



**Board of Directors Meeting  
February 12, 2018  
3:30pm – Dolphin Head Golf Club  
Minutes**

**Call to Order 3:42 pm**

**Approval of Minutes: January 10, 2018, Board Meeting [Approved](#)**

**Attendees: Mike Salera, Bill Anderson, Pete Lievense, Bruce Zimmerman**

**Reports:**

**Treasurer's report/Financial Update**

- Current Financial Status
  - The HHICSC checking account has \$27,062 as of February 9<sup>th</sup>. Pete says his review of the records shows they balance to the penny.
  - Mike discussed HHICSC equipment and asked Pete to do a physical inventory to account for this property.
  - Mike mentioned that he had plans to talk to DHGC Manager, Ernie, about holding a Social Dance every Friday during the summer as opposed to every other week. He would also ask/negotiate the price down to \$150 per night.
- Chart of Accounts
  - Pete set up a series of accounts in ZipBooks – Income and Expenses; read off the tabs/categories, we had nothing to add.
- Account Signatures
  - Mike and Pete will both be on HHICSC checking and PayPal accounts.
  - Mike would like each BOD member to be familiar with two jobs for backup purposes.
- 2018 Budget
  - Pete will prepare a draft HHICSC 2018 budget from historical financials and Bruce's draft 2018 Party budget.
- Status of Membership Dues
  - Pete asked about the process for accounting for member dues; Bill explained how Vicki as Membership Chair keeps the master list. Pete also needs it for member telephone numbers.

- Brief discussion around discounting dues to \$15 for April and May new members, and \$30 when they reup in June. Mixed opinions so discussion tabled with no change to the existing dues policy.
- **Other financial items:**
  - Pete gave a rough estimate of income and expenses from Winter Classic 2018, still researching and trying to account for all registration income.
  - Mike and Bill gave Pete known large expenses coming up: \$3,000 donations from WC 2018, and second \$6,000 DHGC facility payment in April.
  - WC 2018 donations will go to (\$1,500 each):
    - The Ellen Taylor Foundation for Junior Shaggers
    - Hunger Coalition of the Low Country (Backpack Buddies)

### **Social Committee**

- Projected membership growth rate for planning?
  - Based on new members the last couple of months HHICSC is growing - 30-60 new members since Fall 2017.
  - Some discussion around how big we want to be – acknowledged as a valid point, but no answer. See related discussion under Advertising below.
- Party budget for 2018. How many, etc.?
  - Mike said Valentine’s party was up to 115 as of February 12.
  - Bruce went over his planning assumptions on his 2018 Party Budget. He increased annual attendance by 50 over 2017 (750 for 2018), and at a HHICSC “cost” of \$2,550.
  - Bruce asked if we want to open some Parties to outside (non-HHICSC members) guests. BOD seemed possibly in favor, but no motion made.
- St Pats Party venue (holds about 120 with dance floor, max)
  - Discussed holding the St. Patrick’s Party at DHGC.
  - BOD voted to cancel the St. Patrick’s Party, however after additional feedback at Tuesday’s Lessons BOD revised their decision and approved moving the party to DHGC on March 16<sup>th</sup>. This will cost HHICSC \$200 for the additional night at DHGC.
  - In conjunction with changing the St. Patrick’s Party, we discussed adding a band to the Re-Up Party to give value back to membership, and possibly adding a Spring Fling Party in April, moving the Re-Up Party to June.
  - Bruce noted that we would need to add \$2-3,000 to the 2018 Party costs.
- How to get single guys to come.
  - Discussed how recent lesson classes have had 4-5 single ladies.

- Suggestion made to ask some of our single guys how to get more single guys to come.

### **Dance Instruction & Advertising Committees**

- Dance Instruction:
  - Recruiting more instructor couples.
  - Bill would like to recruit more instructor couples for two purposes: to generate interest in individuals improving their dance skills, but also to build a resource of instructors for potential opportunities like presented recently by Marriott Grande Ocean. The Marriott asked for a weekly beginner Shag lesson for guests beginning this Fall.
  - BOD in favor of recruiting more instructors.
- Advertising:
  - What do we want to achieve?
    - How big do we want the Club to be?
    - Do we want to spend money? How much?
  - BOD discussion: at this time, we do not want to make a big push to grow membership but be satisfied with the rate of new members we are seeing right now. We will continue with our free advertising for lessons and the occasional media article, but not allot additional money to advertising for new members.
- Review draft “rack” card.
  - Bill showed BOD draft rack card, received input and will make a second draft.,
  - Probably will order 1,000 to start to see how it does.
- Secretary search – ideas? No action at this time.
- Recruiting volunteers – thoughts? Thanked Bruce for asking for volunteers at Friday’s Social – agreed we need to keep pushing members to take on jobs.

### **Communication Committee**

- No report.

### **Unfinished Business**

- None.

### **New Business:**

- Mike reiterated he would like all BOD members to be familiar with two jobs.
- Mike will approach Ernie/DHGC regarding weekly Friday Socials during the summer, and a reduction in the nightly fee to \$150.
- Mike will research what insurance HHICSC has – Officer’s professional insurance, and general liability – and our cost.

Adjournment: 5:35 pm

Respectfully submitted,  
Bill Anderson  
2<sup>nd</sup> VP