

## CC Meeting Notes 6/27/16

Present: Tracy J (facilitator), Julie G (notes), Alec, Ana, Jay L, Jay J, Duija

### **New Opportunity**

Initial discussion of Alec's idea to reduce facilitator pay by \$50/dance. Do this on a trial basis, with a time limit of 6 months. Keep all else the same, simple. This effort is proposed with intention to boost energetics of the dance, from a place of abundance rather than shortage of funds.

### **Additional Cost-Saving Considerations**

We also have agreement for reduced rent on Sunday for the summer months.

Another dance that had large Thursday participation (150 People) also had a challenge growing Sunday. Their solution was to end Sunday dance (after giving it 9 months to grow), and allow children on some Thursday dances. ED is still considering a "close Sunday" date if present efforts fail to grow profitability, but clear want of ED community is to keep both dances.

Cannot use a place like BODY to hold dance because it is their endeavor to host, not a non-profit.

### **Consensus Decisions**

1) It was decided that facilitators will receive \$125 plus gross receipts taxes for a 6 month trial period. Tracy J will connect with accountant regarding facilitator temporary pay cut which is to take effect in July.

2) In gratitude for facilitators receiving the reduced pay on all dances during trial period, it was agreed that the CC offer facilitators the option to occasionally reuse waves on Sunday if facilitator is comfortable with it. Waves are not to be reused within the same month.

### **Decision Detail**

Starting in July because we need to take radical action, the CC has requested that facilitators take this pay cut for a trial period of 6 months. Alex and Ana (both present) agreed. Tracy C's initial response to the possibility was positive. V has not yet been in this discussion, and Ana will connect with her to provide update.

In addition to this lowering of costs, there needs to be an enlivening of community participation in publicizing ED. The CC is seeking a volunteer to oversee marketing efforts. The goal is that overall attendance pays for both Thursday and Sunday dance costs. We will have an interim evaluation of increases in attendance and profitability in 3 months. If measures are not looking good, the CC may be forced to set a deadline for ending Sunday dance.

Interim review will occur during October 2016. CC will determine benchmark achievements to measure by then. For example, having at least 5 people working on outreach, maybe 2 working to be sure we are listed in free calendars. Jay L will speak with Raphael to learn where we have traditionally been advertising. CC wants to create flyers targeted to 1) families, 2) meow wolf crowd (maybe have a dance there). The person

overseeing marketing efforts will help to define, coordinate and evaluate (along with CC) these measures.

### **Another Opportunity**

There are some within the ED community who are interested in becoming facilitators. These prospective trainees may help to draw younger dancers to ED. The prospective facilitator trainees want to bring their own music, and Ana is willing to listen and tweak as needed to provide this opportunity to future trainees as we strive to engage younger dancers. Ana says she can manage the prospective trainees if facilitators are willing to let them handle the warm-up.

### **Consensus Decision**

It was agreed that prospective facilitator trainees (*participants*) will first be assisted in learning equipment logistics. This will likely take 1-3 sessions of dance, depending on aptitude of participant. Moving to the next level of participation is at the discretion of the facilitator. Next level will be for participant to play their own warm-ups having first offered to Ana for feedback and guidance. Both Ana and Alec have agreed to host prospective facilitator trainees at Sunday waves that they are scheduled to facilitate as described here. CC agrees to move forward with this opportunity, and welcomes Tracy C and V to similarly welcome participants if it is comfortable to further support ED in this manner. This is not an official training, it is an introduction to that process. By engaging the upcoming facilitators at this time, CC believes we may grow the community by attracting younger dancers.

## **Ed Marketing Opportunities**

Tracy J has a list of child-centered groups for a volunteer/group to contact on behalf of ED. Not just “for kids”, ED is family dance. Parenting meet up groups is a large opportunity. How about a flash mob ED appearance with flyers? Additionally, young people at colleges can be invited to ED via marketing. Will *Reporter* write a story on ED? We have been a long-time poster on their calendar.

Jay L will follow-up with both Dolce and Samuel to see if either/both might be willing to coordinate these marketing efforts.

## **Misc Marketing Ideas**

Maybe broadcast wave outside as well as inside.

Announcements better outside than inside, or maybe not depending on time of year (amount of daylight).

## **Next CC Meeting**

Many of the CC traveling this summer. Next meeting 7/18 if 2 or more facilitators can join (Julie will ask via email for facilitators to confirm by 7/11...one week before the meeting is to occur) so that we may discuss young people interested in becoming facilitators and refine protocols for current and future needs, including cost structure of training program.

We may also have opportunity to meet/evaluate web master candidate/s.

Julie/facilitate, Duija/notes

7/18, 6:30pm is proposed meeting, Julie's (700 Franklin Ave, #4).

facilitator: Julie, Notes: Duija