

HHICS BOARD MEETING MINUTES SEPTEMBER 25, 2023

Attendees: Randy Davis, President
Sharon Wilson, 1st Vice President
Johnny Cobb, 2nd Vice President
Cecil Brown, Treasurer
Nancy Eisenman, Secretary
Celina Hall, Social Committee
Becky Cobb, Winter Classic Committee

The meeting was called to order by the President at 10:00 AM.

The minutes from the Board meeting of July 24, 2023 and the Members meeting of July 28, 2023 were approved.

Secretary's Report:

- Updating of the Website - Nancy has been working with Kathy Reynolds and Sam Heidt to give the Club Website a new look, update the information and have it be easier to navigate. The work that has been completed and shown to the Board today is considered Phase I of the update project. In the coming months, the Website Committee will be working on further improvements. The Board members were pleased with what has been accomplished thus far and expressed their confidence in having the committee continue with their Phase II.
- Upgrade of Mailchimp Account: Nancy asked if everyone had reviewed the recommendation sent from Kathy Reynolds to proactively upgrade the Club's Mailchimp plan to the Essential grade, at a rate of 1,500 contacts. An upgrade to Essentials also gives more flexibility in using the Club's e-mail capabilities. The Board voted to approve the fee of \$318 per year for the new upgrade. Kathy will handle obtaining the new Essentials service and be reimbursed by the Treasurer.
- Facebook Manager - Bill Anderson who has been in charge of advertising for the Club for the past few years would like to pass on to someone else the job of managing the Facebook Page. The job would involve creating and curating content, engaging with followers, scheduling posts and analyzing the performance of the Club/s social media presence on the platform. The Board will utilize the Newsletter to ask for a volunteer to take over the job.
- Membership List - The subject of whether to provide a contact list to a member was brought up for clarification. The answer being, it would be provided only if it was beneficial to the Club, but not for personal reasons.

Treasurer's Report: Cash on hand as of August 31, 2023: \$81,046.86 (includes approximately \$50,400 Winter Classic registration fees)

- Financial Committee Meeting - Those attending the meeting on August 10, 2023 were Cecil Brown, Johnny Cobb and Sam Heidt. The Committee discussed the Club's use of Zip Books (a "free" on line accounting system) and felt it needed to be reviewed for usability as the Club's accounting system of record; Johnny took the action item to work with Becky Cobb to conduct the review. After several hours of review, including questions/answers with the provider, a series of findings and recommendations were made to Cecil regarding Zip Books and its usability for the Club. Of particular note, it was found that Zip Books has not been used as the Club's accounting system of record since August 2021. It was also found that if the Club upgraded its Zip Books subscription to a paid plan, then it would likely provide sufficient functionality to meet the Club's requirements.
- Becky Cobb volunteered to bring Zip Books up to date so that it can be used as the system of record going forward. It will take some time to get all the data entered and ready to turn over to the next Treasurer, but the goal will be to have it caught up and ready by January 2024. Of note, continuing to use this system will require that whoever manages the system have a basic knowledge of accounting. In view of the By-law's requirement for an independent review, Johnny will undertake research to identify a suitable firm for conducting the review. Once one is selected and Becky's work is complete for fiscal 2023, the review will be scheduled.
- PayPal is due to be renewed in January. Cecil will insure that the name of the treasurer at the time is on the account and that they have proper access to the account.

First Vice President's Report:

- Announcement - Sharon Wilson informed the Board she was submitting her resignation as First Vice President, but plans to still be an active member of the Social Committee. The Board voted to waive the 30 day notice for submitting a resignation, accepted Sharon's resignation and appointed Celina Hall to fill the position for the remainder of the year. Celina has been filling in for Sharon while she was away over the summer months, and is up to date on all Social Committee plans.
- Guidelines for DJ's – In order to be in compliance with the Club By-Laws, Article III, Purpose, the 1st Vice President was asked to develop guidelines for the volunteer DJ' in order that the music played for our Friday night dances will be in keeping with the preservation of beach music and shag dancing. Dance music that is provided for line dancing is the exception and considered an incidental convenience that is also enjoyed by members.
- Welcome Back Party – The balance of \$4,900 is to be paid to the Marriott on Thursday, September 28, 2023

- Halloween Party – The flyer to be sent for the party was approved with one exception, changing “non-members” to “all others.” The announcement and flyer will be on the Website and in the Newsletter by October 2nd.
- Christmas Party – To be held at Heinrichs Hall on December 8, 2023
- Winter Classic 2025 – Celina presented contracts showing the prices for the 2024 Classic compared to what the Sonesta is offering for the 2025 Classic to be held at their resort. The price has been discounted due to the fact that the hotel will be undergoing a large renovation during the time frame of the event. Having only two other options for venues on the island and their prices being historically higher, the Board feels it is prudent to consider the Sonesta offer. However before doing so, assurances need to be obtained that conditions for the event and for attendees staying at the hotel will be satisfactory. The offer is time sensitive, so Randy and Celina will meet with Sonesta management to discuss the matter on October 3, 2023. The Board did vote to approve a \$1,000 deposit in the case, it is needed.
- Cancellation of Friday night socials at Heinrichs Hall
 - Social Committee will determine any needed cancellations of Friday night socials and post them in the Newsletter
 - No Social Dance on Friday, November 10th (church event scheduled)
 - Christ Lutheran Church will be given advance notice of all cancellations
 - Will schedule special events on Fridays when possible

Second Vice President’s Report:

- Fall dance lesson schedule is set through December 2023. The spring 2024 schedule will be provided after the instruction committee meets in October.
- Board voted to approve the proration policy clarification of By-Law IV, Membership as follows:
 - Those joining June 1st – August 31st will be charged 100% of the prevailing annual dues rate
 - Those joining September 1st – November 30th will be charged 75% of the prevailing annual dues rate
 - Those joining December 1st – February 29th will be charged 50% of the prevailing annual dues rate
 - Those joining March 1st – May 31st will be charged 25% of the prevailing annual dues rate
 - New members will thereafter be charged 100% of the prevailing annual dues rate on or post the first annual renewal date of their membership on June 1st

New members charged a pro-rata amount will be considered regular members as defined herein.

- Board members will be asked to prepare transition memos for their successors, detailing essential responsibilities (e.g., tasks, due dates, etc.) of the office.
- Johnny has been serving as facilitator for the DJ committee as a result of taking over Bruce Zimmerman's responsibilities in December 2022. As these duties normally fall under the purview of the 1st VP, Johnny will work with Celina to transition those activities as she deems appropriate.

Old Business:

- Club's liability insurance has been renewed
- Secretary to make any needed corrections to the By-laws and have copies made available for review by the other Board members.
- Contract with National Fast Dance was not renewed and the Club is now associated with American Bop Association.
- Randy will follow up with Secretary of State on status of raffle registration
(Update: Certificate of Registration has been approved and received 9/27/2023) – Raffles can resume.

New Business:

- The Board approved creating a hospitality award in honor of Bruce Zimmerman ... will also submit his name for consideration for the Shag Hall of Fame, as he exemplified all the attributes required for this honor.
- Nominating Committee is to be formed, and in accordance with the By-laws will consist of two Board members, one being the President, and two committee chairs.
- At this time, the next Board Meeting has not been scheduled.

Adjournment: The meeting was adjourned at 1:15 PM.

