

**USA Dance Governing Council Meeting
October 11, 2015 by phone conference
Minutes Ratified by Governing Council on March 6, 2016 phone conference**

Voting Members Present:

Yang Chen, President
Greg Warner, Senior Vice President
Vacant, Treasurer
Marta Pascale, Secretary
Jean Krupa, Social Dance Vice President
Ken Richards, DanceSport Vice President
Roger Greenawalt, DanceSport Delegate
Inna Brayer, DanceSport Delegate
Scott Coates, DanceSport Delegate
Linda Succi, Director of K-12 Programs
Ann Durocher, Director of Development
Angela Prince, Director of Public Relations
Leland Whitney, Director of Chapter Liaison
Hannah Cole, Director of College Network
Jim DiCecca, Director of Membership

Non-Voting Attendees Present:

Lydia Scardina, Past National President
Peter Pover, Past National President

Quorum Present

Yang Chen called the meeting to Order at 8:03 p.m. EDT.

Discussion ensued regarding:

- USA Dance, Inc. bank account information
- Status of 990s
- Kellner's complaint
- End of year reports
- Status of hardware owned by USA Dance, Inc.
- Status of the audit

Discussion ensued regarding:

- NCDC proposal of 15 month membership to encourage college students to join USA Dance

Motion by Hannah Cole

Second by Jim DiCecca

See attached memo re 50/50 NCDC and Cal State DS Championships to include all NQEs as of today until end of 2016 (will not include American Dancer magazine)

Motion carries with 13 yes; 2 no; 0 abstain

Discussion ensued regarding by-laws revisions with Jill Smith Warner joining the call.

- Possible 8 members of GC, not 17
- Professional division as 8th member or 8th as member-at-large
- 20% DanceSport still required
- Possible elimination of Executive Committee
- Ultimately, members would have to vote on by-laws changes.

Meeting Adjourned by President Chen at 10:11 p.m. EDT

Respectfully Submitted,
Marta Pascale
National Secretary
USA Dance, Inc.

MEMORANDUM

TO: Governing Council
FR: Yang Chen
RE: National Collegiate DanceSport Championships 50-for-50 Proposal
DA: Oct. 10, 2015

Issue

On Oct. 2, Amanda Ashcraft contacted me to raise an issue regarding the possible loss of an estimated 300 college students who would be participating at the National Collegiate DanceSport Championships this November. This potential problem was raised at the end of last year's NCDC, in which a group of collegiate coaches requested a meeting with USA Dance leaders to discuss their unhappiness with various aspects of USA Dance's involvement in NCDC. One of those complaints was that we required college students to sign up as members of USA Dance to compete at NCDC.

Recently, at a competition at which Amanda was working, she ran into Susan McFerrin, who coaches the University of Michigan team. Susan said to Amanda that if USA Dance insisted on having the Michigan team members pay for USA Dance memberships before they can compete at NCDC this year, she would tell her students not to go.

Amanda believes, and I think correctly, that if Michigan stays away, so will Purdue and Carnegie Mellon. These large teams would account for about 300 students, some 35-40% of the participants. If these teams decide to stay away, that would lead to a huge drop in attendance and will likely lead to a large loss for NCDC 2015. It may lead to decreased attendance in future NCDCs.

Proposed Solution

Offer a 50-for-50 celebration membership. How it works:

For teams that can bring at least 50 people to NCDC, those members get to join or renew their membership at 50% off. We can position it as a way of celebrating USA Dance's 50th anniversary.

The membership would be good from the time these members join or renew and will run through December 31, 2016.

So as not to exclude those teams that are not able to bring at least 50 people to NCDC, we would offer them the same membership deal of having their membership period run from time of sign-up through December 31, 2016.

To be eligible for the 50-for-50 proposal, a team must register and pay for NCDC by Oct. 30, a week before the regular registration deadline, for at least 50 participants. Once the 50-person threshold is reached, that team becomes eligible for the 50% discount. Teams can continue to register people after the Oct. 30 deadline.

Based on the registrations from eligible teams, a list of names and emails can be generated, and we can email the eligible team members to let them know that they can join USA Dance or renew their membership for \$12.50. These individuals can sign up for membership directly. They must be paid up before they will be allowed to dance at NCDC. Amanda anticipates that she will have to follow-up directly with teams, but having a list of names and email addresses should help.

Proposed course of action

Request GC to approve this 50-for-50 promotion for NCDC and announce it to the college teams as a way to celebrate USA Dance's 50th anniversary and as an incentive for teams to try to bring at least 50 people to participate at 2015 NCDC.

Also approve a practice of setting up YM so that people who register by October 1 of any year can have their membership run through December 31 of the following year. According to Jim, the system is currently set up so that people who register by December 1 have their membership expiring on December 31 of the following year.

Amanda and Hannah will consult with Sam Sodano on promoting this deal to University of Michigan and other large feeder schools to NCDC, such as Carnegie Mellon and Purdue.

Rationale

This proposal is an effort to prevent the loss of an estimated 300 college student participants at NCDC.

Based on last year's numbers compiled by Hannah, only three schools – U of M, Purdue and CMU – would qualify for the 50-for-50 proposal, or about 300 students. At \$12.50 per membership, that amounts to \$3750 in membership revenue. Without the special promotion they would have brought in \$7500 in membership revenue, but if none of these college students come to NCDC, we would lose \$24,000 in registration revenue (i.e., \$80 x 300).

The intention of the proposed solution is to 1) mitigate a potential devastating loss at the NCDC this year and in the future, 2) encourage increased team participation at the NCDC, 3) encourage continued collegiate participation in USA Dance competitions, 4) provide an additional way to celebrate the 50th anniversary of USA Dance.

We had given thought to offering a team membership, which is an option that is available within the YM database, but after discussion with Jim, Daphna and Amanda, we decided that it would be too difficult to administer, particularly in making it work with o2cm.