



**Board of Directors Meeting
August 13, 2018
2:30 PM – Dolphin Head Golf Club
Minutes-corrected**

Call to Order 2:33 PM

Approval of Minutes: July 9, 2018, Board Meeting – Approved.

Attendees: Mike Salera, Bruce Zimmerman, Bill Anderson, Mick Martin, Guest members: Kate Sawyer, Kathy Reynolds

REPORTS:

**Treasurer's report/Financial Position: Pete away this month!
New financials were sent to Kathy Reynolds. I have updated July to include money that was received in July, but not by me until last night. My oversight. This was money from the Summer Breeze 50/50 raffle and the 7/27 social dance. I also made a minor correction to the advertising expense. With this extra money our deficit in July was slightly better.**

-Treasurer requests:

-Re: prior donations to the last Winter Classic which has still not been made, Mike will take care of this in September.

- On future parties, I suggest the fee for parties be different to avoid confusion in PayPal receipts.
- Let's ensure all Winter Classic receipts as funneled thru Kate.

Membership hit 200 in the month of July, per Pete but 12 of these were due to lessons.

Social Committee:

-Junior Shagger program:

Club support policy for HHI Jr Shag program: felt that we need a budget listed from the Junior Shagger Development Committee (JSDC) to have an idea of potential financial involvement

Contributions/donations/assistance by HHI Shag Club to parties:

-\$ price to charge members for parties:

Do to CLUB SUPPORT the Welcome Back party was voted on and approved for \$15 per member (with a higher fee for nonmembers to be decided on), Halloween voted and approved for \$10 per member (with a higher fee for nonmembers to be decided on), Christmas and Valentines still are pending.

Update on WC:

-budget & schedule and events pending. Although, Bruce presented parties and estimated costs on a handout.

Dance Instruction Committee and Advertising :

Dance Instruction

On track for Sep 4 start

Advertising

Discussion of long-term strategic goals for Club's Winter Classic

How big do we want to get? 400, 500, 600+

A regional, local or both Shag event?

No definitive answer was established!

The Club's Facebook exposure :

-Al Chaput, who has handled much of this, regarding photography, will be stepping back so someone else needs to step up.

-our Facebook page will be disassociated from Kathy Reynold's page and Bill, Bruce, and Mike will be co-administrators.

·Info update on HHI Chamber of Commerce membership and advertising.

·HHICSC Tri-fold and Rack Card

·SOS Carefree Times – per Bill

**Discussion and vote on SOS Carefree Times Fall ad for WC 2019
I received the costs for advertising yesterday.**

**The submission deadline for the Fall Migration issue was Aug 5th;
Jan Harrold is giving me until Aug 15.**

I think we should go for it with a ½ page ad for \$240 (ACSC rate) or \$360 (non-ACSC member). (/This received approval! However, Pete had the following comment: We have already overspent our advertising budget. That said, I am ok with this as long as there are no more items for this year.)

WHHI TV – “Talk of the Town” per Bill

We are on their schedule for Tuesday, Sep 18th, 8:30 – 10:00 am (tentatively). Next available is Oct 16th.

5 minute interview for up to two interviewees. Kate and Bruce - Kate will try for a later date to record and find out airing date.

Messages: “Preparing for our annual Winter Classic in January during which we will celebrate the 25th anniversary of HHICSC.”

TV advertising discussion: Exposure is minimal (who watches

this? – Not me.), but we are doing it to get a video of the interview for \$20-35.

We can use the video to promote the WC and 25th.

Communication Committee:

External Hard Drive: Kathy Reynolds will handle this purchased and showed us the club's 1 terabyte external hard drive.

Newsletter Mailing List: per Kathy Reynolds email:

This would be easy to accomplish. I just need the latest membership list from Vicki Anderson and I can create a separate list for use to communicate only the Club members. The list would not impact MailChimp and we could update as Vicki sees a surge in membership. Perhaps in the Fall that would be once a week or month.

Fun Monday Tickets: \$10/ticket for a chance to win \$7500.

Drawing is on September 17th.

-HHISC Board Member Handbook idea presented

-Sonesta website: Mike mentioned this as a possibility. He mentioned we could be listed under Activities/Dancing.

New Business: Kate presented information regarding the Beaufort County Accommodations Tax Board and its potential to influence the club in a positive way.

After some discussion, the Board decided to forego the A tax application for Beaufort and approved applyin for the Hilton Head ATAX fund grant with a deadline of September 7.

The Board approved committing the organization to financial responsibility for carrying funding out to the stage of completion contemplated in the application, and looking into

having an official audit completed by next year to also be able to apply for Beaufort County ATAX.

Kate will attend the August 16 grant workshop meeting at the Town Hall. Kate and Mike will also contact Pete L. for needed financial materials to complete the application.

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Adjournment: 4:05 pm

Mick Martin