

**APPROVED**  
USA Dance Executive Committee Meeting Minutes  
Web Conference  
June 1, 2014

**Present:**

Yang Chen, President  
Michael Brocks, Treasurer  
Greg Warner, Secretary  
Jean Krupa, Social Dance VP  
Ken Richards, DanceSport VP  
Roger Greenawalt, DanceSport Delegate

**Absent:**

Shawn Fisher, Senior VP  
Inna Brayer, DanceSport Delegate

**Quorum** - 6:05 PM Central

**Meeting Called to Order**

Executive Committee Minutes - Ratification

- The following Executive Committee Minutes previously sent and reviewed by EC members were ratified.
  - March 27, 2014
  - March 29/30, 2014
  - April 07, 2014
  - April 12, 2014
- Greg noted that going forward EC members will be sent draft minutes for review and provided 7 days to reply with edits. Once this time period has expired and no objections are received, the minutes will be considered approved.

Bylaw Interpretation

- Mark Scardina, an NQE organizer, is challenging the DanceSport Council requirement of 50% WDSF adjudicators at NQEs, stating it is a violation of USA Dance bylaws.
- The EC reviewed the allegations. Upon consideration the EC concluded the new rule is not a violation of the USA Dance bylaws.
- Moved: Greg , Second: Michael
  - Motion: DSC actions regarding the WDSF adjudicator requirement is not a violation of USA Dance bylaws and rejects organizer's challenge.
  - Passed unanimously

ASCAP License

- Greg reviewed status to date with negotiating a national license with ASCAP.
- He was asked to determine the number of chapters holding dances at venues that currently have an ASCAP license.
- This would reduce the expense of the license since the fee is based on number of dances held by USA Dance Chapters.

Membership Task Force Recommendations

- Greg reviewed the recommendations from the Membership Task Force.
- These initial recommendations address the charges of:
  - Consider incentives and methods for growing membership.
  - Identify options for providing benefits to USA Dance members.
- The proposal includes a targeted recruitment effort and inclusion of membership benefits sponsored by Affinity Marketing Group.

- AMG coordinates the program resulting in no startup or maintenance costs to USA Dance.
- Greg was asked to determine if the exclusivity clause in the AMG agreement would exclude our ability to enter into an agreement with DSI.
- This is recommended to the Governing Council for consideration at which time the exclusivity issue will be answered.

#### Strategic Planning Facilitator

- Yang reviewed two proposals for assisting USA Dance with strategic planning.
- There was brief discussion of retaining a facilitator versus conducting the process internally.
- It was agreed an external facilitator would result in a better result.
- The EC recommends to the Governing Council retaining Mary Wallace to facilitate a strategic planning process for USA Dance.

#### Requests for Proposals - Accounting and Auditing

- Yang will circulate draft documents for these RFPs to the EC within the week.

#### Summarized Executive Committee Minutes

- Greg noted that historically EC minutes have not been shared.
- Governing Council minutes are shared when requested.
- Greg proposes providing a summary of EC minutes for sharing on the USA Dance home page.
- The summary would be circulated to EC members prior to publication.
- This is recommended to the GC for their consideration.

#### Sponsorship Guidelines

- Yang reported that members of the Los Angeles chapter, Jerry Hernandez and Herb McGurk, have been developing guidelines for:
  - Sponsorship
  - Advertising
  - Donations and Contributions
- Shawn is working with them to create guidelines that might be beneficial to other chapters.
- Michael has also been involved to ensure compliance with USA Dance 501(c)(3) status.
- It was noted that these guidelines could benefit chapters and thought should be given as to the impact on National.

#### Sports Marketing Discussion

- Yang reviewed a sports marketing proposal for information only at this time.
- He encouraged others who may know of sports marketing firms to ask if they would be interested in working with USA Dance.
- When the timing is right, a sports marketing firm could assist with engagement , connectivity and messaging.

#### AFP Contract Rider Update

- This discussion was deferred to the Budget discussion.

#### Minnesota Chapter 2011 Grievance

- Greg reviewed the status of a complaint filed against Minnesota Chapter 2011.
- He mentioned that Chapter 2011 reinstated Dan O'Connell to the Board as they did not follow the bylaws during the process of removing him. The Board also reinstated Cathy Dessert per the request in the complaint although she resigned of her own free will.
- The remaining issue is the timing of the election process. The 2011 Board voted against an early election, thus not agreeing to this last element of the proposed settlement.

- After considerable discussion, the Executive Committee agreed that Chapter 2011 could proceed with the normal timing and process for their election. Therefore, the election will be held per the bylaws in November 2014.
- The EC considers this a reasonable conclusion to this complaint.

#### YM District and Chapter Reports

- This item was tabled due to Shawn's absence

#### USA Dance 2014 Budget

- Yang reviewed the status of the 2014 budget.
- At present, current and projected expenses exceed current and projected revenues by \$300,000.
- AFP Contract Rider update - Yang and Shawn spoke by conference call with AFP. Angela expressed willingness to agree on (i) modified payment schedule, i.e., half upon commencement of work and half upon delivery of print-ready file; and (ii) SVP as point of contact. She was not agreeable to selling \$120k in ads, noting that half the year has already passed. She is willing to consider committing to some level of ad sales but suggested that she would require a higher commission than 15%. Further negotiations would be needed on this last point.
- Decisive actions will need to be taken to minimize this potential loss
- Several expense reductions and revenue enhancements were discussed:
  - Reducing projected ASCAP license fees by identifying chapters who are already covered and negotiating start date of license to second half of year.
  - American Dancer options include:
    - Increasing advertising - perhaps recruiting a commissioned salesperson
    - Print fewer copies
    - On-line only
  - Fundraising events
  - Chapters "adopt an athlete" fund raisers
  - JADA fundraisers
- In advance of next Governing Council meeting each member is asked to develop ideas for raising revenues.
- We need 5-10 good ideas to implement.

#### Chapter Reports

- Yang provided information from chapter reports as summarized by Mary.
- He intends to work with Marta, Chapter Liaison, on approaches to share this information with chapters.

#### Organizer for Nationals

- Ken proposed and the EC endorsed creating a RFP for organizing the National DanceSport Championships.
- He noted that potential responder might have a conflict with USA Dance bylaws.
  - One potential responder is a GC Director who has coordinated NQEs.
  - Another potential responder is a Chapter President
- Per USA Dance bylaws Article IV G. Compensation has language that might limit these individuals from submitting proposals.
- Yang and Greg will review the bylaws and offer an opinion.
- Ken and Roger will draft an RFP.

#### District Director Appointment

- Jean proposed replacing Lydia Casio with Diane Montgomery as District 7 Director, Greg seconded the motion.
- Motion passed unanimously.

#### Cruise Update

- Jean provided an update on her work with coordinating dance cruises.

- The new owners of Travel Treasures and Dreams are proposing using Celebrity Cruises.
- Celebrity Cruises have agreed to purchasing a dance floor for USA Dance cruises.
- A December 7, 2014 cruise, departing from Fort Lauderdale is under consideration.
- More information to follow.

The meeting adjourned at 8:15 PM Central

Respectfully Submitted,

Greg Warner, Secretary