



TANGO SOCIETY OF MINNESOTA [TSOM] BOARD MEETING MINUTES

Thursday August 23rd, 2018, 7:00 pm

Location: Northeast Lunds-Byerly's Community Room
25 University Ave SE, Minneapolis, MN 55414

Present: Natalie Aiello, Tom Bischoff, Scott Chase, Barbara Haselbeck, Terry Holten, Linda McFadden, Corinne O'Neil, Jennifer Wang

Absent: Mark Jefferis, Janeen Rae, Sandra Uri

Non-Board: Charlie Brown, Michael Helffrich

1. Introductions
2. August 23rd Agenda approved
3. July 26th Minutes amended and approved
 - Jennifer Wang noted that the June Milonga food costs had been refunded by TSOM, therefore the Board agreed to update the "July Milonga Review" accordingly
 - The Board also agreed to update the "2019 Milonga Rotation Planning Thoughts" by adding a note on the emails and conversations detailed in Corinne O'Neil's "2nd Vs 5th Sat Milonga Rotation Schedule" email sent on 8/10/2018.
 - Corinne agreed to bring 3 or 4 copies of prior Board Meeting Minutes to all Board meetings.

ACTION: Terry Holten will amend the July Meeting Minutes.
4. August Milonga Review – 55 attendees and a loss of \$118.
 - Jennifer noted that she had assumed a cost of \$60 for the Milonga food costs, as the expenses had not yet been sent to her.
5. September 8th - Milonga
 - A. Location: Triune
 - B. MC: Terry Holten
 - C. Food: Linda McFadden
 - D. Teacher: Sabine Ibes
 - E. DJ: Paul Lohman
 - Corinne asked if the venue had been confirmed, and Terry noted that she had confirmed the venue, DJ, teacher, and food resource.
 - Jennifer was concerned that the prior Triune check had not yet been cashed. Terry agreed to encourage Kit to deposit the venue rental checks.

6. Treasurer's Report

- Vanguard Account
 - Jennifer stated that she had not received any communications from Vanguard to-date, and Corinne noted that it had only been 2 weeks since the documentation had been sent in.
 - Corinne expressed frustration at the process of dealing with Vanguard, and Jennifer also expressed her frustrations with the Vanguard situation.
 - Review Current Documentation
 - Board members discussed inconsistent Milonga Venue fees and questioned if venues were guaranteed or could be cancelled. Terry agreed to review venue contracts and initiate 2019 venue negotiations.
 - Board members reviewed the current financial documentation. Corinne noted that although the overall total is -\$1,586, TSOM has prepaid \$1,050 for the Black Box and Holiday Milonga venues.
- ACTION: Terry will review the existing venue contracts and initiate 2019 venue negotiations.

7. Membership Survey Discussion

- Corinne asked if the Board wanted to survey the membership in 2019. Jennifer questioned what we hoped to get out of a survey. Terry noted that initially the Board wanted to know if the membership was satisfied with venues, start times etcetera. Scott Chase felt that the only valuable survey question would be “What attracts you to tango?”. Barb Haselbeck communicated that she thought the survey was to help the Board determine how to host Milongas. Corinne asked if any of the Board members wanted to form a sub-committee to be responsible to develop a survey, Barb and Terry volunteered to be on the sub-committee.
- Jennifer noted that Lois and Sabine have a lot of new dancers, and questioned how to get the new dancers to a TSOM Milonga.
- Board discussed that the 2nd Saturday TSOM Milonga was a marketing tool, Corinne noted that a 2nd or 5th Saturday Milonga would be a marketing tool. Scott communicated that currently the TSOM Milongas are the “Face” of TSOM, and should not be.
- Terry asked the Board if they were as frustrated as she was, by the amount of Milonga work the Board members were responsible for. Jennifer shared that in the past it had not been like that. TSOM members used to assist in the Milonga execution, and in return they would get free admission. Jennifer noted that the change had occurred a few years ago.
- Terry started that Venue, Food, DJ, and Instructor costs have all been going up, and asked when the last time the TSOM Milonga entry fee had been increased. Jennifer said the entry fee had actually been reduced after the membership had dipped a couple of years ago. Intent had been to attract additional attendees and members with the lower price.

8. Board Member Responsibilities

- Corinne asked Board members to take over responsibilities for the Calendar updates and Website Email responder. Barb assumed responsibility for the TSOM updates to the Calendar, and Linda McFadden assumed responsibility to respond to the Website email requests.

9. 2019 Milonga Rotation Planning Ongoing Discussion

- Second Saturday Vs Fifth Saturday Milongas
 - Corinne led a discussion on the July vote to switch from 2nd to 5th Saturday milonga. She shared that she had received a couple of follow-up notes and emails from Board members with voter's remorse. She also discussed Paul Lohman's letter to the Board and noted that he brought up a valid point, as the Board does not have a plan at this time. She does not want the membership to think that the board is lazy, but also appreciates that the Board is tired. Corinne suggested that the Board revote via email, so that all Board members could participate. Barb requested a summary of the pros and cons related to the two options. Corinne agreed to pull this together and email out to all. Board agreed to having the July notes amended with Corinne's email comments.
 - Tom Bischoff asked if the Board had time to vote via email, as venues for 2019 have not yet been reserved. Tom also suggested forming a sub-committee to recruit TSOM members to assist with the Milongas.
 - Scott stated that what dancers want is a good dance (tanda).
 - Jennifer stated that the Board needed a very specific plan to switch to 5th Saturday Milongas.
 - Board also discussed sharing the 2nd Saturday Milonga time slots with others in the Tango community.
 - Charlie Brown asked why the Board still did food, as he had been to great Milongas without food. Charlie also suggested bringing in out-of-state DJ's.
- Pre-Milonga Class
 - Terry Holten shared the feedback that she had received from local teachers, indicating that the pre-milonga class did not help promote them or attract new students. Terry suggested exploring other ways to promote and support local teachers, possibly forming a sub-committee to brainstorm on other ways to help out the teachers.
 - Board agreed to uphold the vote to discontinue the pre-Milonga lessons in 2019.
 - Natalie asked what time the 2019 Milongas should start. Terry suggested that the Milongas start at 8:30 in hopes of attracting additional dancers. Tom discussed holding a practica from 8:30 to 9:30.

10. TSOM Signage at the Loring Pasta Bar

- Terry Holten reviewed Michael Kane's suggestion that TSOM advertise their website and teachers via a small display on the stage at the Loring Pasta Bar on Sundays. Michael received approval from Mateo and Terry received approval from the Loring Pasta Bar Management. Terry could be responsible to bring the signage to the Loring every Sunday.
- Scott offered to show Terry what signage he already has available. Board agreed that existing TSOM card could be used in the display. Board discussed a number of possible displays, and agreed to research options for the next Board meeting.
ACTION: All research signage options.

11. TSoM Outreach Committee

- Lois Donnay contacted Corinne via email and asked Corinne to remind everyone about her State Fair Tango event, and to let all know that participation would be appreciated

- Terry shared Michael Kane's Cork Sister City Update. Michael had met with Cork Tango in July, and they were very interested in the proposition. Cork Tango agreed to discuss in their next meeting in September and get back to us. Terry also noted that Michael had a number of ideas on how to cultivate a relationship, and offered to share Michael's details with those who were interested.
- Tom volunteered to work with Barb on the Outreach Committee.

12. Next Meeting

- Terry noted that the November Board meeting is currently scheduled on Thanksgiving, Board agreed to move the November meeting to November 15th.
- Terry also noted that the December Board meeting is currently scheduled on December 27th, all agreed to leave the December meeting on the 27th.
- The next Board meeting is Thursday September 27th at the Uptown Lunds & Byerlys Community Room 1450 W Lake St, Minneapolis, MN 55408.

Respectfully submitted, Terry Holten, Secretary