Board of Directors Meeting
Wednesday, June 8, 2022 - 2:30pm
Hilton Head Presbyterian Church

MINUTES

Attendees: John Thomas
Vicki Brown
Bruce Zimmerman
Marcia Salera
Pamela Stiles
Bill Anderson
Sam Heidt

Call To Order: The meeting was called to order at 2:30pm by John Thomas.

Reading of Minutes of the May 11 and May 26, 2022 meetings was waived; minutes were approved.

Treasurer's Report: Marcia Salera

- Marcia distributed the May financial report. The cash balance as of May 31, 2022 is $32,939.35.

Social Committee: Vicki Brown

- June 3 Friday night social - Heinrichs Hall at Christ Lutheran Church: debrief
  - DJ area has no lighting; DJ will need to bring his/her own lamp.
  - BOD members should be taught how to operate lights in the light & sound room in case usual person in charge of this is not present.
  - Greeters table – need something larger than high-top; it was suggested instead to put 2 square tables together. (Addendum: This was done on Friday June 10, and it worked well.)
  - BOD members decided to arrange round tables, so that they wrap around the dance floor, rather than having them strung out in rows. (Addendum:

This, too, was done at the dance on June 10, and it gave everyone greater access to the dance floor.)
    - People who attended were generally delighted with the new venue and the quality of the dance floor.

- July 22 – Summer Breeze/Pop-Up Party
    - Will be held at Heinrichs Hall at Christ Lutheran Church.
    - Everyone can bring an appetizer or dessert to share. BYOB.
    - Tables will be lined up in front of the kitchen to put the food on.

- Sept 23 – Welcome Back Party
    - Several venues were discussed. Looking at Sonesta.
    - Also discussed having a catered party at Heinrichs Hall if Sonesta unavailable.

- Oct 28 – Halloween Party
    - Will be held at Heinrichs Hall.
    - We discussed having it catered.
    - The Summer Breeze/Pop-Up Party, Welcome Back Party and Halloween Party should be added to the newsletter with a save-the-date notation.

- Christmas Party – Dec 2 or 9
    - Vicki would like it the first week of December at Sonesta with a live band that plays beach music. (Addendum: Vicki called the Sonesta, and the 9th was available. Bruce spoke to Target the band, and they are available for the 9th, but not the 2nd.)
    - Sonesta would be out-of-season and would not be charging $500 banquet room rent in December.
    - It would be a dressier affair than the other parties.

Merchandise and Advertising/Publicity: Bill Anderson

- Bill distributed a handout with a current status of merchandise and advertising/publicity.
    - Merchandise – there has only been one inquiry over the last six weeks for chair covers.
    - Sam has put merchandising on the website via a button which goes to a list of merchandise.

- Advertising/Publicity – the following publications and websites have been contacted: HHI/Bluffton Sun, LocalLife, Bluffton and HHI Monthly, CB2, Lowcountry Weekly (lcweekly.com), Shagdance.com (SOS official website), and HiltonHeadIsland.org. Our Facebook page has been updated. Twitter and Instagram were mentioned. It was suggested that an announcement should be made Friday night asking for volunteers who are adept at Twitter and Instagram and would like to work on those platforms for the club.
- Bruce suggested that whenever new people attend our socials, we should ask how they heard of us.
- Sam suggested that our website needs to be freshened up. Perhaps we could pay someone who knows WordPress to do it, then show Sam how to maintain it. Sam will get a price from a website builder to do the upgrade.
- Advertising shag lessons was brought up, which led to a discussion regarding the schedule of lessons. They will start September 6 and continue on Tuesday nights through the end of November. Lessons will start up again in January 2023 and continue through April.

Old Business – 50/50 Drawings

- Funds were approved at the April 13 BOD meeting for the purchase of a small revolving drum for the 50/50 drawing. John will tell Party Patty that she should go ahead and purchase the drum and submit the receipt to Marcia for reimbursement.
- The BOD discussed the suggestion of expanding 50/50 drawings to Friday night socials. It was decided that 50/50 will continue to be held only at parties as they are now and not at Friday night socials.

Next BOD Meeting is scheduled for Wednesday, July 13 at 2:30.

Adjournment: The meeting was adjourned at 4:10 pm.