talked a little bit more about how we might hold a "Techno Contra" dance to attract younger dances, but problems with finding the right venue, the right band, and the cost of putting on such a dance still makes the possibility of holding a Techno Contra dance a little remote.

Caller workshop: we talked about whether there were enough people here in Tallahassee who would be interested in attending a caller workshop by Emily Able, while she's doing a caller workshop in Coca Beach; could we get her to do one here if there were enough interest? There currently doesn't seem to be. Alternatively, both Vicki and Richard could lead a caller workshop if interest can be generated.

- We have callers scheduled for the first 6 months of 2018, and bands scheduled for January – March.
- Walker is coordinating this Friday's dance (December 8); JoLaine is calling.

3. Strategic Plan:

- Haven took the comments and suggestions from each Focus Area and took a stab at writing objectives for each comment or suggestion (see Attachment below). For tonight's meeting, we began with the first focus area of Publicity and Marketing and discussed each one, critiquing the objective, and making several changes to each one. We also decided to add a fourth column which shows the status of each objective (i.e., completed, ongoing, tabled, etc.).
- Joe made a motion that the Board should create a report for Joe Rush that details how we're using the money he donated (bringing in new bands, doing more publicity, innovative things we haven't been able to try before, etc). Haven seconded the motion and the Board (quorum present) voted unanimously to approve the motion. The fiscal year ends in May, and we will submit a report to Joe Rush in June about what we've done with the \$5,000 he donated.

4. Coordinators for upcoming dances (so far):

- Jan. 12 – Mary
- Jan 26 – Haven
- Feb 9 – Larry
- Mar 9 – Vicki
- Mar 25 - ???

5. Next Board Meeting:

- We decided to have a special board meeting in two weeks, on Dec 18, to finish looking at the rest of the objectives in the Strategic Plan. This meeting will start at 7:30pm at Haven's house.
- Next Regularly scheduled Board meeting: Monday, Feb. 5, 2018. Location TBA.

Attachment: Writing Objectives to help achieve the Goals.

Objectives are *specific, measurable* items that help achieve the Goals. In the tables below, each objective is tied to the Goal that it is designed to achieve. (see Goals at end of this section).

Focus Area: Publicity and Marketing

Goal	Objective	Responsible
3, 4	Print 3,000 professionally designed brochures and distribute to at least 5 new locations every 6 months.	Mary A.
4	Call the Democrat every other month to ensure dance information is submitted and accurate.	Vicky M.
1, 3	Print and post flyers about the dance around FSU and FAMU campuses before each dance.	Haven C.
4	Jazz up the website with current photos, eye-catching designs, and a monthly blog.	
1, 3	Submit article on the Contra dance to the Chronicle when we have an out of town band.	Haven C.
1, 4	Utilize a Communications Intern from FSU (via Steve McDowell) to increase community presence on social media (tweets before each dance, monthly blog, facebook postings).	
4	Design new, enhanced business cards and get them out in to the community: bulletin boards, grocery stores, shops.	Board
4	Print new Bumper Stickers and distribute them to dancers.	
1, 3, 4	Pay to boost Facebook posts at least 3 times per year.	Treasurer
3, 4	Each board member with a Facebook account will share Facebook posts and “invite” friends to attend at least 4 times per year.	Board
1, 3, 4	Post information about the dance on Meet Up and Eventful at least once every quarter.	
1, 3, 4	Place advertisement on WFSU/WFSQ once a year.	

Focus Area: Bands and Callers

Goal	Objective	Responsible
1, 3	Bring in an out of town band at least once every quarter.	Mary A.
1, 3	Bring in at least one Big-Name band each year.	
2, 5	Book travelling bands or callers at least twice a year.	
3	Contact Gainesville Oldtime Dance for information on bands or callers who want to come to Florida but haven’t fit in with their schedule yet, but may work with ours.	Vicky M.

Focus Area: Membership and Outreach

Goal	Objective	Responsible
3, 4	Conduct one online survey of members each year.	
3, 4	Hold contra dances at other locations (churches, lodges, halls, etc) at least 3 times per year.	
1, 3, 4	Hold two free dances out in the community each year.	
3, 4	Contact school associations, churches, and other clubs to promote contra dancing as a non-drinking, non-smoking, family	

	event.	
3, 4	Offer community groups (churches, civic groups, sports teams) a free night of contra dancing.	
3, 4	Identify a Registered Student Organization (RSO) willing to reserve an appropriate space at FSU/FAMU/TCC for a dance.	
3, 4	Contact “The Dance Project” to bring contra dance to Leon County Schools.	
3, 4	Hold a free outdoor contra dance at FSU during Orientation week each fall semester.	
1, 3, 4	During the “announcements” time at dances, at least once per quarter encourage dancers to follow us on Facebook & share.	

Focus Area: Dance Management

Goal	Objective	Responsible
1	Shorten instruction time on dances.	
1	Callers should choose interesting, smooth-flowing dances that can be taught quickly.	
1, 3	Need experienced dancers committed to improving/learning how to better help others (like newcomers) to improve.	
1, 3	Make sure a group of newcomers are paired with experienced dancers but still in the same contra line/square.	
1	Workshops/instruction for experienced dancers to learn how to mentor newcomers.	
1, 3	Create laminated posters with encouraging messages (“Switch partners often” or “Ask newcomers to dance”) and post.	
1, 3, 4	Hold at least 1 dance a year at the Miccosukee Land Co-op.	
1	Suggestion box placed at dances & dancers encouraged to use it.	

Focus Area: Finances

Goal	Objective	Responsible
2, 4	Add a “donations” link to website in 2018.	
1, 2, 4	Seek grants for special dances (COCA, TAG, CCBG, etc) at least twice a year.	
2	Use local bands for at least three-fourths of all dances per year.	
1, 2	Encourage more memberships and renewals	
2	Host one local music jam as a fundraiser each year.	

Focus Area: Organization and Governance

Goal	Objective	Responsible
3	Terms for board members will be 2 years.	

3	Recruit at least one young (18-30) board member each year.	
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Goals (from our Strategic Plan):

- 1. Dances are well attended with a substantial number of experienced dancers present.
- 2. The dances support our local musicians and callers and bring in new talent.
- 3. The dances attract a variety of age groups, from teenagers to seniors.
- 4. The dance becomes well known in the community of Tallahassee.
- 5. TCFOOTD will put on its own dance weekend.