

## **AACTMAD Board of Directors Meeting**

**August 25, 2010**

**7:35**

Board Members: Nelson Bacigalupo, Hal Breidenbach, Cyndy Keesler, Bob Messer, Brooke Ratliff, Carolyn Texley, Marlin Whitaker, Marty Wilson. Others attending: Greg Meisner, David Parly, Gretchen Preston.

### **Agenda**

#### **Minutes**

**Motion by Cyndy to approve the minutes. Marty 2<sup>nd</sup>. Approved 9-0-0.**

#### **Facilities Committee Report**

Hall rental use policies and rates (Gretchen)

4<sup>th</sup> Saturday, 5<sup>th</sup> Saturday events and Brad's new Thursday dance are the only regular AACTMAD dances. Faye is getting the rate that the Grange charges for the 3 dances scheduled. Question from the committee about what to charge for new dances or events that are AACTMAD related but not existing dances moving over to the new space. Proposal is to have the board allocate supporting funds from programming budget to make up the difference – subsidize to make the Hall affordable for start up events. There would be a different rate for outside groups using the hall. Marty: would like to see groups moving to hall with the original matching rate extend through next June rather than have the offer extend indefinitely. Navin: asked for explanation of the current subsidy for AACTMAD groups. Proposed for discussion that there be one set of published fees, then the committee revisit and adjust fees as necessary. Greg: the committee is wanting direction from the board on how to be consistent. Greg: the committee will come to the board with a rate schedule and apply as approved by the board. The board will consider proposals from groups that would like some underwriting/ grant monies from the programming budget. Any extra funds from events will be deposited in the General Fund. (example was the Thursday dance now seeing a profit).

Gretchen: Propose that AACTMAD sponsored dances pay half \$200 (Grange is \$150).

Mark: instead of AACTMAD event rate, we have an AACTMAD member rate. Gretchen suggested that the AACTMAD member should be a member at a higher minimum level.

Gretchen: Problem that an outside person would buy a \$100 membership to get the cheaper (half ) price for a \$400 Sat hall rental. Hal: renting to more and more outside events may make the budget, but doesn't fulfill the mission. Brooke: committee will find the balance over time as the hall is used. Hal: pointed out that Saturdays will frequently be used for weddings, outside events and therefore be unavailable for the 3<sup>rd</sup> Saturday. Cyndy: if 3<sup>rd</sup> Saturday dance wants to move to the Hall, we could say that they will need to work around events/other scheduled uses, but after that the Hall would commit to the AACTMAD dance event. Discussion that we could limit advance booking to just 1 year (not scheduling weddings, for example, further ahead than one year). Brooke: AACTMAD needs to be creative and create new events that are mission related – need to expand the number of committees. Bob: suggested that the committee come back to the board with a detailed proposed rate schedule. If it's an AACTMAD event, we can offer help from the programming budget. Gretchen: board members need to be more actively aware of how the Committees are doing. Brooke: would be willing to compile the information on Committee details every 6 months to keep the board up to date.

**Bob: motion to authorize the facilities committee to propose rates categories with detail on amounts and list other issues that they feel that they could administer at the committee level. Mark 2<sup>nd</sup>. Disussion: in advance of the Sept. board meeting. Approved. 9-0-0 Make this an agenda item for September.**

Concourse Hall is on target for expenses/budget.

The committee is working on a detailed marketing plan: generated a mailing list to send letter and brochure. Developing contacts for renting the hall.

Floor will be cleaned and buffed in the next several days. Piano was tuned today (will happen every 6 months). Will happen next Monday.

Dave Kanistaneaux is acquiring permanent speakers installed (deadline was end of August). Curtain will be installed on wall to test to see how that improves acoustics effectively.

Sound system training will be happening September 26. Dave K. is leading the training. Brooke will send details to Mark who will send it out to the membership. Brooke wants to make sure that people have enough time to get the date in their schedule if they're interested.

Greg: suggested adding Hal to list of board members that can send to the entire membership. Mark, as past president, no longer needs access to that list. Brad Battey is managing the list – he's the only owner (Marlin pointed out). Will discuss these issues under Website item. Moderators: Dave Pardy, Mark Greg M., Joan Hellman, Brad Battey. Discussion whether the U of M is the best place for the list long term. Brooke: Swing uses Google, other options available.

Mark will send out a membership notice of the current board membership.

#### **Concourse Financial Report (Dave Pardy)**

Dave distributed a written report. The hall was not in the red in July, but will be for August. Will need approx. \$3000 from the general fund. Asked the board to direct the Treasurer to transfer the funds. \$15,400.98 is available in the General Fund.

**Motion by Robert to authorize transfer of up to \$3000 by Aug. 31 to Facilities as an addition to the existing loan. Brooke 2<sup>nd</sup>.** Discussion: Brooke: we can afford to do the loan, but we need a plan to address the problem in the medium term. KissMe event was a loss this year of \$1600 which changes our budget. Net funds includes restricted funds (Dawn Dance, POB). There won't be any more available after this transfer in order to stay on budget. **Approved 8-1-0 (Brooke opposed).**

Discussion about how to prevent this situation in the future: increase marketing/rentals of the hall, fundraising, loans.

#### **Fundraising**

Mark would like to see the board put effort into fundraising. The board needs to make it happen: with a committee, outside help, charge the facilities committee. Marty pointed out that we have started that with the fundraising component of the membership mailing.

## **Treasurer's Report**

Tax returns are up to date with no penalties and 2009 tax return has been filed. The board would like to thank Brooke for all her efforts over the past 15 months in resolving this complicated issue. Brooke has helped with the Hall marketing plan and generated the committee financial report as requested. Brooke will get a copy of the 2009 form 990 to Bob to put up on the website. AACTMAD  
Brooke: would like to know what the board would like to do about KissMe's loss of \$1600, perhaps send them a letter, or invite them to come to a board meeting and explain.

**Mark: Move to write a letter to the KissMe committee requesting a presentation on the event, including budget no later than the October board meeting. Brooke 2<sup>nd</sup>. Discussion: Navin volunteered to draft the letter, will send to the Board to review. Committee chair: Katie Overmyer. Brooke will get her mailing address. Approved 9-0-0.**

## **Fund raising:**

Bob wrote the letter that went out with the membership renewal form asking more to contribute. Bob found a few granting sources that could be applied to, and Brooke is working on the grant applications. Hal: proposed that AACTMAD might be able to apply to the community foundation and he will research it and get the details to Brooke.

Mark: do we need a fund raising committee? Brooke: thought that we would not be better served by having a separate committee. Mark: our work would be to find committee members that are not board members. Need to find a core group of people who would work on this and report to the board.

Greg: the board has been the fund raising committee over the past 18 months. The board needs to be organizing a fund raising event, and we need to think about how to implement a fund raising system for the future. The board needs to show some commitment to the facility and all board members should have donated, at some level, to Concourse Hall. Marlin: we have some immediate tasks that need to be done. We can start organizing a fund raising committee, the first job of which would be to organize a fund raising event. Mark would be willing to be the chair and begin organizing the fund raising committee. The board send any recommendations to Mark.

**Marlin: move to establish a fund raising committee. Mark 2<sup>nd</sup>. Approved 9-0-0.**

## **Board Orientation**

Greg: The board should spend some time and effort on long term planning, and higher level setting of directions for the organization: growing the dance community, creating more special events, and other mission related activities. Bob: creates a to do list from each board meeting. Bob will re-send the Google document link.

Suggested that the agenda go out a week before the meeting based on the to-do list, and compiled by the

Mark: Agenda item for September meeting: technology policy. Possibly an AACTMAD board Google group and in general how we handle technology as a group.

## **Website**

Task list is on the website; and is creating calendar for AACTMAD committees.

Bob will be starting and AACTMAD facebook page.

**Next meeting: September 22 (4<sup>th</sup> Wed.), 7:30**