



**Board of Directors Meeting  
February 11, 2019  
2:30pm – Dolphin Head Golf Club  
Agenda**

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

**Call to Order:** 2:31pm

**Approval of Minutes of Jan. 7, 2019, Board Meeting**

Pete Lievense moved that minutes of 1/7/19 meeting be approved and Bill Anderson seconded. Motion was carried unanimously – the minutes stand as read,

**Social/Parties**

- **Initial strawman budget for WC 2020 – Kathy Reynolds**
  - Kathy distributed a strawman budget and initial discussion centered around target number of 500 attendees and two pricing options: \$90pp which would result in \$45,000 in registration fees and \$95pp that would yield \$47,500.
  - Kate Sawyer was able to obtain price from Marriott of \$70pp for food. This is an excellent price.
  - Hospitality Suite has a budget of \$2,000, up from \$1,700 for WC2018. It was noted that alcohol stock was totally depleted at WC2018 so we are starting out with zero alcohol for WC2019.
  - Discussion moved to bands and possibility of multiple bands. Bill Anderson will pursue pricing for Band of Oz and Embers, in addition to Headliners.
  - Combination of bands of DJs was discussed and it was noted that demos and workshops will need a DJ along with at least one night of DJ. Possible alternatives to usual DJs will be explored.
  - Old Hall of Famers will be approached (e.g., Helen Taylor, Miss Betty, etc.) to attend – may want to be comped, so we will have to ask for sponsors to cover their costs.
  - Dance floor is 2,400 sq. ft. as provided in contract – Mike will confirm this in an upcoming meeting with them.
  - Advertising item of \$4,000 is significantly more than last year. If we are to advertise in Carefree Times at Spring Fling 2019 decisions will have to be made soon to make the ad 'actionable'.
  - Total budget as it currently stands is \$51,500 – showing a (\$5,800) deficit. It was agreed to go with the \$95pp option to reduce the deficit.
- **Update on Valentine's Party – Bill Anderson**
  - 136 have signed up. Food is ready. Mike Taylor signed on for DJ.
- **Summary of first meeting of Party Committee – Bill Anderson**

- 1<sup>st</sup> meeting was very successful. Patty DeGraw and Vicky Brown will take on responsibilities for parties. Bill Anderson will take care of registration.
- Discussion was held regarding possibility of having random seating at some of the parties – re-up; welcome back – to encourage integration of new and old members.
- Drafting a Party Survey to membership for feedback, preferences, and ideas
  - Two types of surveys will be used – 1. In Newsletter; 2. 4x6 cards will be placed at each table at parties to get feedback on specific events.
- St. Patrick's Day party – options
  - Will be held at Dolphin Head Golf Club
  - Expect roughly 110 attendees -
- Re-Up: - Held for future BOD meeting
  - Not at Sonesta this year, looking at other venues
  - Discussion: Do we want to make it a new member recruiting campaign?
  - Discussion: Revise Membership Form to include volunteer jobs members can choose, and a member Liability Release (follow-up from a suggestion Bruce had after visiting the Tampa Bay Club.)
- Search for venues for Welcome Back and Christmas Party; Halloween at DHGC – Held for future BOD meeting

### Advertising/Publicity – Bill Anderson

- Reordering Rack Card soon, please submit changes
  - Will be passed around at next party.
  - Consider putting volunteer positions on membership application
    - Rick Elliott thought it might be somewhat intimidating to new folks
- LocalLife – background on WC 2019 spread in their February issue.
- WC 2020 – deadlines for SOS Carefree Times ads is March 15<sup>th</sup> for Spring Safari .
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### Treasurer's report/Financial Update – Pete Lievense

- January 2019 financial report
  - Income Statement and Balance Sheet were distributed. Income is \$42,107 and expenses are \$34,213.25, leaving Operating Income at \$7,893.88 of which \$5,500 was from WC2019.
- 2019 Budget
  - Since total equity on balance sheet has increased significantly, Bill and Pete need to meet to discuss how to work this number down, possible through even greater party subsidies.
- Use of excess cash
  - At President's meeting at Winter SOS Mike saw that may clubs donate to the same standing charity each year. Suggested Parkinson's Foundation for HHISC since we have a number of members who are struggling with this disease and we are an aging population.
  - Rick Elliott felt this was a worthwhile cause but drew attention to mission of the club, which is to 'promote Shag Dance' and suggested that we consider donating to the Shag Hall of Fame Charitable Assn., or Helen Taylor's Kids.
- 2019 Winter Classic Donations
  - Donations of \$1,000 each to VIM (Hilton Head); VIM (Bluffton); Deep Well and equivalent assn. over the bridge were discussed. Pete made the motion and Bill seconded it. Motion was carried unanimously. Pete was authorized to cut 4 checks.
  - Donations will be highlighted in next HHISC Newsletter to make members aware of the philanthropic activities of the club

## Junior Shag – Rick Elliott

- Update on Junior Shag activities
  - WC2019 Junior Shag events were a huge success.
  - On February 24 meeting will be held with Jr. Shag Club families and kids at Dolphin Head Community Center to encourage participation.
  - Becky has been invited to teach shag at HHP Summer Camp 2019.

## Other Business

- Extra help at Friday night Socials for food and drink – Carol Huester
  - Unprecedented increase in number of attendees at Friday night socials has resulted in long waits to get food and drink
  - Mike has discussed with Bonnie and she has agreed to let designated members serve the food so she can concentrate on taking drink and food orders at the bar.
- Sound management at Friday night Socials – Carol Huester
  - Carol has fielded a number of complaints about the music being too loud – members can't carry on a comfortable conversation at their tables.
  - Mike said they had just purchased a new 3<sup>rd</sup> speaker and he and Bruce thought it fixed the problem of not being able to hear music at the back of the room.
  - Pete agreed that the music was too loud on Friday and commented that the music system with two Bose speakers is more than adequate.
  - Rick pointed out that our original system with 2 speakers was more than adequate at the Sonesta WC2019 in a much larger room than the Dolphin Head Golf Club.
  - Mike noted that the new speaker can be returned if it isn't improving the sound.
- Line Dances – Mike Salera
  - Line Dances might be intimidating to new folks. How many should we have per night? Rick says experienced line dances try to include and help new members with line dances they aren't familiar with and this should be encouraged.
  - Suggestion was made to limit line dances to 4 or 5 per evening – including River Waltz.
- Storage – Mike Salera
  - Has piles of stuff in his garage and will look into renting a small storage unit in a climate controlled storage facility for \$23 per month.
- DJ Management – Mike Salera
  - Bruce Z does all DJ scheduling and would like to continue.
  - Board agreed that Bruce Z does a great job and all were in favour of him continuing in this role.
  - Mike will back him up as needed.

## Adjournment:

- Carol Huester moved to adjourn the meeting and Bill Anderson seconded the motion. Motion was carried unanimously. Meeting was adjourned at 4:29pm.