

## Promotions Committee Meeting Minutes

Aug. 08, 2019

Bill Grays Henrietta, meeting started at 6:20pm

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

1. Minutes from 6/13/19 meeting approved
2. Recap of July 12 Free Summer Dance
  - a. Very good turnout, had 8 squares, many dancers brought snacks, mostly mainstream dancing which was expected, Gary did a Plus tip after 9pm which was a nice ending to the night.
  - b. 50:50 was successful, \$50 was added to the PC budget
3. Discussion of August Dance
  - a. Gary Bubel & Gil Porter will call squares, Alice will do rounds
  - b. Offer 50:50 using same ticket prices as used at July dance, if sales are good, consider dividing 50:50 sales between PC budget and callers
4. Community Boards Flyers for FALL Open Houses
  - a. Most clubs had their open house flyers ready and printed for this year while the proposed PC generic flyer was being prepared. It was decided to send the generic flyer PC set up to clubs after 2019 open houses. Will plan to send flyer to clubs in Nov and then one more time (maybe in Dec or Jan) for them to consider using.
  - b. Contact Sid Marshall to include generic flyer on RAF website for clubs to copy and use.
5. Functions/Tasks of Promotions Committee
  - a. Group discusses, decides and votes on actions and requests that are received.
  - b. Creation of events calendar for clubs looking for assistance
  - c. What is role of PC group regarding club demos?
    - i. PC needs guidelines on assisting with club demos. Will try to discuss at upcoming Presidents/Callers meeting on 8/9. PC group agreed that demos that enhance the recruitment and retention of dancers fall under the guidelines of the Promotions Committee purpose and PC assistance will be provided if possible, however, demos that are mainly for entertainment purposes only do not fall within the PC purpose will not receive PC assistance. (for ex: senior home or nursing home who request a square dance demo for their residents).
    - ii. If assistance with club demo is requested and it falls with the PC purpose, a reasonable length of time to assist is required. The PC should be informed shortly after the demo is first being discussed by the club.
    - iii. PC group discussed using CD square dance CD's for demos when a caller is not available. Amy will ask Ron Brown if his square dance CD's can be used for demos. A written document such as a Memorandum of Understanding (MOU).will be created if Ron agrees.
    - iv. Lots of discussion on getting dancers for demos and how difficult it is. It was suggested to use a sign-up sheet for volunteer dancers who offer to attend demo to dance. This would allow demo coordinator to know if there are enough dancers for the demo.
6. New Business
  - a. Possible location for future dances: Good Shepard Church, 3288 E Henrietta Rd, Henrietta, NY 14467
  - b. Advertising: Ads in the Fairport and Greece church bulletins were discussed. May include online ad in Spotlight if that option is selected. Prices include an annual commitment and generally cost \$400 to \$625 (and higher) per year depending on the specific church chosen. Church bulletin viewers average around 6,000 per week. Due to cost, these ads are not affordable in in the current PC budget. Will consider in future.
    - i. What is cost of highway billboard for a month? Jeff will check out.
  - c. "Square Dance Catch-Up Classes" – if new dancers wish to learn square dancing mid-way thru current square dance lessons, arrange for catch-up classes so they can then join established classes in process. Can also be used to assist experienced dancers returning to square dancing after being away from dancing for a while. Format could include several evening sessions or all day on Sat.
  - d. Need to determine and present to Federation a Promotions Committee budget for Sept – June
  - e. Work with callers for clubs missing open houses not listed on RAF website
  - f. Emails were sent to Post Messenger and Good Health mag. Regarding club open houses.
  - g. Future Promotion Committee meetings agreed to by month: Jan, Mar, June, Aug, Oct.

Meeting ended at 7:50pm

### Next meeting:

Thursday Oct. 10, 2019 at 6:30pm, room has been reserved for 6:30pm under "Amy & Chris Sq Dance Mtg"

Same location: Bill Grays 1225 Jefferson Rd.

Come early to eat dinner together around 5pm Meetings will start early if everyone is present