

## Promotions Committee Meeting Minutes

Oct. 10, 2019

Bill Grays Henrietta, meeting started at 6:35pm

Attendees: Amy & Kris Aeckerle, Debbie & Jeff Blood, Laurie & Dave Collins, Jim & Tracy Lasch

1. Recap of August Free Summer Dance
  - a. Very good turnout, had 7 squares
  - b. positive feedback
  - c. 63 dancers with 7 graduates
  - d. 50:50 was successful, \$63
  
2. Open Houses
  - a. In Nov send generic flyer to all clubs. Also send to Sid Marshall for Promenader link.
  - b. Goal of flyer is to assist clubs with 2020 open house flyers.
  - c. We have two flyers the clubs can customize for their own use
  - d. Flyer in Power Point designed by Dave Collins
  - e. Flyer in Word designed by Amy Aeckerle and Jeff Blood
  - f. Jeff Blood to prepare e-mail cover letter to be sent to club presidents with both generic flyers
  - g. Promotions Committee will be available to assist clubs with using the generic flyers
  - h. Debbie Blood to follow up with Warren Olson to outline flyer printing process
  
3. Promotions Committee to create Events Calendar to assist in the scheduling of events to minimize scheduling conflicts
  - a. Plan to create a Promotions Committee e-mail account – Amy Aeckerle is following up with Jim Gotta on this and will administer email account.
  - b. Laurie & Dave Collins to work with Amy & Kris Aeckerle to explore setting up Google email and link it with Google Calendar for this purpose.
  
4. Demo guidelines
  - a. Promotions Committee will assist with Demo's for recruitment (church fair, festivals).
  - b. Demo's for entertainment purposes (nursing homes, Rotary) will be under the direction of individual clubs
  - c. Promotions Committee plans to create a master listing of dancers in RAF clubs who are willing to participate in demos. Promotions Committee will be contacting club presidents to obtain a listing of dancers from each club
  - d. Amy Aeckerle obtained Ron Brown verbal consent to use his CD's for demo's if we were unable to hire a caller.
  
5. Future Free Dances by RAF- Promotions Committee
  - a. Plan to offer Free Summer Dances again in 2020- budgeting for 3, 1 in June, 1 in July and 1 in August.
  - b. Discussed offering free dances on different nights, at different locations, etc.  
Agreed the Henrietta Fire House was a good central location for these free RAF dances.
  
6. Catch up classes for new dancers starting classes after Open Houses
  - a. Gary Bubel will consider teaching these late starting dancers so they could join one of the existing classes in progress. The lessons would need to be scheduled around Gary's current classes and plans to go to Florida.
  
7. New Business
  - a. Possible location for future dances: Good Shepard Church, 3288 E Henrietta Rd, Henrietta, NY 14467  
Sale won't occur for several years, consider revisiting after sale.
  - b. Advertising: Ads in the Fairport and Greece church bulletins were discussed. At last meeting, due to cost, these ads are not affordable in the current PC budget. Will consider in future.
  - c. Budget for 2019-20 Committee proposed budget that includes:
    - 3 Free Summer Dances
    - Printing of recruitment- generic flyers
    - Printing more Square Dancing Business Cards [www.squaredancingrochester.org](http://www.squaredancingrochester.org), to be available to all clubs
    - Costs of recruitment Demos
    - Misc. supplies (envelopes, postage, etc.)
 Amy & Kris Aeckerle to present at next RAF meeting on Tuesday 10/15/19.
  - d. September Open House promotion articles were printed in the Post Messenger publications. Debbie Blood is currently working with Post Messenger reporter on including an article on square dancing to follow up on their October article on "Where Baby Boomers Dance."  
Originally Plus 55 indicated they would do an article on health benefits of square dancing. They decided not to do it when they remembered they did one on square dancing in Fall 2018.

Meeting ended: 7:50pm

Next meeting on Friday January 10, 2020 at Bill Gray's in Penfield (Panorama Trail) at 6:30pm  
Come early, around 5:15pm to eat together