

Eurhythmics Dance Society

Dance Society Meeting

Tuesday September 20th, 2016 at 6:30pm

Eurhythmics Dance Studio

- **Called to order:** Dorothy Ellergodt at 6:30pm, welcome by Dorothy and individual introductions of attendees.
- **Attendance :** Dorothy Ellergodt, Lucy Lovelock, Gina Bewski, Brandy Rattai, Natalie Lloyd, Jeanette Madson, Sarah Costen, Jodi Aasen, Angie Collins, Michele Somerville, Marina Chabbert, Andrea Reid.
- **Approval of Agenda:** Approved by Brandy; Seconded by Michele with additions of Steeped Tea and steak nights at the legion under fundraising and the additions of beef jerky, dance gala, dance attire page and Usborne books under new items.
- **Approval of June 2016 Minutes:** Approved by Lucy, seconded by Natalie.
- **Dance Director:** Jodi Aasen
 - There are 206 students at the studio at start of 2016/2017 dance season, this is the same number as last year but some existing students from 2015/2016 season are now taking more classes.
 - Instructors are considering the use of props this year but are going to try to re use / revamp previously used props.
- **Treasurer Report:** Andrea Reid
 - Audit has yet to be done, Dorothy and Jeanette to assist
 - In the 2015/2016 dance season \$91,976.50 was sold in fundraising opportunities; \$91,539 was paid out in expenses.
 - Carry over balance from 2015/2016 dance season is \$855, this is less than previous year because donation for tuition scholarship and costs of teacher gifts were higher.
- **Student Accounts:** Andrea Reid
 - Approximately \$9000 in requests at end of 2015/2016 dance season to use for registration or for Kelowna dance festival.
 - \$8124.43 in dancer's student accounts at start of 2016/2017 season.

- **Fundraising:**
 - **Purdy's:** Our first fund raiser has been launched, email has been sent to parents, catalogues are available at the studio along with order forms. Fundraiser runs until October 21st 2016.
 - **Balzac Meats:** This fundraiser will start in October. Some of the Balzac Meats packages have gone down by significant dollar amount. Deadline for orders will be the same as Purdy's with meat delivered in November.
 - **Spolumbos Sausages:** Will start the same time as Balzac Meats, no changes in price for this fundraiser. This will run with online ordering as it did last year.
 - **Costco Christmas wreaths:** Approximately \$20 cost for each wreath and can sell for approximately \$30 with an approximate profit of \$10 per wreath. This fundraiser will begin as soon as Purdy's and the meat fundraisers are done. Dorothy proposed a motion to run the wreath fundraiser this year instead of Steeped Tea. Motion was unanimously passed.
 - **Steeped Tea:** This fundraiser will not be run this year.
 - **Steak nights:** Stacy has confirmed that dates are being worked out for this fundraiser by the legion.
 - **Usbourne books (new item discussed as a possible fundraiser):** Jeanette has been approached by a parent who would like to set up a display of Usbourne books at the studio on a Monday evening and a Saturday morning and donate 10% of the sales to the dance society. She would then offer people who book and host a home party to earn 15% of the items sold to their student account.
 - **Issues:** Space, depending on the size of the display and location it could cause congestion. Allowing this would open the door to other home business vendors wanting to set up tables/displays.
 - Jeanette raised the question of whether we could host a home party market somewhere else that could create an opportunity for all dance parents who run these businesses. Dorothy questioned if we would need a license for this.
 - Sarah asked if there was an Usbourne book catalogue that could be put out in the studio instead? Similar to the Scentsy fundraiser that has run before.
 - Questions: Could we request 15% instead of 10%? Would we run it like other fundraisers or as a society fundraiser?
 - **Communications officer:** Dorothy raised a discussion on whether we should consider introducing a new board member position of communications officer. This position would be responsible for handling all inquiries, sending out news and would take some of the responsibility for communications off Jeanette who is current vice chair and fundraising coordinator. Dorothy will need to look at an

amendment to the bylaws if we decided to go ahead.

○ **New Items:**

- **Dance gala:** It is the 20th anniversary of the dance studio this dance season. Michele and Marina have been discussing ways to present this and the studio to the public and the alumni. They proposed a formal gala event with a high tea or a dinner. This would be a ticketed event and include pre competitive and up dancers as performers. This would not be a mini recital. The gala would need an MC, a location (suggestions included Ranche House, Frank Wills Hall, Cochrane High Lyceum) and possibly caterers. Question was raised as to whether we could approach Slade King (Gleneagles Golf Course) to see if this was a possible location. Location would need a decent sized stage, kitchen facilities and enough room for seating. A decision would be needed on the day/date and cost of tickets. Jeanette raised the discussion that for many families the year end recital is when the studio is showcased and often following this dancers wish to sign up for more classes. Jodi, Heather and Ashley have discussed this proposal and had raised some questions and concerns. Their biggest concerns were that the gala would be running at the busiest time of the year and student availability could not be guaranteed. The competitive students are already participating in 4 festivals, rehearsal day, year end recital plus Drumheller festival in June if they qualify. Plus, concerns were raised over the need for extra rehearsals, demands on instructor's time, the inclusion of the alumni and the size of stages that may not accommodate the larger groups. The instructors questioned if the idea of showcasing the past 20 years could be part of the year end recital? Discussion occurred on having a mini gala immediately after the recital in the lobby at the Jubilee with showcasing of the studio over the past 20 years and silent auction items. It was discussed that some old dance costumes could be displayed, dancers could help create collages of displays for specific years which could then be set up with larger 'era' boards, possibly a display of old trophies with costumes and props also. A presentation of old dance routines was also discussed. This would be made from previous dance recital DVDs/videos and would be an amalgamation of 20 second clips from past routines that could run on a loop. This could be set up on laptops in the lobby, Jodi will check, however, if it could be projected onto the stage at the Jubilee during initial seating pre show and intermission. Jodi will also check with the Jubilee about getting in earlier for set up, staying later for the mini gala, if we can run a silent auction, if bar can stay open and how many tables we can have in the lobby.

Motion: To create a gala committee to organise, set up and run gala.

All were in favour of this with a need for a timeline and a budget.

- **T shirts to commemorate 20th year:** Questions were discussed as to what was wanted on the T shirts. It was agreed that a photo of all dancers taken on photo day could be put on the back with the studio logo on front with something like 'Eurhythmics dance 20 years 1997 – 2017' on the front.
Jodi would like all dancers to have them for the recital.
- **Gleneagles reception:** Slade King, father at the studio, has offered the use of a function room at Gleneagles golf club to host a cocktail reception / family mixer. There would be no cost to the society for this. Both children and adults would be able to attend. A date of Friday October 21st was suggested with tickets for adults costing \$20 (this would be for appetizers and one drink), children would be free and food would be provided for them.
Slade confirmed it would be a downstairs room and there would be a cash bar also.
The society could sponsor some door prizes and we could organise some games for the kids to win prizes such as a balloon pop or different coloured sucker poles.
The golf club has an online shopping cart through which tickets could be purchased. Slade would provide this link for us to email out.
We would need a few volunteers for checking people in, drink tickets and for door prizes.
Posters would need to go up as soon as possible to get the word out to all families.
- **Private Dance Society Facebook group:** Lucy proposed that the society Facebook page is turned into a private / closed Facebook group.
The page is currently for information only but a change to a group would make it more interactive and could eliminate some emails to the studio.
The group could be a place for questions such as 'best place to park at a festival', could be used for updates on fundraisers, news and information.
Instructors could also be on it if they so wish. It was felt that this new group could create a sense of community as the studio grows.
It was agreed that the group could be created and then the page slowly closed.
There would be clear guidelines for posting comments.
Motion: To set up and run a new society Facebook group with Lucy and Sarah as Admin by October 15th with a review at the AGM.
Approved by Jeanette and seconded by Andrea, motion was passed unanimously.
- **Beef Jerky fundraiser:** This fundraiser could be offered at any time. Big Chief Jerky, box price is \$26 and could sell for \$48. Each box has 48 sticks (different flavours) and it is a quick turnaround. We could run this in February or March 2017. Brandy will communicate with the organiser.

- **Movie Fundraiser:** This would run as a society fundraiser only. Brandy has organised the movie 'Fantastic beasts and where to find them', on Sunday November 20th at 10am. A deposit cheque of \$250 is needed to secure the theatre, movie will cost \$750 plus GST for 177 people. Concession is not included.
It was agreed to sell tickets for \$10 each, if all tickets sell we would make \$1000 profit.
Andrea will get cheque for Brandy. Jeanette can make tickets and print them. A notice can be put in October and November newsletter to save the date and marketing can start after meet and greet. All were in favour of this.
- **Dance attire buy and sell Facebook page:** Brandy has set this up for dance attire and supplies and has added friends from her friends list.

- **Next Meeting:** Wednesday October 19th 2016 at 6.30pm.
- **Adjournment:** Meeting adjourned at 8.17pm by Dorothy.