

**AACTMAD Board of Directors Meeting
September 22, 2010**

7:40

Nelson Bacigalupo, Hal Breidenbach, Cyndy Keesler, Bob Messer, Brooke Ratliff (8:00), Carolyn Texley, Marlin Whitaker, Marty Wilson. Guests: Greg Meisner, Dave Pardy, Gretchen Preston

KissMe Lindy Exchange report by Holly Ackerman

Distributed budget, and report outline. There is also a SurveyMonkey survey on the event that she would be happy to show anyone interested in more detail. Drop in general in attendance at Lindy exchanges; many competing events (e.g. Grand Rapids within 2 weeks of the KissMe event); organization was started later than would be optimal; travel to other events is necessary to spread the word person to person. They are planning to send KissMe organizers to other events with flyers, etc. They will have a to do list with a time-line for next year to get the advertising out as early as possible. KissMe is committed to the Art Fair weekend for their event, and Grand Rapids was not willing to move their event. There is a website/calendar for Lindy Exchange.

There are also ideas for improvement of the music. The budget stayed the same as 2009, and the feedback was good, but attendance did not keep up with last year. They are editing/detailing clear job descriptions; decisions will be made more quickly; they utilize SurveyMonkey to compile votes on decisions in one place (rather than relying on cumbersome email chains). Advertising and organization are the main areas that will be improved for next year. Will use the Michigan Union for their main dances, and Concourse Hall for the late dances.

Nelson suggested that the 118 attendees be contacted to see how they heard about the event, and gather other information that may be useful. An email link to a video of dancing has been effective for the Scottish dance group.

Dave: suggested that Holly complete the report (there are blanks in the compilation) and send it on to the board.

Brooke sent the detailed spread sheets (income and expense report as an Excel spreadsheet) to the board via email which does have more detail. There was money made from T shirt sales, and Holly will fill in the detailed amounts (e.g. Tshirt sales income, which is not listed on the summary report Holly distributed.)

There was a \$1600 shortfall in the event. Bob: asked if there is a point where they would cancel the event; if the advertising doesn't get out in time. Holly pointed out that attendees don't normally register far in advance (high percentage registering at the door), and that they would have to cancel 3 months in advance to not lose the money given to the band.

Marlin: brought up that they spent \$2000 more for bands in 2010. Holly said that they added a Sunday afternoon band at additional cost. Friday evening band also cost \$100 more (more of a headline band, that they don't consider necessary to repeat).

Hal: asked that the KissMe request for funding from AACTMAD include the timeline, and competing events that they know about that may affect KissMe. Greg: asked what a reasonable deadline would be, and Holly suggested that either by the October or latest the November meeting. Discussion that the event made a profit in 2009 of \$950, so a loss this year is more acceptable in the medium to long term in AACTMAD's sponsoring of this event.

Minutes:

Correct Nelson's name; p.2. Speakers to be installed. In 'Curtains to be installed' paragraph, change to 'whether'. Fundraising: asking more 'people' to contribute, comma after foundation. To-do list will be compiled by the President.

Motion by Marlin to approve minutes as amended. Nelson 2nd. 8-0-0 Approved.

Outstanding and completed items from the to do list on Google.

Remind Mark Hillegonds about the message to the membership about the results of the election. Marty brought up that we need to start communicating that there will be 3 openings on the board next May, and that we would like to have as many candidates/nominations as possible. This will include contact information for the nominating committee (listed on the website). Greg Meisner will send out the message, Hal and Marty will write the content, board members will review/comment.

Carolyn Texley needs to get the past minutes to Bob Messer for the website.

Greg Meisner has planned a 5th Saturday weekend event at the end of October, which could become a fundraising event.

Bylaws have been put up on the website; sound system training is scheduled for Sept. 26 from 1-3.

Marlin has not heard back about the email moderator status. He will get back to Brad Battey.

Tax return 990 was given to Bob and will go up on the website.

Michigan Tax Credit has not been done, will not get done until the end of October.

Brooke completed a grant proposal for the Phyllis and Max Reynolds Foundation for approx. \$5000. Copper Colored Mountain Arts may become a partner in the grant. They are an arts organization – poetry, fine arts, Indian dance, etc.

Via an email vote, the board decided to fund the Ann Arbor Young Contras; the first event to be under the Special Events Committee.

Via email we formalized the sound equipment loan to Fall MDH. Fall MDH will be paying the rental fee.

Facility Finance Status

Gretchen presented the list of reservations for the next few months. The minimum needed is \$2750 per month, so more rentals are necessary. Ruth Scodel's loan of \$5000 is coming due in February, rather than half in August 2010 and half in Feb. 2011. Fundraising and rentals are still urgent needs. Mark was tasked with organizing the fundraising committee. Bob will ask him for status on developing and

driving the committee. Nelson will also call Mark and volunteer to help with fundraising. The board would like a report/plan of action via email by October 1.

The Fundraising Committee will need to plan fundraising events and create detailed plans.

Greg: pointed out that we did not raise the funds to cover the initial start up period (as rentals increase over time). Grants are also an effective tool, as well as events and other ongoing efforts.

Suzi Naguib from the Ann Arbor International Group.

A social group of approx. 350 members; a community with a variety of activities. She is proposing a potential new AACTMAD committee loosely described as a fusion of international dance classes and events: Bollywood dance classes, Music in the Wind music jam group, salsa dancing, etc.

Nelson: suggested that they advertise their events in the AACTMAD dance calendar. The board is interested in exploring this relationship, and Greg will work with her on ideas.

Facilities Committee Status – Gretchen

Gretchen distributed a spreadsheet of Concourse Hall Reservations (March through December), and Concourse Rate Comparisons. Gretchen is considering raising the rate for Sunday evening to a more comparable number to the Grange and to Saturday evening.

New Business

Long range planning. Greg distributed copies of the long range plan from 2001 and update in 2005 for the board to review. The board training materials suggest some long range planning for items we need to cover at meetings: (discussion with Committees for example, could be planned at quarterly or other regular intervals).

Next meeting October 27 at 7:15.

November 17, and December 15 will be the dates of the 2 following meetings.

Meeting adjourned 10:15.