



**Board of Directors Meeting
March 12, 2018
2:00pm – Dolphin Head Golf Club
Minutes**

Call to Order 2:05 pm

Approval of Minutes: February 12, 2018, Board Meeting – [Approved](#).

Attendees: Mike Salera, Bruce Zimmerman, Bill Anderson, Pete Lievense, and [Mick Martin](#).

[Mike and Bruce welcomed Mick as our new Club Secretary candidate – see New Business below.](#)

Reports:

Treasurer's report/Financial Update

- Current financial position
 - [February Club income exceeded expenses by \\$2,171.](#)
 - [For the Valentine's party costs exceeded revenue by approximately \\$100.](#)
 - [The Club checking account for end of February was \\$28,745, less known obligations of \\$3,441 for a balance of \\$25,404.](#)
- 2018 Budget
 - [Pete presented a concise one-page 2018 budget projection with 2017 actuals for comparison.](#)
 - [Pete forecasts net Club income for 2018 of approximately \\$6,000, and an end of year bank balance of approximately \\$28,000.](#)
 - [BOD discussion around 2018 Budget:](#)
 - [All BOD considered the Club's financial status as strong.](#)
 - [Bruce – this is more cash then we need on hand and we should give back to the membership.](#)
 - [Bill – what should be our target reserve of cash on hand? Pete suggested \\$13-15,000 as a comfortable cash on hand target – no one disagreed, but not acted on by BOD.](#)
 - [All – much discussion around giving back by hiring more bands for parties and possibly reducing ticket costs for members.](#)

- MOTION: Bruce moved that we increase the 2018 Party budget to a net expense to the Club of \$10,000 versus \$2,550 in his current budget, and that the increase be used to hire two more bands and provide other party price considerations to membership.
 - The MOTION was SECONDED by Pete, all BOD voted in favor.
- PayPal status
 - Pete asked for assistance in contacting Kathy Reynolds to transfer/change account signatures and access. Mike will send Kathy an email request.
- Donations
 - The BOD approved a \$100 donation to the Golden Isles Shag Club for their Junior Shagger Roundup. (Pete, please correct names)
 - Pete asked for guidance on how to handle future requests for donations – tabled until next meeting for a larger discussion of the BOD’s donation policy in general, and the BOD’s position on Junior Shagger support and donations.
- Other
 - Looking for another free accounting software, Zip Books wants a monthly fee.
 - Pete wants to get with Vito regarding non-profit tax info and status.

Social Committee

- Party budget for 2018 - should we do \$6000 and get bands.
 - Discussed under 2018 Budget.

Dance Instruction & Advertising Committees

- Dance Instruction:
 - March lessons begin slow.
 - Only two couples in Beginner II; Mike and Bruce say not unusual as student numbers fall off in March and April.
 - Status of recruiting more instructor couples.
 - Bill briefed on couples interested and his interest in Dave and Janis Steven.
 - Wants to be prepared for possible opportunities to take lessons out to other venues – hotels, POAs, etc.
- Advertising:
 - Submitted WC photo and caption – Patty thanking Kroger – no response yet.
 - Bill will keep following up.
- Merchandise –
 - Working with Jean but may have to take over.
 - Bill will talk/email Jean and take over since she is busy.

- Bobbie's embroidered logo initiative (Mike's request).
 - Bobbie's submitted sample is not a sharp/detailed as our other logos. Bill will work with Bobbie to get what we want.
 - We will use Bobbie for one-off embroidery requests – she has said that bulk, quantity orders are probably not her strong area.
- 2d draft of "rack" card.
 - No progress on drafts, Bill will work second draft and circulate to BOD.

Communication Committee

- Nothing.

Unfinished Business

- Status of donation letters for WC 2018 – Mike working on the letters.
- Open discussion on party strategic directions –
 - How many parties with bands? Addressed in 2018 Budget above.
 - Open parties to the public? Tabled for future discussion.
 - Raise ticket prices to our members? Tabled for future discussion.

New Business:

- Mick Martin nominated for the position of Club Secretary. All BOD voted in favor of accepting Mick as Secretary.
- Mike will email Kathy regarding the Club PayPal account and the status of the Club taxes/non-profit paperwork.
- Facebook – Mike would like us to improve the Club's Facebook pages. He had Al Chaput update some information. We know Kathy had managed the Club's Facebook pages. The BOD thinks Mike, Bruce, Mick and Bill should have administrator access to update and post. Mike asked Bill to follow up with Kathy and add these folks or find out if we need to start a new Club Facebook page.
- Mike asked Pete to research "Eventbrite" and how we might be able to use them for party registrations and tracking.
- Mike gave an update on his research of the Club's insurance policy and rate. The policy just covers officers, and the premium is less than what some other clubs pay. Mike will continue researching.
- Mike is working on the Junior Shagger release form that Becky submitted. Mike wants to make sure that the language covers the Club – he is looking into what other clubs have in place.

Adjournment: 4:09 pm

**Respectfully submitted,
Bill Anderson**

2nd VP