

Minutes of San Francisco Scottish Dancers Annual Class Meeting
Saturday, April 21, 2010, 5:00-7:00pm
Bruce & Patti's Home

Present: Bruce, Patti, Sylvain, Trina, Tim, Isabel, Sid, Susie, Roberta, Linnea, Donald, Ken, Debbie, Eileen, Mark, Amy, Miriam, Claire, Gary, Joyce (& husband)

Class manager Linnea Johnson chaired the meeting. Meeting called to order approx. 5:05 pm.

Announcements:

- There's food!

Committee Reports

Finance Committee: Roberta distributed copies of Profit & Loss report to the group covering financials for April 2011 – March 2012 and prior year for comparison.

Patti highlighted some details in these reports:

- In the black this year compared with deficit of nearly \$1400 last year, mainly due to decrease in rental costs
- The total revenue is up \$881 but this is probably due to phasing (fiscal year ended about halfway through series)
- Decline in class attendance but people are paying for whole series and maybe only attending half the time
- Teachers expenses lower this year as have not had a basic class for much of it
- Musician expenses higher this year as have had David Strong for most of the time but he is not available for a while as he recuperates from his surgery
- Rent at the Polish Club is much lower than at the Noe Valley ministry and this has saved us approx \$2500 + this year
- As of Mar 31, 2012 bank account balance is about \$2500
- Because of relatively healthy financial situation, no increase in class fees is projected for coming year

Discussion centered on class attendance: how to attract beginners and suggestions as to why they aren't staying.

Retention comments/suggestions included: "is it related to the new location? (Polish Club); social aspect important; "used to go out after class"; stay in & socialize after class as is done at Berkeley Friday night class; group dynamics are important for a core group of a beginner class to stay; "people are going to like it (SCD) or not"; "even with a dynamic, young, enthusiastic group of beginners as were recently in Bruce's class we can't compete with everything else going on in their lives", the training vs. the amount of dancing is a barrier.

Several class members mentioned their reasons for staying: watching their first monthly party; visual at Pleasanton Games; mentors, especially Susie, bringing beginners along to parties when they could only do one or two dances.

Miriam commented that it is important to keep parties and balls present in class.

Publicity Committee: Eileen gave an overview of types of publicity used this past year including: free websites (e.g. Craig's List, Zevents/SF Chronicle), flyers (posted twice by Thumbtack Bugle for 2 x \$75 and also by class members), demos at Noe Valley and Mission, joining & posting classes on Meet-up (donated by a class member). She estimated that we had spent about \$200 in total. Eileen also noted that we had not been able to distribute the great new "geek" flier designed by Patti very widely.

Bruce suggested that posters be distributed around the Mission Campus of City College.

Discussion centered on most effective publicity methods to attract new dancers and what our target group should be. Comments included "why are we pushing for young people to join, why not people our age?", "targeting gyms makes more sense than targeting dance places where people have already decided what style of dance they enjoy", "can we request specific neighborhoods (from Thumbtack Bugle) to get to more specific target audiences?", "can we use realtor contacts to target newcomers to SF who are looking for a way to get connected?"

The Publicity committee is down 2 members as Eileen will be away for the summer and Debbie is moving. Linnea made a request for class members willing to help with publicity.

Susie asked the entire class to help with publicity especially poster and flyer distribution.

Debbie noted that while a number of people have expressed interest in coming to class on Meetup, so far only one has actually shown up and she came from Fremont. Debbie suggested that Meetup might be something the SF Branch oversees rather than our SF class. Patti added that someone has to monitor Meetup and reach out to those who join.

Miriam asked what we should say to beginners who want to come and it is not either of the traditional September or January start times. Susie said that on the SF branch class flier several classes have stated that beginners are welcome anytime. Consensus was that the teachers should discuss this and formulate a clear plan to share with all class members.

Music: Patti asked if she should be looking for someone else to play melody (fiddle, flute) with David gone? She will reach out to Michael, Susan & Joy to see if anyone is interested (Katherine is having another baby in July) but doesn't want to spend a great deal of time organizing this. Donald commented that live music is important to class and that he is willing to trade off with Patti in providing the rhythm.

Consensus was that CDs are fine for a change, especially in the summer, and that we can use recorded music for now.

Summer Teachers: Give preferences for summer teachers to Tim.

Adjudication Team: Due to the lack of continuing beginners this year coupled with decreasing class size, it seems very unlikely that there will be an adjudication team this summer. Only three people at the meeting were interested or available. This is an issue for a number of local classes and the games committee has suggested that an option to keep the stages full and busy is to have some non-adjudicated dancer sets. These would not require the long-term commitment of an adjudication team, just learning a few dances individually. A question was raised as to whether or not this would give dancers participation rates for their Games entrance fee.

It was also suggested that if we are able to come up with a team, adjudication practice should happen for the first part (a half hour) of class.

Social Nights: Consensus was that they were a good addition to the class schedule and that having four throughout the year was the right number. It was suggested that they be better publicized and put on the class calendar for the year.

Calendar: Tim created a calendar for the teachers last year and will make it more public this year. Miriam offered to help. It was suggested that it should be available to give out at the Pleasanton Games (Labor Day w/e).

Bruce asked if we should start the new class year later than the traditional “September-after-Labor-Day” beginning. Trina noted that we have to “keep the welcome mat out for people who get charged up from the games”. Patti suggested that the three weeks in September after Labor Day have lots of ceilidh dancing and some more advanced dances for the beginners to watch. Consensus was that the teachers work on a class structure that eases into the regular class format, rather than a single intro party.

Teachers For Next Year’s Classes

All teachers expressed their wishes and availability for 2012-2013.

Patti is not interested in active teaching but is happy to fill in as needed.

Bruce loves to teach both basic and experienced class, especially beginners and is happy to do “whatever”.

Trina likes teaching both classes and doing the social nights.

Susie would like to do the basic class and has no desire to teach the experienced or do the social night. The children’s class is out of the picture – if it happens it will be a different day / time and maybe place.

Tim enjoys both classes but doesn’t feel that he can teach the basic class until his back is recovered and he can demonstrate.

The teachers left while those remaining discussed the teachers’ preferences and perceived class needs.

The following recommendations were made for September 2012 - June 2013.

<u>Session</u>	<u>Basic Class</u>	<u>Experienced Class</u>
1 st	Trina	Bruce
2 nd	Susie	Bruce
3 rd	Bruce	Tim

Social Nights will be in Nov, Jan, Mar and May with rotating impresarios Patti, Trina, Tim and Bruce deciding amongst themselves which one best fits their schedule.

Thanks were extended to Bruce & Patti for hosting the class meeting in their home.

Meeting adjourned at approx. 7:00 pm.

Minutes prepared by Debbie Saunders

