

Minutes of the SCVSDA Meeting
Sunday, November 18, 2001

The meeting was called to order by President Mary Knoppe at 1:10 p.m. A quorum was determined to be present. Those with excused absences were Jim and Sue Davis and Dorothy Warwick. Lloyd Hvalaka was appointed Acting Parliamentarian.

The September and October minutes were approved with the following corrections:

- Arnold and Peggy Rose are delegates for the Squares and Flares, which is a traveling club
- The Controller of Unclaimed Property Amnesty form was delivered to the auditor on 11/18/01.
- Lloyd Hvalaka did not attend the Santa Maria Affair hoedown.

Rosalie Burkhead made a motion to approve the minutes as corrected and Lloyd Hvalaka seconded it. The motion was carried.

The October Treasurer's report was delayed. Treasurer Kindra VanSpyk said it will be mailed with these minutes. She also reported that the fiscal year report for the year 2000 will also be mailed.

Mary Knoppe reported that a letter had been received from the San Jose Unified School District outlining restrictions on use of the kitchen facilities. Mary noted that she had informed the District in writing that we will no longer be using their facilities.

Mary further reported:

- There will be an official installation of the 2001 Board, probably in January with the Square Dance Council officers presiding
- A new signature card for the SCVSDA bank account has been prepared.

Directors Rosalie Burkhead and Lloyd Hvalaka reported on the various square dance events they had attended. Lorraine Hvalaka said that 25 pre-registrations had been received for the next Jubilee. Spaces are available to vendors at \$100 each. The final report on the 45th Jubilee will be presented next month.

Insurance Chair Lloyd Hvalaka reported that the forms have been submitted for the insurance certificates but have not as yet been received. They are expected next week.

Calendar Chair Lorraine Hvalaka noted that the calendars are finished and available for distribution to the clubs.

Mary Knoppe said that a "tag team" composed of various Bows and Beaus members has been established. They have been in touch with the Fair Directors and we

will be dancing at the July, 2002 County Fair. Mary also stated that the web page for the Association is now up at www.scvda.org.

The meeting was recessed for a short intermission and reconvened at 2:30 for the delegates meeting.

Kindra Van Spyk, Treasurer, reported that the total bills for September and October came to \$788.04. Rosalie Burkhead moved and Dennis Fones seconded a motion to pay the bills. The motion carried.

It was moved by George Holser and seconded by Barry Binge that the new Board for 2002 be ratified. The motion carried. A motion to accept the September and October minutes as corrected was moved by George Holser and seconded by Barry Binge. The motion carried. Andy Vandersine moved and Lloyd Hvalaka seconded a motion that the SCVDA donate \$25 to the September 11th fund through the American Red Cross. The motion carried. Mary Knoppe will contact the Caller's Association to request a matching \$25 donation from that group.

Mary Knoppe will work on a revised budget for 2002 and will present it at the January, 2002 meeting. Until that time, we will continue to operate under the 2001 budget. A Budget Committee comprised of Mary, Kindra Van Spyk, 2001 Treasurer, 2002 Treasurer Ryner Ternick and Barry Binge, 2001 President, was appointed.

Guest speaker Van Symons discussed the results of the work of the Committee for Promotion and Preservation of Square Dancing:

- The most fruitful results have been gained from Dance Teams, the Internet, recruitment of current dancers' friends, coupons and country music station advertising.
- Less successful were news and contemporary radio and movie advertising.
- The committee has also had a very difficult time recruiting current dancers to help in its work, although financial support has been solid.
- Beginner hoedowns are very well attended and appreciated.
- Dancers who start lessons without friends in class have a high drop-out rate and need mentors to continue
- Callers need help in learning more effective teaching methods

The current focus of the committee includes:

- Producing more dance teams
- Increasing Internet presence

These ideas are under consideration by the committee:

- Phone book listings
- Business cards
- Low cost or free halls
- Public service announcement
- Possible merging of the committee with the SCVSDA

Ray Huffman proposed that a joint calendar be developed with all clubs within a 30 mile radius so that no more than one dance per night would be offered. He felt that this would be likely to increase attendance at all dances. He will continue to explore this idea with area clubs and report back to the Board.

Vicky Campagna suggested conducting a dancer retention survey and sampling all dancers who have left square dancing within the last year. Mary Knoppe noted that many clubs keep this information private. Vicky will develop a letter that clubs may use to contact former members and learn why they dropped out. She will then produce a report created from the information gathered by all the clubs to gain an overview of why established dancers stop square dancing. That proposed letter will be included in the minute for future Board discussion.

Respectfully submitted,

Vicky Campagna
Acting Recording Secretary

PROPOSED DANCER RETENTION SURVEY

Santa Clara Valley Square Dancer's Association
P.O. Box 61442
Sunnyvale CA 94088-61442

(date)

Dear Former Dancer,

As you probably know, the SCVSDA is the umbrella organization for most of the square dance club in this area. The Board is seeking to learn why some dancers stop square dancing so that we may do what we can to make square dancing better suited to the dancers' needs. We would very much appreciate it if you would take just a few minutes to complete this brief, 5-question survey and return it as soon as possible in the enclosed stamped, self-addressed envelope.

Please note that your response is 100% anonymous and there is no way you can be identified. (You are welcome, of course, to include your name and phone number if you would like a Board member to contact you if you would prefer, but that is optional.) We will take your replies, combine them with those of other former dancers, and see if there is any way the Board can improve the square dancing experience.

Thank you so much for your help.

Sincerely,

Mary Knoppe
President, SCVSDA

1. Approximate length of time that you square danced regularly (i.e. after you were graduated from your Plus class until the time that you danced less than once per month):

- a) less than 6 months
- b) 6-12 months
- c) 1-3 years
- d) more than 3 years

2. What made you decide to take up square dancing to start with? Please choose all that apply, and rank your answers, with 1 being the most important reason.

_____ wanted the exercise _____ to meet new people

_____ wanted a hobby _____ a friend wanted me to go

_____ other (please specify) _____

3. What did you find difficult or frustrating about your square dancing experience? Please rank in order of importance, with 1 being the most important reason.

_____ some of the moves were too hard

_____ I didn't have a regular partner

_____ the club meeting time and/or hoedowns were inconvenient (if so, in what way?)

_____ special clothes were too expensive/uncomfortable/disliked

_____ people were not friendly

_____ other (please specify) _____

4. What stopped you from dancing regularly?

_____ Same answers as #3 above

_____ Health

_____ Left the area

_____ Other (please specify)

5. Is there anything your club could have done to make you want to continue dancing? If so, what?

If you have any comments or suggestions on what could be done to improve the square dancing, please note them below.

May we contact you if we have questions?

Yes No

If yes,

Your name _____

Day phone _____ Evening phone _____

Best times to call _____