



**Minutes of the Board of Directors Meeting
May 20, 2019
2:30pm – Dolphin Head Golf Club**

Attendees: Mike Salera, Bill Anderson, Rick Elliott, Pete Lievense and Carol Huester

Call to Order – The meeting was called to order by Mike Salera at 2:34pm.

The Minutes of April 8, 2019 Board Meeting were presented. Pete Lievense made a motion to approve the minutes as read, seconded by Rick Elliott. The motion carried unanimously.

Social Committee - Bill Anderson

- Re-Up Party Update – 106 people have signed up. DJ is Tom Sorrell. His fee is \$350 – check needed.
- Summer Breeze Date Decision – the Summer Breeze party is currently scheduled for July 22 at HHP Plantation House. However, there is a conflict with Spartanburg weekend 7/18-7/21. Discussed other possible nights – If we hold it on a Friday there may be confusion about location with Dolphin Head. Tuesday was thought to be a good day – Pete was asked to check for availability at HHP on 7/16 or 7/23, with 7/16 as the preferred date.
- Chamber of Commerce membership renewal of \$165/yr. was discussed and it was agreed that it was good value based on metrics provided for the past year: Total of 1,200 website visits. See and Do had 720 views for Friday night dance; 62 for Shag lessons; 73 for 2018 Winter Classic. Nightlife had 320 website page views. Expenditure of \$165 was approved by the Board.
- Chamber Advertising - expensive and not a good choice for the HHICSC as this time. \$1,000 for an upgraded See and Do ad was considered to be much too expensive. Carol asked about Greater Bluffton Chamber of Commerce – Bill was asked to explore this as a possible means of getting more advertising.
- SOS Carefree Times – Originally charging \$240 and club was placing 4 ads. First \$240 ad was placed and now charge has increased to \$360 per ad. Club will now purchase 2 more ads to stay within budget – June 1 mail out (15,000 circulation) and September SOS printed version.
- Party reservation cancellation policy – Pete asked for clarification on party refunds. It was agreed that no refunds will be given once the club has confirmed meal count. Tickets will be transferable and can be handled directly between attendees, EXCEPT for Re-Up party where price includes cost of annual dues. Re-Up party cancellations must be handled through the club.

Dance Instruction/Jr. Shag Committee - Rick Elliott

- Upcoming Meeting – concerned about September and October Instructors and needs to get them signed up ASAP. Meeting on 7/21 is to flesh out calendar. Group will meet at Holy Tequila after Tidepointe. Rick will firm up June meeting if schedule isn't finalized.
- Recent Events
 - HHP Ladies Club presentation/demo went well. Approximately 104-105 ladies attended. The floor was packed for learning basic. Club received \$75 donation.
 - Moss Creek saw appx. 60 attendees and club received a \$200 donation.

- Tidepointe wants 4 x 1-hr. lessons on Tuesday contingent on residents' response to the program. Haven't negotiated amount of donation yet.
- Historian Position – Becky has accepted this position, replacing Al Chaput. Al will continue to take photos at events. Main issue for Al is storage of all documents, photos, etc., Becky will take this over.
- Jr. Shag Progress – Had a good meeting and passed out one pair of dance shoes. Asked Club to remind Shaggers on Friday night to donate any shoes they may have to Juniors. Jr. Shag plans to meet every 2 weeks but in June will meet 1st and last Friday of the month.

Treasurer's report - Pete Lievense

- April financial results were presented. Total Income was \$1,765; Expenses were \$551.64 for net income of \$1,81.3.36. Total equity is \$33,269.48. Pete noticed \$600 "other revenue" item on Income Statement and was not able to identify its source. Will report back on this.
- Receipts - Pete requested receipt for 2-month storage bill totaling \$224 and for \$500 Welcome Back party deposit to Sonesta. Mike will provide.
- Winter Class Donations – Pete asked for clarification of charitable donations - \$1,000 each to Deep Well, Bluffton Self-Help, HH VIM and Bluffton VIM.
- Website Updates – minutes, financial documents have not been posted since January. Carol will follow up with Kathy about this and make sure documents are posted on the club website as soon as possible.

Other Business – Mike Salera

- Storage – Club has air-conditioned storage at Dillon Road Self Storage. Mike and Bill will have keys. Ongoing cost is \$44/month.
- Winter Classic – 73 signed up to date. Kathy and Bill sent out 900 mailers, paid for by Marriott and only 85 were returned as undeliverable. Mike had those that had been returned and turned them over to Bill so that Bill can update the address list and re-use the mailers.
- Spring Meeting – Mike and Marcia attended, but didn't find it very useful this year, except for information gained on outreach efforts of Hall of Fame Foundation. They support old shaggers and Mike was impressed at its impact on general shagger population. When asked how many people had benefited from the Foundation more than half the room raised their hand.
- Insurance - Cecil Martins, ACSC recommends that we should ask an insurance agent to talk to us about additional insurance needs. Need to get estimate for a general liability policy. Bill will contact an agent to schedule this.
- Policies and Procedures for Lessons – Bill has worked hard to have a list of policies to handle private lessons. Cost guidelines now need to be put in place. Some expect lessons for free. This is not the club policy.
- Obituaries – Lee Lawrence's Dad died in California and Lee wants a long notice to be put in the Club Newsletter. Kathy and Mike discussed whether this is appropriate. Board discussed. It was thought that we need to limit any obituaries to members only. We need a policy on this that members can be referred to.
- Fun Monday Tickets – Mike will have for sale at Re-Up Party - \$7,500 1st prize awarded at SOS.
- Name Tags – Some clubs have really nice name tags. Should we upgrade our name tags? Rick pointed out that only about 100 members actually attend the dances throughout the year and at \$7 per name tag, that would be a waste of about \$1,400 for the 200 name tags that are potentially never used. The suggestions was tabled.
- SOS Radio – will advertise Winter Classic for free. Dan Willard runs the station. Starting in the fall we should make sure we have an ad on SOS Radio for the Winter Classic – Bill will follow up.
- Ellen Taylor at Winter Classic – Mike has had conversations with Ellen's daughter, who has agreed to facilitate Ellen's attendance at 2020 Winter Classic.
- John Smith – possible DJ for Winter Classic – Rick and Becky Elliott have been working him, but says he doesn't do bands. Shortly after that Rick saw an ad for John Smith as DJ at an event where there was a band!

- Sheila Domaine – Jewelry vendor for Winter Classic – owes Mike a phone call. He's working on getting her to be at the Winter Classic.
- June Meeting – Mike will be away on usual date, others indicated they will to. It was agreed that Board will meet at 2:30pm on July 1 and this will serve as June and July meeting.

Adjournment - At 4:10pm, Rick Elliott moved that the meeting be adjourned. Carol Huester seconded the motion and all voted in favour of adjournment.