USA Dance Chapter 2017
Meeting Minutes

Meeting/Project Name: August Board Meeting

Date/Time: August 7th, 2025 at 8:00PM

Location: Teams

Organizer: Lillie Kuss

Attendance:

Board Members	Title	Present	Absent
Tony Nguyen	President		X
Luke Collins	Vice President	X	
Eric Hoyer	Treasurer	X	
Lillie Kuss	Secretary	X	
Catherine Donohue	Member at Large	X	
Allison Vitort	Member at Large		X

Agenda:

Opening

- Call to Order: Luke Collins, Vice President

Reports

- President (Presented by Eric Hoyer)
    - August Featured Event
        - Lina from the Twin Cities will be teaching Salsa
        - We are hosting the Rochester Salsa Community for this event
            - They will help plan and set up decorations
            - They will perform an advanced Salsa Rueda
        - The sponsorship tablecloths have arrived and can be used for this event

- Vice President
    - The Nominations and Elections Committee has received one application so far for the 2025 Board Member Election
    - A QR code linked to the application has been created and added to the emailed newsletter
        - Five people have clicked on the link so far and we may use that information to encourage them to apply
    - Luke Collins created a flyer with a “Scan Here” QR code linked to our website and another code linked to our newsletter sign-up

USA Dance Chapter 2017
Meeting Minutes

        - The flyer will be printed off and displayed at our featured event
    - A marketing report was shown to the board, including the July return on our online and print advertising. With the online ads, we are able to tell how many people have seen the ad and how many clicks we are getting. Online we reached 99,113 digital impressions and had 61 clicks to our website (0.6%).
    - The July analytics of our email newsletter were presented to the board, including a 43.9% click rate. Luke is planning on moving the link to our website higher in the newsletter.

- Treasurer
    - Eric is working on planning a couple rural events
        - According to the analytics of our advertising clicks, the majority are coming from Byron and Stewartville. We will plan on prioritizing those towns for our first rural events.
    - The Friday Dance Series started in July with an attendance of 5-10 per week
        - We could consider doing more marketing to increase these numbers.
    - The Winter Dance Enchantment Project had 5 adults, and 1 youth sign up
    - We are earning roughly $500 for our elementary school dance instruction visits
    - Budget Proposals for 2026
        - Eric asked each board member to fill out their respective section in the 2026 Budget Template next month
    - Eric presented the July Chapter Activity Report

- Secretary
    - Lillie shared with the board the email response from a partner regarding our suggestions in response to a complaint they received
    - A Nominations Trifold was created to inform everyone about the open board positions and how to apply. They will be displayed at our events.
    - The membership birthday cards for the remaining featured events have been ordered. Lillie will continue to check the membership list each month for new members to make sure no one is missed.

- Members at Large
    - Nothing to report

Open Discussion

- **Local Business Complaint**
    - A discussion was had regarding our response to a Dancing Downtown complaint we received on social media from the owners of a local business

- The board discussed the idea of meeting with the owners after we brainstorm ways we could work together, instead of changing the logistics of our Dancing Downtown events

MOTION: A motion was made by Eric Hoyer to keep Dancing Downtown the way it is and consider the matter closed. The motion was seconded by Luke Collins. Ayes 4 (EH, LC, CD, LK), Nays 0. Motion carried.

- Available Space at 125 Live
  - We are currently renting the River Room at 125 Live from 2:30PM-11PM on the Saturdays of our featured events. We don't have any events scheduled from 5PM-6PM.
  - The board discussed ideas of how the space could be used during that time block, having an open practice time for people who want to drop in. We will further brainstorm ideas and discuss this again at the next meeting.

- Volunteer Sign Up System
  - Since we haven't been able to get volunteers signed up to help at events, Luke suggested we focus on advertising two available volunteer positions per featured event for both set up and tear down. We could advertise free admission to those volunteers who sign up.
  - Eric agreed that we need to identify how to sign up volunteers. He has had success when he verbally talks to people one on one, although it takes more of our time compared to an online form. Eric suggested we look at the resources at volunteerhub.com for ideas.

New Business Initiatives

- New Interim District 2 Director
  - Eric Hoyer has been selected to be the Interim District 2 Director with the USA Dance National organization
    - He will be visiting with USA Dance chapters all over the Midwest and will try to create some opportunities for all chapters to connect
- U Dance Fest
  - Eric is in contact with the people who run the U Dance Fest Competition. He hopes we might be able to shadow them to learn how a dance competition is run and maybe even persuade them to allow us to host U Dance Fest in Rochester with their support in future years to come.

Closing

USA Dance Chapter 2017
Meeting Minutes

- Announcements
    - Our next featured event is Havana Nights on Saturday, August 9th

- Adjournment:
    - Luke Collins motioned to adjourn the meeting and Catherine Donohue seconded it

- Next Meeting:
    - Our next meeting is September 5th, 2025 at 8:00 PM on Teams