

USA Dance  
Executive Committee Meeting Minutes  
March 29, 2014 and March 30, 2014

March 29, 2014

Present: Yang Chen, Shawn Fisher, Michael Brocks, Jean Krupa, Ken Richards, Roger Greenawalt and Greg Warner

Absent: Inna Brayer

Quorum Present

Meeting Called to Order - 11:20 AM

Baltimore, MD

February 23, 2014 minutes approval was delayed until Sunday

#### Communications

- General Discussion
  - Yang summarized his perspectives on communications among the EC during the first quarter.
  - He shared examples where he considers opportunities for improvement.
  - Of particular note is tone does not translate well or come across as intended through email.
  - There was discussion with the improper use of “reply all.”
  - Although there are times where it is important that all EC members be included there are situations that this is not necessary.
  - Yang encouraged use of telephone conversations especially when email traffic of more than 2 or 3 emails occurs and the issue still isn’t resolved.
  - It is recognized by all that as an Executive Committee, communications is important and there are opportunities to improve.
- Communications Priorities
  - Yang reminded the EC that communications is a 2nd to 3rd quarter priority.
  - This includes the new initiative of Chapter leader email blasts, a review of our social media use and other media such as Twitter, Instagram, etc., especially in light of the fact that we have over 3000 young DanceSport members who are actively engaged with these social media.
- President’s Survey
  - Yang reviewed early responses from a survey sent with the last President’s email blast.
  - Over 35 responses have been received to date.

#### Updates

- Yang provided a brief summary of ongoing issues with NDCA. He has reached out to a former dance competitor who is now a lawyer for possible pro bono assistance with these issues.
- WDSF Delegate
  - Yang proposed and it was unanimously approved upon the recommendation of the DanceSport- VP, Ken Richards, that Wayne Crowder be approved as a USA Dance delegate to the WDSF meeting.
- Strategic Planning is moving forward. Two candidates have been identified that have the experience and skills to facilitate this process in October. Mary Wallace, one of these candidates, will be attending the April GC meeting to provide an overview of the strategic planning process.
- National Chapter Conference
  - Jean reviewed the recent Chapter Conference.
  - Not including speakers, 33 chapters were represented.

- She acknowledged Jerry Hernandez and his colleagues for the outstanding support provided for the conference.
- She noted that at the Area Coordinators' meeting that followed the Chapter Conference, there is a recommendation to the GC for a name change - Area Coordinator to District Director.
- Also at the Area Coordinators' meeting it was decided that ACs should initially be the primary contact for questions. This has several advantages such as ACs, developing closer relationships with Chapters, relieving Mary and National Officers of frequent calls on the same or similar topics.
- Shawn reviewed outcomes of his presentation on membership issues and YM.com.
  - Phase 1 will include a proposal from Ben Mosely to perform necessary functions allowing chapters to process membership fees and complete updates such as member email addresses.
  - Phase 2 will provide for printing of membership cards locally.
  - He and his Task Force continue to explore other features such as group functions and creating annual reports electronically.
- Michael described discussions from the meeting including the goal to have all chapters on Quickbooks.
  - Online payments with credit cards is a priority for chapters and this is being addressed and should be resolved shortly.
  - Compliance with 1099s was a challenge this year and he shared a policy is being developed to address many of the questions that were raised this year.
  - There was also considerable discussion on issues such as registering to do business in states, county tax issues, and sponsorships.

The meeting adjourned and was reconvened on March 30, 2014.

March 30, 2014

Present: Yang Chen, Shawn Fisher, Michael Brocks, Jean Krupa, Ken Richards, Inna Brayer, Roger Greenawalt and Greg Warner

Quorum Present

Meeting Called to Order - 12:00 PM

Minutes Approved

- The revised minutes of the February 23, 2014 meeting were approved.

Updates - Continued from March 29, 2014

- Dance Cruise
  - Jean continues work coordinating a cruise for 2015 (there will not be a cruise in 2014).
  - When dates become available, quick action is required to confirm space.
  - Yang is assisting with reviewing the contract.
- National Collegiate Championships
  - Shawn reported that he has been asked by Amanda and Daphna to continue his past role with these Championships for another year.
  - He noted that Sam Sodano has signed the facility contract for this year.
  - Yang is reviewing USA Dance contracts associated with this event.
- Association Management Company (AMC)
  - A draft AMC RFP was included with the agenda. Please send comments to Greg.
  - Greg noted the payment options for AMCs.
  - The approach being considered for USA Dance would include a minimum retainer for such activities as telephone answering but that other required services would be paid for as needed and used.

- These services may include membership processing, accounting, and as needed services such as specific public relations projects (see RFP for further detail).
- The goal is to submit the RFP to 3 companies Greg has had discussion with once the budget and year end financials are complete.
- ASCAP Progress
  - Greg reviewed status of negotiations with ASCAP.
  - USA Dance has exposure since we at a national and local level pay ASCAP licensing fees.
  - Greg is also in discussions with Bill Maddox, President of the National Fastdance Association, who claims he has access to lower prices for these licenses.
  - More information and if available, a proposal will be reviewed at the April GC meeting.
- Membership Task Force
  - Greg reviewed activities to date with the 2 meetings held.
  - Work continues to address declining membership, membership categories and member benefits.

#### DanceSport Administrative Discussion

- Ken and Roger reviewed past practices when addressing DanceSport rules and policy.
- Essentially, the DanceSport Council has been empowered by the Governing Council, for managing the day-to-day activities of DanceSport.
- Major rule changes are drafted and approved by the DSC and referred to the GC for approval.
- Minor adjustments and administrative issues are addressed by the DSC through their committee structure.
- The EC confirmed continuation of this approach with timely communication to the EC and/or GC when appropriate.

#### Administrative Issues

- AF Prince Contract Rider
  - Yang reviewed a rider to the AFPrince contract for American Dancer magazine.
  - This rider specifies the payment schedule not included in the original contract.
  - It also includes language on reporting relationships and advertising revenues.
  - **MOTION:** Michael/2nd Inna. Yang to present draft rider to Angela Prince; Yang and Shawn to facilitate any negotiations with Angela concerning the rider.
    - In favor - 6
    - Abstention - 1 Ken Richards
    - Roger not present
- Google Apps
  - Greg asked that all EC members use google apps including the google email allowing for the USA Dance logo on the bottom of each email.
  - This eliminates the use of personal emails when conducting USA Dance business.
  - It also makes sharing of documents consistent.
  - Greg will arrange details for those not currently on google apps.
  - Please direct any questions to Greg.

#### Financial

- Budget
  - Michael shared three budget drafts for 2014.
  - It appears there will be a substantial loss for 2013.
  - Without significant increases in revenue, substantial cuts are necessary for 2014.
  - This first review of the budget resulted in many questions and concerns over meeting the mission of USA Dance.
  - Michael was asked to provide comparisons of 2013 actual with proposed 2014 budget and create a spreadsheet that could compare 2014 with 2013 consistent with previous year's approach.

- Cash Position
  - USA Dance currently has approximately \$550,000 in the bank.
  - Even with breaking even in 2014, the cash reserve will be reduced to \$250,000 to \$275,000.
  - Considerable discussion on the need to increase revenue.

Governing Council Meeting Agenda April 12/13, 2014

- Potential topics include:
  - Business plans for President, DanceSport-VP, and Social Dance-VP as required by the bylaws
  - Strategic planning process
  - 50th anniversary
  - Budget
  - Bob Blank resolution
  - JADA - 501(c)(3) application
  - Area Coordinator name change to District Director
  - Director Appointments
  - Anti-Doping position

Director Appointments

- At the initial meeting of the EC this year, there was a discussion to hold off on filling open Director positions pending the strategic planning process.
- Since strategic planning has been delayed until later this year, Yang has decided as per the bylaws to move forward with appointing individuals to serve in the Director positions, subject to ratification by the GC.
- He is declaring all Director positions open and will be contacting each current director to inform them of this.
- All Director positions will be posted and incumbents will be encouraged to apply.
- Applications will be accepted until April 11, 2014, allowing for recommendations to come before the GC during its April 12/13 meeting.

Gem State Classic

- As available time has been exhausted, Yang suggested a conference call for addressing this topic.
- Greg to coordinate the call.

New Business

- Ken announced that Jean Barbour has resigned as Chair of the Anti-Doping Committee of the DanceSport Council.
- There was a brief discussion as to this role as a voting member of the DSC.
- As this should be an independent role, it is suggested that as the bylaws are revised, that consideration be given to addressing this issue.

**MOTION:** Michael/2nd Jean to adjourn. Passed unanimously.

The meeting adjourned at 1:30 PM