



National Governing Body of DanceSport, Member Organization of the US Olympic Committee, and the World DanceSport Federation

MINUTES FOR GC MEETING 8/6/17		
Voting Member	Title	In Attendance
Glenn Weiss	President	Yes
Gary Stroick	Senior VP	Yes
Jack Kellner	Secretary	Excused
Ruth Long	Treasurer	Yes
Giacomo Steccaglia	DanceSport VP	Yes
Melissa Dexter	Professional VP	Yes
Leland Whitney	Social VP	Yes
Roger Greenawalt	DanceSport Delegate	Yes
Inna Brayer	DanceSport Delegate	Yes
Open	DanceSport Delegate	N/A
Carole Barber	DanceSport Delegate	Yes
Herb McGurk	Membership Director	Yes
Kym Zion	K12 Programs Director	Yes
Open	Development Director	N/A
Open	Admin Support Director	N/A
Hannah Cole	College Network Director	Excused
Bradley Montoya	Chapter Relations Director	Yes
Open	Marketing Director	N/A

Location: Atlanta, GA.

Guests:

- Calvin Long, Greenville, NC Chapter #6046
- Ken Richards, Del Valley, PA
- Christine Lys, San Diego, CA Chapter #4005
- Michael Murphy, San Diego, CA, Chapter #4005
- Laura Thoruason, Macon, GA, Chapter #6059
- Peter See, Atlanta, GA, Chapter #6093
- Eric St. John, Charlotte, NC, Chapter #6029
- Susan Johnson Greenville, SC, Chapter #6078
- Lori Yzenho, Chattanooga, TN, Chapter #2009
- Beryle Baker, Atlanta, GA, Chapter #6093
- Darry Martin, Atlanta, GA, Chapter #6005
- Angela Prince, American Dancer Magazine

Roll Call: There are currently 14 filled seats on the Governing Council. A quorum consists of 8 or more members in attendance. A quorum is present as 12 members are in attendance.



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Called to Order by President Glenn Weiss at 8 am EDT. Glenn chaired the meeting.

President's Report (Glenn)

The President welcomed everyone to the face-to-face GC meeting.

The GC meets on a regular basis, every two weeks.

Glenn was elected to the WDSF presidium – it is important that the US is represented.

Glenn and Gary recently toured the USOC facility in CO.

Glenn expressed satisfaction with the mix of dance and business professionals currently on the GC, interacting and complimenting each other.

We now have active education committees in all three divisions: DS, Social and Pro.

SVP's Report (Gary)

Gary outlined some major accomplishments thus far in 2017. They included establishing and populating an Ethics Committee modeled after those in the USOC and WDSF, and their drafting a Code of Ethics. A Professional Dance Council was established, headed by Melissa Dexter. A major By-Law review was completed, to be in better compliance with the USOC rules and to ensure internal consistency and terminology. Additional changes were made, one of which is that appointed directors now will serve one year terms – if someone is doing a good job they can be reappointed. Legal Affairs and IT committees were established.

Treasurer's Report (Ruth)

Budget as passed by the 2016 GC has not been revised, but will be reviewed and adjusted for 3rd and 4th quarter if required.

With loss in membership there has been a loss of revenue. Growth in membership a key to success of USA Dance and its growth plans.

Review of policies as pertain to finances not updated since 2014 will be initiated. These will be reviewed with Esther Freeman and with the Governing Council.

VP – Social Dance (Leland)

A Social Dance Council organizational chart was developed this year. New Social Dance Council subcommittees were authorized, and already have many volunteers serving on them. The three subcommittees are: Training and Education, Communications, and Activities. Bradley Montoya is our new chapter relations director.

The number of active chapters dropped from 170 to 148 from 2011 to 2016, and membership dropped 15% from 2014 to 2016. A new membership drive was begun in conjunction with the Membership Director.

An important goal of the SDC is to address the declining chapter and membership numbers from the past several years. An idea being pursued is a chapter's having "satellite" dances in further away areas, with the hope of planting the seeds for new chapters.



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The SDC wants to encourage greater member bonding to the organization, to help prevent members from losing interest.

Chapter Relations (Bradley)

Bradley started his current position in June. He is working with the SDC on membership issues. He is part of the Rapid Response Team for chapter problems.

Membership (Herb)

A membership drive is underway in conjunction with National Ballroom Dance Week. Chapters will receive a rebate of \$5 for each new member. Plus there are prizes for the chapters with the most new member enrollments.

A new system is in place to remind members to renew one month prior to their expiration dates. It is important that value be provided to members when they join.

VP – DS (Giacomo)

The DSC has had many achievements in 2017. A new Senior 5 competition category was created. Senior 4 championships will be moved back to Nationals beginning in 2019. Qualification standards to participate in Nationals were reduced so that the top 75% qualify instead of the top 65%. A Junior Parents Committee was launched. A restriction was passed to prevent Junior 2 and younger competitors from being on the floor at the same time as Seniors and Adults. New rules were put in place for a partial NQE to be held – without all events being offered.

Works-in-progress include new collegiate rules, clarifying the ability of an athlete to serve as a scrutineer, a US point ranking system, adding additional dances, and the drafting of a time and distance rule between competitions.

Future goals include revising the Rulebook for simplification and clarity, expanding the number of competitions, building of pro-am, collegiate and professional circuits, and adding financial reporting requirements for chapter-sponsored competitions to identify and assist chapters if they are running non-profitable events.

K-12 Programs (Kym Zion)

Dance leads to increased participation in physical activity, increased levels of self-respect and courtesy, developing social skills and self-discipline. It is our goal to raise awareness of the physical, social and mental benefits of dance in the K-12 population.

Plans include piloting a minimum of three programs (in schools and YMCAs) across the country beginning in the fall, developing a school USA Dance membership program, providing something kids would receive for being USA Dance members (e.g., pins, patches or bracelets) initiating a medals program. We will continue to incorporate membership in USA Dance with other programs operating in the US.



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Collegiate Programs (Hannah)

Goals are to develop a national working committee for the college network, develop a circuit of affiliated college competitions, and to revise the DS Rulebook in relation to college competitions. College dancers should be engaged through our being value driven. Plan to revive the Collegiate DanceSport Championships and develop a proficiency point system to be used throughout the college network. Improve the website and become a clearinghouse for information on collegiate events.

VP – Professional Dance (Melissa)

We created and received approval for the structure of a Professional Dance Council, and the positions have been filled. Goals include filling of more positions on the PDC and its related chairs and subcommittees, creating a formal professional growth plan, creating a circuit leading to national titles, and more opportunities for congresses.

Administrative Support (Gary)

Gary reported on legal affairs issues including renewing our insurance contracts at a reduced cost, trademarks, and ASCAP and BMI (music-related) issues. All national and chapter dances as well as competitions are now covered under the music contracts and as such no chapter needs to have a separate music contract. Legal Affairs and Information Technology Committees have been established, and the committees staffed.

Marketing and Development (Ruth)

Plan to develop streams of revenue to better develop the organization. Glenn wants to aggressively grow USA Dance. Each Council is charged with developing their own plan in their own area(s). We are looking for sustainable sponsorships, and associations which will enhance our brand in the marketplace.

This weekend was a team-building event. The team is here to move USA Dance forward.

Meeting adjourned at 2:33 pm.