



**Minutes of Board of Directors Meeting  
March 18, 2019  
2:30pm – Dolphin Head Golf Club**

**Attendees:** Mike Salera, Bill Anderson, Rick Elliott, Carol Huester, Kathy Reynolds  
**Absent:** Pete Lievense

**Call to Order:** The meeting was called to order at 2:30pm by Mike Salera

**Approval of Minutes of Feb. 11, 2019, Board Meeting** – The minutes of the February BOD meeting were approved unanimously with minor corrections.

**Social/Advertising Committee**

- Socials –
  - Valentine's/St. Patrick's Day party summaries – Bill Anderson distributed summaries of the Valentine's Day and St. Patrick's Parties. Highlights included:
    - Valentine's Day Party –
      - Club subsidized the Valentine's Party by \$1,821.44 compared with \$608.24 in 2018. This was due to increased expenses for the DJ and Venue.
      - Survey Feedback – the venue and floor were the only two items rated below 4 on a 5pt. scale. The floor was considered too small for the number of people attending. Table staff were downgraded but Red Coats were rated highly. Overall, feedback of Mike Taylor, DJ was good.
    - St.Pat's party –
      - Club made a \$89 profit in 2018 and recorded a \$679 deficit in 2019.
  - Re-Up Party, Wed, May 22 – Discussion was held about the Re-Up Party that will be held at the Omni Hotel in the outside pavilion which holds a maximum of 150. The venue has a brand new floor and the music line up is in progress. Omni will charge \$39 pp for the buffet.
  - Other updates -
    - The application used by the Tampa Bay Shag Club was presented to the board by Bill Anderson and items included on their application were discussed, specifically the inclusion of birth month/day and request for committee membership by new members. After discussion, it was agreed that these two items should be included on the HHISC membership application. Bill will update the application form.
    - Release from Liability shown on the backside of the Tampa Bay Shag Club application was also discussed. Bill pointed out that this addressed the club's liability for injuries. Discussion centered around venue's responsibility to carry liability for its patrons. The matter was tabled subject to acquiring more information.
    - Bill and Patty DeGraw met with Theresa at Sonesta regarding upcoming Welcome Back and Holiday Parties. Sonesta Pavillion has a new floor.
    - Halloween party will be held at DHGC.

- Debbie arranged for Bill to visit Sun City – they have three nice venues:
  - Pinkney Hall (\$1,200-\$1,300) that holds 400 people and has 2,000 sq. ft. wood floor. Catering would be \$33 - \$35 per plate and might make good venue for Valentine's 2020. Too late for Holiday 2019.
  - Outdoor Pavillion (\$100 per 4 hours). Floor is concrete, so club would have to order a wooden floor. This may be a good site for a pop-up party.
  - Hidden Cypress (\$700) – currently under renovation, can accommodate 120-130 sit down/dance. Sun City caterer is available.
  - Sun City has very strict alcohol rules, so club will have to make sure we meet all insurance requirements if we hold any events at Sun City.
- Re-Up Party
  - Discussion was held regarding what Mike referred to as a “difficult sale” because of the application fee + party fee for the Re-Up party. After discussion about possibly subsidizing the party fees, the Board decided that both fees should be included as in the past.

### **Advertising Report**

- 1st WC 2020 ad has been submitted to SOS Carefree Times for Spring Safari
- Submitted Valentine's Party write up to HHI Monthly, may show up in April edition.
- Discussion was held around press release on Re-Up Party to encourage new member signups. A draft of an ad for Hilton Head and Bluffton Sun will be prepared.

### **Outreach Activities Report**

- March 30 DMS Training Conference event at Westin – Rick spoke to Melanie at Westin and time requested for shag lesson has been changed to 10pm – 10:45pm. Club will receive \$150 and those presenting the lesson will receive a free meal. Due to change in time Rick is not sure that this event will occur because of the new lesson time.
- April 27 Moss Creek event - Lee will offer a line dance lesson and Barry and Dina will offer a shag lesson. Club will receive \$90 and instructors will receive a free meal.
- Red Cedar Elementary Event – shag instruction to travelling parents and children. 10 min. mini lessons will be offered by Noah, Becky, Rick, Jean and Vito. This is strictly public relations, and no money is involved.
- May 14 Sherry Beck Ladies Group - nothing further has been heard about this event.

### **Junior Shag Report**

- Meetings have been held at the Dolphin Head hut – 2 girls attended.
- Rick and Becky think that to make real headway we need to have a presence at the Hilton Head Plantation Kid's Kamp in Summer 2019.

### **Treasurer's Report**

- February 2019 financial report was available but not discussed due to Pete's absence.

### **Winter Classic Committee Report**

- Kathy heard back from the person about hanging pipe and drape and he quoted \$175. This figure seems really low. Kathy wants to meet him face-ot-face to discuss this quote further.
- All WC2020 committees will begin meeting week of March 25.
- Flyers – Island Printing has quoted \$211 for 1,000 copies with a one-week lead time. Mike will take 250 to SOS and authorized printing of 500 flyers.

### **Other Business**

- **Storage Space** – Kathy was asked to explore the possibility of sharing storage with WAHHI. To her knowledge WAHHI is moving away from paper storage. Mike has a list of items that are his

garage and he is concerned that they will deteriorate from not being in a climate-controlled space as they have been in the past. Mike will look into costs.

- **Reimbursement for New Bose Speaker** – Rick made a motion that Mike be paid for the new Bose Speaker. Bill seconded the motion. The Motion was carried unanimously.
- **Fast Dance** – Mike had a contentious conversation with Bill Maddox regarding payments for use of music. John Smith pays \$0. Apparently venues are responsible for music licenses, for example, Sonesta has an ASCAP License (includes Fast Dance). We have written proof that we are members of Fast Dance, so we don't have to pay for the music. Club will need to get agreements at all venues that it uses to make sure they have BMI or ASCAP licenses, then we are covered and do not have to pay.
- **WC 2020 Invitations to Original Members and Hall of Famers** – Dick Ryan, who is not an original member, gave Mike names of the original members, including Ellen Taylor, Algie and Bryan Murphy. Board agreed that is particularly important that we get them to WC2020. Bryan also has a lot of information on the club history. Discussion was held as to whether original members and their partners should be comped. It was agreed that Hall of Famers should be invited but not comped. Decision to comp original members and partners was tabled subject to acquiring further information. If they are competed, it was agreed that other family members would not be included in this offer. It was also agreed that we need one point of contact to make sure that mixed messages are not given.
- **Summer Party** – Discussion was held as to whether we need one. Last year was in July. No decision was made.

## **Adjournment**

- Bill Anderson moved to adjourn the meeting and Rick Elliott seconded the motion. Motion was carried unanimously. Meeting was adjourned at 4:11pm