



RECOGNIZED SPORT ORGANIZATION

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

MINUTES FOR EC MEETING July 29, 2019		
Voting Member	Title	In Attendance
Gary Stroick	President	Yes
Greg Warner	Senior VP	Yes
Open	Secretary	NA
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

1. Call to Order: Gary called the meeting to order at 9:03 Eastern
2. Development Opportunity: Kym Zyon joined the Executive Committee to present with Ruth a development opportunity. This opportunity has arisen as a result of work Kym has been working on developing a documentary involving a football athlete and ballroom dancing. Although this is at its very early stages of discussion, the EC encouraged continued pursuance of this opportunity for developing a comprehensive proposal. Gary thanked Kym and Ruth for their efforts with this opportunity and the EC looks forward to further discussions.
3. Agenda Approval: The agenda was approved with the addition of the following topics: a) USOC Discussion – Gary, b) MAC – Giacomo, c) GC Meetings and Conduct – Gary. Motion to Approve with additions (Greg/Ruth) 8/0/0, MOTION PASSES.
4. Minutes EC Meeting July 1, 2019. Motion to Approve (Greg/Ruth) MOTION PASSES 8/0/0.
5. United States Olympic Committee Discussion: Gary reviewed a discussion he had with the USOC legal department to better understand responsibilities and processes for preparing for USA Dance to become a National Governing Body, assuming Breakin' becomes an Olympic game in 2024. We will receive a compliance checklist to facilitate the preparation for submission. This will be a least a one-year process and will include public hearings.
6. American Dancer: The process and challenges for the recently published AD was discussed. A schedule for future publications, AD and Newsletters was established:
 - a. American Dancer
 - i. November 22, 2019
 - ii. June 15, 2020



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b. Newsletters

- i. August 12, 2019
- ii. January 31, 2020
- iii. April 3, 2020

Additional volunteers have been identified to better distribute responsibilities for these publications.

7. Face-2-Face Governing Council Meeting 2019: Gary has assigned Greg to organization this year's F2F meeting. Greg will identify date and location options.
8. MAC: Giacomo requested information on promotional initiatives MAC is using to ensure success. Follow-up with MAC leadership will be completed this week.
9. Dance Studio Database: Ruth presented a proposal for purchasing a dance studio database. Information contained in this commercial database includes dance studios from all varieties of dance: ballet, tap, salsa, ballroom, etc. These data may be useful with making contact with studios to develop relationships. It was decided to delay purchase until other more pressing issues are resolved.
10. Rebranding National Ballroom Dance Week and USA Dance Logo: As USA Dance diversifies into other dance forms, Breakin', it is important to be inclusive with our public image. Breakin', for example, would like to use "National Ballroom Dance Week," or at least that time to promote membership in USA Dance. Therefore, ideas for changing National Ballroom Dance Week and our current logo to be more inclusive will be considered.
11. Membership Considerations: As with the need to be more inclusive with our diversification efforts, this also presents challenges in the USA Dance Membership Database. Ruth, Greg and Herb will develop options to integrate Breakin' and other dance disciplines into the Membership Database.
12. Executive Session: MOTION to Enter Executive Session at 11:00 (Gary/Greg)
MOTION PASSES 7/0/0.
13. Executive Session: MOTION to EXIT Executive Session at 11:17 (Greg/Rog)
MOTION PASSES 7/0/0.
14. USA Dance Strategy: Gary explained that as membership has and continues to be the number 1 priority, a SWOT analysis needs to be performed by the GC and each individual Council and to some extent, each Directorship for developing strategies for increasing membership. As a start, the EC identified the following relating to membership noting this is certainly not all inclusive:



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Preliminary SWOT Analysis

Strengths:

1. Inexpensive
2. National
3. Community for social members
4. Variety of membership types by age dance focus (social, professional, athlete)
5. 150 chapters which encompass different functions: social, competitive, combination

Weaknesses:

1. Inexpensive (nothing for nothing)
2. Lack of integration between national, district, and chapters
3. Lack of incentive for chapters to recruit members
4. Lack of vision
5. Inability to bring in youth
6. Lack of understanding members needs
7. Membership aging out
8. Lack of support from members (loyalty)

Opportunities:

1. Diversification
2. Reengagement of chapters
3. Media exposure
4. Inclusion in Olympics
5. National Chapter leadership meeting
6. Mine our members to contribute to organization

Threats:

1. Lack of volunteers
2. Lack of execution
3. Competing dance organizations: NDCA, WDO, WDSF
4. Internal membership's fear of change
5. Inclusion of non-traditional dance styles
6. Financial situation



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15. Next USA Dance Executive Committee meeting is scheduled for August 26, 2019.

16. Motion to Adjourn (Greg/Ruth) MOTION PASSES 6/0/0 Adjournment 11:42.

Respectfully submitted,

Gregory Warner
Acting Secretary