



RECOGNIZED SPORT ORGANIZATION

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

MINUTES FOR GC F2F MEETING November 7-10, 2019		
Voting Member	Title	In Attendance
Gary Stroick	President	Yes
Greg Warner	Senior VP	Yes
Fiorenza Todaro	Secretary	Yes
Ruth Long	Treasurer	No
Giacomo Steccaglia	DanceSport VP	Yes Friday and Sunday
Melissa Dexter	Professional VP	Yes
Leland Whitney	Social VP	No
Roger Greenawalt	DanceSport Delegate	Yes
Inna Brayer	DanceSport Delegate	No
Michael Murphy	DanceSport Delegate	Yes
Damian Pataluna	DanceSport Delegate	Yes
Herb McGurk	Membership Director	Yes – Saturday only
Open	K12 Programs Director	N/Ai
Open	Development Director	N/A
Open	Admin Support Director	N/A
Ross Pearce	College Network Director	Yes
Don Davenport	Chapter Relations Director	No
Open	Marketing Director	N/A

Roll Call: There are currently 14 filled seats on the Governing Council. A quorum consists of 9 or more members in attendance. A **quorum is present** as 9 members are in attendance on Friday and 10 are in attendance on Saturday .

1. Call to Order: Gary called the meeting to order at 8:15 Pacific time.
2. Agenda approval: The agenda was approved with the addition of a discussion on a proposed new membership for studios. Motion to approve agenda (Gary/Greg) Motion Passes 7/0/0.
3. Finances
 - a. Gary reviewed year to date finances providing some perspectives on each financial statement.
 - b. He noted that total payroll will approximate \$110,000 for 2019.
 - c. Gary stressed the need to increase revenues through new members and other areas. Greg noted that it is important to initiate the Pro/ Am revenue process beginning 1/1/2020 organizers be informed yet this year.
 - d. There was a brief discussion regarding the auto-renew feature of YM. Herb pointed out that members must elect this feature. It can be turned on but each member must select to participate in the auto-renew process.



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4. Bylaw discussion: Gary reviewed several proposed changes needed in the bylaws. Many of these are grammatical corrections but proposed changes do include some substantive changes. A quorum to vote on bylaws is not present so further discussion and voting will occur at a later time.
5. Marketing: there was discussion on delays that occur with certain marketing activities. It proposed templates be developed to facilitate messaging. Greg to work on these.
6. Studio Membership Category:
 - a. Several studios have requested USA Dance consider a studio membership.
 - b. A studio membership would not have the same benefits as a USA Dance chapter and would not have voting privileges.
 - c. Studio membership benefits would include but are not necessarily limited to:
 - i. Use of USADance logo with the studio's logo such as on their web site or Facebook page.
 - ii. A studio with a studio membership could apply to the DanceSport Council to hold a Registered event. This would be the only situation where the USA Dance music available under current licenses could be used.
 - iii. MOTION to APPROVE USA Dance Studio Membership at \$300.00 annual membership with rolling 12-month renewal (Gary/Rog) 9/0/0 MOTION PASSES.
 - iv. Implementation issues:
 1. This is a subset of the USA Dance Organizational Membership under USA Dance Bylaws.
 2. This is a studio membership not a studio owner membership.
 3. This membership is available for Ballroom studios, Breakin' studios, etc.
 4. Implementation: Gary, Ross and a representative from Breakin' will be responsible for implementation.
 5. The goal is to have this available by 1/1/2020.
7. USOPC Compliance Checklist
 - a. This checklist is an introduction to the changes USA Dance will need to make to comply with National Governing Board requirements.
 - b. In addition, the USOPC has recently published revised USOPC Bylaws that will require changes to the USA Dance bylaws and these may affect the 2020 USA Dance elections.



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8. State of Incorporation: USA Dance is currently incorporated in the Commonwealth of Virginia. Being incorporated in certain states can create challenges that are not as prevalent in other states. Gary proposed and the GC agreed to investigate the benefits of incorporating in a different state.
9. Google docs: Greg reviewed the benefit of using google docs. It was agreed to begin using this tool for GC meetings. He will apply the Documentation and Retention policy to the documents currently in the google docs drive and develop a naming convention that when used consistently will make finding documents much easier.
10. Annual General Meeting:
 - a. Greg proposed and it was agreed to use a standard format to use for the Annual General Meeting (attached)
 - b. There was also a discussion on the timing of this meeting. Although it has been traditionally held in conjunction with the National Championships, this limits the attendees, especially of the social dancers. Although no decision was made at this time, it was agreed to continue this discussion. With the technologies available, it may allow greater participation if USA Dance was use a technology to engage more members in this important meeting.
11. Organization Changes and Restructuring
 - a. K-12 and YCN: With the resignation of the Director for K-12 it was discussed how to better use resources. It was noted that attempting to introduce dance into schools is very time consuming and difficult as school budgets are declining and the individual requirements for accessing schools varies considerably. It was decided to continue evaluating USA Dance's role with K-12 activities.
 - b. Other changes that are necessary are integrating Breakin', Special Olympics and potentially other dance forms. This will be an ongoing discussion.

Saturday, November 9, 2019.

Present: Gary, Greg, Melissa, Damian, Michael, Ross, Rog, Herb, and Fiorenza

12. Organizational Structure: Gary noted that many athletes have not assigned themselves to a chapter. Herb was asked to look into how to best address this issue.
13. Strategic Planning:
 - a. Gary facilitated a strategic planning discussion.



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- b. He noted the importance of having a strategic plan and its requirement by the USOPC.
 - c. He reviewed USA Dance’s vision, mission and values and an ongoing SWOT analysis, critical success factors and key performance indicators.
 - d. A discussion on market segmentation resulted in strategies and tactics in three important markets. These will be developed more thoroughly.
14. Floor for National Championships: MOTION TO APPROVE contract with Frogmouth Productions to provide floor for 2020 Nationals at same price as 2019 Nationals (Gary/Damian) 9/0/0. MOTION PASSES.
15. Nationals Location for 2021 and 2022: Discussed the need to identify individual or individuals to begin search for possible locations.
16. Director and Officer Reports:
- a. Report frequencies – it was decided to have Directors and certain committees report quarterly with other committees such as Nationals Planning committee report more frequently as necessary. Greg to prepare schedule.
 - b. President Report – Gary
 - i. 2019 Challenges
 - 1. Member attrition
 - 2. Volunteer staffing (National, District and Chapter)
 - 3. Information Technology
 - 4. Chapter attrition
 - ii. 2019 Accomplishments
 - 1. Growth opportunities
 - a. Chapter additions
 - b. Special Olympics
 - c. AARP
 - d. Breakin’
 - e. Gender Neutral
 - 2. Information Technology Implementations
 - a. Web sites (National and Chapter)
 - b. Social Link
 - 3. DanceSport
 - a. First WDSF World Smooth Championships Awarded
 - b. WDSF Senior III Latin World Championships Awarded



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- c. Successfully defeated proposed WDSF policy changes
- 4. Legal Affairs
 - a. Engaged Pro Bono Legal Firm
 - b. Arbitration Win (SafeSport)
 - c. USOC Grievance Outcome
 - d. Successfully negotiated contracts with SESAC, Dance Vision and Saltwater Films
- 5. Operational Policies
 - a. Document Retention and Destruction Policy
 - b. Personally Identifiable Information Policy
 - c. Volunteer Confidentiality Agreement for Committees membership
 - d. Revised Election Policy
- 6. 2020 Goals
 - a. Stabilize and Grow Membership
 - b. Market Expansion
 - i. Breakin'
 - ii. Special Olympics
- c. Senior-VP Report – Greg
 - i. 2019 Accomplishments
 - 1. Facilitated several meetings with chapter leadership
 - 2. Continue to revitalize the Affinity program
 - 3. Developed policies:
 - a. Document Retention and Destruction Policy
 - b. Personally Identifiable Information Policy
 - c. Volunteer Confidentiality Agreement for Committee members
 - d. Develop process for timely updating policies
 - e. Coordinated a messaging process for leadership
 - f. Initiated research into Association Management Companies
 - 4. 2020 Goals
 - a. Continue research into Association Management Companies



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- b. Coordinate Special Olympic DanceSport
- c. Facilitate the use of Google Docs
- d. Research Document Management Process
- e. Support President with USOPC work to prepare for USA Dance being recognized as a National Governing Body
- d. Professional Council – Melissa
 - i. 2019 Accomplishments
 1. Developed USA Dance Conversion Exam for adjudicators joining USA Dance
 2. Developed and implemented USA Dance Chairperson’s Exam
 3. Implemented and developed tracking system to ensure all USA Dance adjudicators are complying with SafeSport and background check requirements
 4. Organizers’ Committee created within the Professional Council
 - ii. 2020 Goals
 1. Create adjudicators list for publishing on the USA Dance website
 2. Develop certification process through the Invigilation Committee
- e. DanceSport Council - Giacomo
 - i. 2018-2019 Accomplishments (Competition Year runs from April to April)
 1. First WDSF World Smooth Championships Awarded
 2. Expanded competitions in Western US (Utah, Texas and California)
 3. New competitions in Florida (Royal Palm is now an NQE, Jacksonville now has a Registered event
 4. Established National Team Training Camp Program
 5. Established ranking point system for Championship competitions
 6. Increased integration of Elite Athletes with Chapters and local communities through performance/workshop requirements for world representatives
 - ii. 2020 Goals
 1. Incorporate additional disciplines into competitions – Breakin’, Special Olympics, Adaptive DanceSport
 2. Expand ranking point system to all open competitions, Pro-Am competitions and syllabus competitions



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3. Establish additional competitions in the Northeast
4. Create regional and/or State-based circuits
5. Create competitive circuit with Canadian Federation
6. Increase DanceSport membership by 5% from 2019 level

17. Social Dance Council – Greg in Leland’s absence

a. 2019 Accomplishments

- i. Continued conference calls with District and Chapter leadership
- ii. Continued encouragement for more participation in National Ballroom Dance Week (Flash Mob), Volunteer of the Year Award and Chapter of the Year Award
- iii. Continued to identify and implement cost effective training options to increase the quality of social dancing nationwide
- iv. Continue to implement a Satellite Events program to encourage growth in the number of chapters nationwide

b. 2020 Goals

- i. Improve attendance at District meetings
- ii. Maintain and grow excitement
 1. NBDW
 2. Membership Drives
 3. Flashmobs
 4. Grow and publicize Chapter activities
- iii. Stress organizational bonding at all levels

18. Collegiate – Ross

a. 2019 Accomplishments

- i. Venue finalized and contract approved by GC
- ii. NCDC 2019 budget finalized and shared with the GC
- iii. NCDC 2020 budget has been created
- iv. Point System Draft created and working to solidify numbers for implementation (Plan to announce a launch at NCDC 2020)
- v. Rough draft of best practices has been started.

b. 2020 Goals

- i. Increase marketing and exposure for 2020 NCDC
- ii. Implement Point System for college competitors
- iii. Develop Best practices for college clubs and teams



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- iv. Organize the list of colleges with programs and which coaches currently work with them
- v. Increase memberships
- vi. Work with Breakin' membership group to build college participation
- vii. Working on a donation system that will be digitized

Sunday, November 10, 2019

Present: Gary, Greg, Fiorenza, Rog, Michael, Damian, Melissa, Ross and Giacomo

Guest: Aydin Aksoy, President, Orange County Chapter 4018

Officers and Directors provided an overview of the 2019 accomplishments and 2020 goals. Mr. Aksoy discussed several issues he felt were contributing to declining memberships. This led to a very informative discussion.

Gary thanked Aydin for joining the GC and for his feedback.

Respectfully submitted,

Gregory Warner, Senior-VP



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USA Dance
The Agenda of the Annual General Meeting Format

- A. The Agenda of the Annual General Meeting shall include the following items:
1. Opening of the general meeting.
 2. Roll-call.
 3. Approval of agenda
 4. The minutes of the previous Annual General Meeting
 5. Report on the accounts:
 - Actual to Budget
 - Balance Sheet
 - Statement of Financial Position – Assets and Liabilities
 - Audit Report.
 6. Report of the Councils.
 7. Report of the President.
 8. Report of the Diversification Efforts
 9. Questions related to the Bylaws.
 10. Questions related to competitions both national and NQEs.
 11. Questions related to the membership.
 12. Questions related to membership fees and other financial matters.
 13. Budget for the next financial period.
 14. Any other business.
 15. Closing of the general meeting.
- B. The Agenda of the Annual General Meeting
1. Based on the text above and with additional details as may be required the USA Dance Annual General Meeting shall be made known to members at least two weeks before the opening of the general meeting.
 2. Notice of the Annual General Meeting shall be sent to the Secretary/Treasurer and President of each chartered club, each individual member, and honorary life member, except junior members and associates, at the address of record filed and kept current by the members at the USA Dance office. Such notice shall be sent not less than ninety (90) days before the date and time of the meeting.
- C. Proposals to be submitted to the Annual General Meeting.
- a. Proposals to be submitted to the Annual General Meeting may be from:
 1. Chapters—submitted no later than 3 months before the general meeting.
 2. USA Dance Members—submitted no later than 3 months before the general meeting.



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