



BCSDC Board of Directors Minutes

DATE: August 17, 2024 - 1:00-3:00 p.m.

LOCATION: In Person at Bonsor park following facility tour

PRESENT DIRECTORS: Chris, Tori, Rick, Arya, Lauren, Gina

APOLOGIES: Vince, Hillary, Aliya

-
1. **Call meeting to order:** 1:03 p.m.
 2. **Appointment of Chairperson:** Tori
 3. **Adoption of Agenda:** Adopted
 4. **Adoption of previous minutes:**
 - a. **June**
https://docs.google.com/document/d/1Fg_QRlt1SDawKtiy9HRJtXKyom4BgdbOg4wZYXOsY7A/edit
Outstanding comments discussed and resolved, minutes adopted
 - b. **July**
https://docs.google.com/document/d/199WSYd-z4G_7ATMOU_idqEg9IIfdEchLW1Ut0SeR5Uo/edit
Minutes adopted
 5. **Review of Action Items from Previous Minutes**
 - a. Broken sign action items: to be discussed in meeting
 - b. Protocol for instructors running late: Gina has been discussing this as instructors are booked for lessons
 - c. **ACTION:** Gina will create a group text to include Chris and Tori as contacts for instructors
 6. **Review decisions made outside monthly meetings.**
 - a. Motion to hold a second dance per month for the remainder of 2024.
 - i. Brought by Chris, Seconded by Arya
 - ii. Discussion:
 - Motion was intentionally left generic as to allow the option to have or not to have a second dance.



BCSDC Board of Directors Minutes

- This should be considered as a backup plan and not advertised until a decision is made to have a second dance on a monthly basis
- iii. Vote: favour - 5, against - 0, abstain - 2, Motion passed

7. Executive/Board reports: all covered in agenda items

- a. President
- b. Vice President
- c. Treasurer - the only income this month was \$8 in interest (no event income or expenses)
- d. Secretary

8. Future dances

- a. Discuss booking the small room at Bonsor for October, November, and December as a contingency for Christine Sinclair
- b. Confirmed Dates for Pending dances:
 - i. September 7, 2024 (Bonsor, Activity room) (Discuss no instruction - Rally Weekend Wrap Up possibility)
 - ii. January 18, 2025 (Banquet Hall, Bonsor)
 - iii. February 15, 2025 (Bonsor)
 - iv. March 15, 2025 (Bonsor)
 - v. April 26, 2025 (Bonsor)
 - vi. May 17, 2025 (Bonsor)
 - vii. June 21, 2025 (Bonsor)
- c. Requested Dates
 - i. September, 21 2024 (Christine Sinclair)
 - ii. October, 19 2024 (Christine Sinclair)
 - iii. November, 16 2024 (Christine Sinclair)
 - iv. December, 21 2024 (Christine Sinclair) backup is Dec 7
 - v. Need to book a date for July 2025 and August 2025
- d. Discussion
 - i. Christine Sinclair board meeting scheduled for August 28 and they will decide then if they are opening up bookings in September - as it stands now there is nothing to view, just a construction site - not looking hopeful that the space will be expanded and ready for us to use by September
 - ii. Agreed on September 7 as a hard cutoff for communication to instructors on the potential September 21 dance at Christine Sinclair - also applies to the newsletter and social media posts



BCSDC Board of Directors Minutes

- iii. If we can't use Christine Sinclair in September the Activity Room at Bonsor is available September 28 - we can advertise it as an early October dance, doesn't conflict with Squamish (they are holding a dance the third week of September)
- iv. The Activity Room is not available in October
- v. Until we move to Bonsor in January look at other locations to hold dances as one offs - focus on city or municipality locations ACTION: Arya will look into rates at the BMO Theatre location in Olympic village
- vi. The Activity Room at Bonsor is available Nov 9 - that is the Sea to Sky weekend and Tori is dj at DFD - decision to not hold a dance on Nov 9 ACTION: Arya will see if there is a different date available in November for us to book the Activity Room
- vii. The Banquet Hall is available at Bonsor on December 21 - consider booking it as a soft launch for moving to Bonsor ACTION: are we booking this date?
- viii. Both rooms are also available December 28 - agreed not to host a dance that close to the end of the year

9. Retaliation Swing Ticket Giveaway Update

- a. Chris gave away tickets at the last dance in Squamish and it was received really well - 50% of the attendees were Vancouver people
- b. We are also giving away tix at Rx, Swing Soul and DFD
- c. Discussion about giving out tickets at Robson Square on August 23 - Chris talked to Tessa and she has not responded - Chris will be at Robson, if Tessa announces it then we will do it

10. Broken front sign

- a. Motion to allocate \$400 budget to replacing and/or update marketing material that is used at our dances, such as table cloths, pull up banner, and dj banner, etc.
 - i. Brought in email by Tori - see below for amended motion
- b. Options Include:
 - i. Link to Quotes, organized from least expensive to most expensive.
 - ii. Options:
 - Replace the Pull Up Banner Hardware (hardware ONLY): \$50 to \$100
 - Replace the DJ Banner with a simple banner: \$85
 - Replace the Pull Up Banner: \$275-\$350
 - Replace the Pull Up Banner with a Feather Flag: \$385



BCSDC Board of Directors Minutes

- Purchase a Tablecloth with logo: \$400
- c. Original Asset:
 - i. Content: logo, images of dancing, 'Growing & supporting the West Coast Swing dance community since 1997!', 'monthly dances and lessons', 'social events', 'free beginner lesson', contact info (email website, facebook, instagram)
 - ii. Link:<https://drive.google.com/drive/u/0/folders/1ddlGtAF8TDgtfgOiXn0pla-ca6Rrkdf>
- d. Updated Asset:
 - i. Potential Content: logo, images of dancing, 'Growing & supporting the West Coast Swing dance community since 1997!', 'monthly dances and lessons', 'social events', 'free beginner lesson', contact info (email website, facebook, instagram), a list of our values if space allows.
 - ii. Values:
 - We prioritize safety - We provide a safe environment, both physically and emotionally.
 - We are accepting - We create acceptance by fostering a respectful and inclusive environment.
 - We are fun - We create a place for people to experience joy.
 - We serve WCS dancers - We support the BC West Coast Swing dance community.
 - We promote learning - We create opportunities for dancers to grow and evolve.
 - We are social - We foster connections beyond the dance floor.
 - iii. We can give Sheila all the content and she can come up with a few options if we decide to go down this path.
- e. Discussion and motions
 - i. Option 7 is preferred, also like option 8 (tablecloth)
 - ii. Motion: Tori moved that we allocate \$1k to replace and/or update marketing material used at our dances such as table cloths, pull up banner and dj banner, etc.
 - iii. Rick second
 - iv. Discussion
 - Like the feather banner and tablecloth
 - It is time to update our branding, opportunity to include our values on one side of the feather banner - Tori has requested a template for the banner
 - Do we want photos this time or prefer graphic design elements?



BCSDC Board of Directors Minutes

- Consider hiring a graphic designer to create artistic elements that we can use in marketing - Jen and Sheila are possibilities, plus another designer that Tori knows
- v. Tori moves to update the motion: that we allocate \$1,500 to replace and/or update marketing materials for BCSDC
- vi. Chris second
- vii. Vote: all in favour
- viii. Based on the approved motion we will order the new feather banner and tablecloth
- ix. **ACTION:** Tori will contact Jen, Sheila and Sophie, indicate our baseline budget and request samples of their work - Chris will connect Tori with Jen
- x. **ACTION:** Arya will provide colour aspects, ideas of content, logo, values

11. Fall Workshop Day

- a. We haven't done a workshop since January, and preparing for the next one ties into our use of Bonsor - when we move to Bonsor January 2025 we will only have us of the Banquet Room, which will allow for an intermediate lesson followed by a dance (or a beginner lesson followed by a dance)
- b. Discussion around doing a separate beginner workshop followed by a short social dance more regularly, i.e. quarterly
- c. Possibility of renting the Activity Room for a 4 hour block (minimum rental period) and create a separate event for beginners - supporting beginners is a big focus for the club and we want to find ways to continue to do that
- d. Hosting workshop events also helps the board prepare for hosting bigger events in the future
- e. Discussion on reservations about not having a beginner lesson at the regular dances at Bonsor and our commitment to bringing new people into the community - feels weird sacrifice this
- f. If we host separate beginner workshops offer them at a low dollar amount, i.e. \$5 (free for students) and cap capacity so we don't experience the volume of attendees like we had at Bonsor - another idea is \$20 to register and we reimburse if you attend the workshop
- g. Hold the workshops at Bonsor to help identify it as our new home
- h. Other options
 - i. Host a workshop for experienced dancers at a different time and offer beginner lessons before the dances at Bonsor



BCSDC Board of Directors Minutes

- ii. Offer a free beginner lesson/workshop between 4 and 8 p.m. the same day as the intermediate lesson and dance at Bonsor
- i. Discussion on workshop format and instructors:
 - i. Agreed that 4 hours is too long for a beginner workshop
 - ii. Instruction for a maximum of 2.5 hours, plus breaks
 - iii. Not a lot of instructors in our community that can run a workshop or that are interested to
 - iv. Create a mentorship program for bringing in the beginner instructors who want to get more experience and have them co-instruct with a more tenured instructor - instructor teams can determine how they structure this based on what each instructor wants/needs
 - v. Bring instructors in from other communities (i.e. Anna from Seattle) to be part of this mentorship approach and have them also teach an intermediate class while they are here - we are financially in a position to be able to do this
 - vi. Discussed working with local instructors first before looking outside our community
 - vii. Agreed that we will try this quarterly approach - good learning opportunity for the board
 - viii. **ACTION:** Arya will source venue options, Bonsor (Activity Room) or somewhere in Vancouver - October would be ideal but venue availability will dictate the date (a Saturday or Sunday) - if no availability in October we will look to January at Bonsor
 - ix. **ACTION:** Gina to talk to Amy about instruction and our proposed approach (Tessa is also open to this)
 - x. \$5 dollar admission, no cost for students, pre registration to manage capacity
 - xi. **ACTION:** Gina will ask Henry if he is interested in starting to teaching intermediate lessons at our dances

12. 2024 Rally/Flash Mob

- a. There are 8-10 couples registered for the rally and they have already purchased tix for our Sept 7 dance at Bonsor
- b. Possible performance at the dance, after announcements

13. First Dance at Bonsor Banquet Hall Dance:

- a. Chris proposes that we host the first event at Bonsor as a free dance - if we hold a dance December 21 at Bonsor this may replace the free dance in January



BCSDC Board of Directors Minutes

- b. Motion: Chris moves that first dance we host in the Banquet Hall at Bonsor be free for members and students, half price for non-members
- c. Tori second
- d. Discussion
 - i. We want to create momentum around moving to Bonsor, either with a soft launch at the end of December or grand opening in January
 - ii. We can offer a free dance either month
- e. Vote: all in favour

14. Subscription renewal

- a. Experimenting with the renewal subscription model between March and August 2024 was successful
- b. Now a permanent feature of the club

15. Determine format for lessons at Bonsor dances in 2025

- a. Agreed that lessons before socials will always be intermediate level, with quarterly workshops for beginners and possibly an occasional beginner lesson before the dance
- b. Marketing will need to be crystal clear

16. Adding a WCS calendar to the website

- a. Discussion about a centralized WCS calendar for the community
- b. Mary asked us if we are okay with this, and we responded yes as long as we can edit it - she has since asked if we can create and organize it - Arya said he can do it
- c. **ACTION:** Tori will give Arya access to the gmail account in the accounts folder
- d. **ACTION:** Arya will create a google calendar and coordinate with Mary and JAMES
- e. **ACTION:** Tori will send out a link to the accounts file
- f. Tori needs to update the dual factor authentication questions on the doc

17. Items for the next newsletter

- a. No dance in August
- b. Next Dance: September 7th at Bonsor Activity Room - online registration only, include link
- c. Rally date
- d. Retaliation Ticket Giveaway
- e. July recap



BCSDC Board of Directors Minutes

- f. Marketing: heads us and keep your eyes open we are going to be agile and moving until we land in our new home in January 2025

18. Set the date & time for the next board meeting

- a. September 9 or 10
- b. **ACTION:** Tori will set up a poll

19. Adjourn

- a. Rick move to adjourn
- b. Chris second
- c. Meeting adjourned at 3:22 p.m.