



TANGO SOCIETY OF MINNESOTA [TSOM] BOARD MEETING MINUTES

January 25th, 2018 - 7:00 pm

Location: Northeast Minneapolis Lunds & Byerlys Community Room
25 University Ave SE, Minneapolis, MN 55401

Present: Natalie Aiello, Tom Bischoff, Gregory Bringman, Scott Chase, Terri Davis,
Barbara Haselbeck, Terry Holten, Paul Lohman, Linda McFadden, Corinne O'Neil,
Pauline Oo, Janeen Rae, Ray Shudy, Sandra Uri, Jennifer Wang

Absent: Suzanne Doyle, Mark Jefferis

- Welcome/Introductions
 - Pauline Oo asked all Board Members to introduce themselves and detail what they hoped to achieve as a TSOM Board Member.
 - Pauline noted that Paul Lohman had agreed to continue to assist the Board with TSOM Announcements and Membership, and that Gregory Bringman had also agreed to continue to provide IT support.

- Updates from Past President & Board
 - Paul Lohman thanked all 2017 and 2018 Board members for their service.
 - Paul noted that one of his goals had been to increase TSOM membership. When Paul started there were approximately 128 members, and currently there are 162 members. (One short of the all-time high.)
 - Board members asked Paul to detail how he had increased membership, and Paul indicated that TSOM Announcements and Facebook posts had been a driving factor. Paul had communicated why dancers should join TSOM, what TSOM did, and why it should be supported.
 - Paul also initiated the Holiday Party with a discounted entry fee for members. Jennifer Wang also noted that free tickets to the Opera event had also increased membership.
 - Scott Chase suggested that “the financials” – or the price of a TSOM membership - most likely did not affect someone’s decision to be a member.
 - Paul discussed past budget issues, when milongas cost was higher than the funds brought in. One of Paul’s goals had been to balance or break even on the milongas. He noted that TSOM Milonga attendance was up 5% over the last year.
 - Tom Bischoff asked if TSOM tracked which members attended milongas regularly. Board members discussed past and current gate processes. Terry Holten asked why more TSOM members do not attend the Milongas.

- Paul reviewed the 2017 financials, including where funds had been spent.
 - Jennifer provided information on the TSOM bank account and Vanguard account and access concerns. Pauline requested a meeting with her and Corinne O'Neil to address Vanguard access.
 - Janeen Rae reminded the board to note marketing dollars spent – budgets for the past year were not discussed.

ACTION: Pauline will schedule a meeting with Jennifer and Corinne to discuss TSOM financial accounts.

- Board Member Roles & Responsibilities

- How-to/Process Documents
 - Pauline discussed the existing TSOM documentation.
 - Terri Davis reviewed her roles and responsibilities.
 - Paul noted that Terry Holten was responsible to back-up TSOM documentation.
 - Paul and other Board members also discussed documentation that was most likely not needed anymore and could be deleted. (Note: a document exists on TSOM's Google drive that details all current documentation.)

ACTION: Pauline will give new members access to the “Process” documents.

- 2018 TSOM Milongas

- 2018 Milonga Rotation Schedule
 - Pauline shared the 2018 venue, teacher, and DJ schedule – the outgoing Board had set these up and signed venue contracts. Paul said the Masonic Temple agreement had not been completed. Pauline agreed to contact Kit Cusak to finalize the agreement.
 - Pauline stated that she was surprised that the 2018 venues had already been selected; she noted that there are additional locations that could potentially be used. Paul responded that venue contracts could be cancelled 60 days prior to the event.
 - Janeen asked if each Board member could be responsible for all tasks related to one Milonga, Board members would be responsible to request help as needed.
- MC, food, set-up, tear-down jobs
 - Pauline noted that non-Board members could be asked to assist at milongas and that the food responsibilities could be split into set-up and tear-down between multiple people.
 - Terry asked if it was necessary to serve food at a Milonga, multiple board members communicated that food was a requirement. Jennifer reviewed the food budget history. Natalie expressed concerns that non-Board members might not be as responsible as Board members. Terri noted that the Board member responsible for food was just the Chair and could request help from others.
 - Jennifer noted that the Teacher, DJ, Gate Keeper, and food resource do not pay to attend the milonga.
 - Scott suggested that what makes a good Milonga is a good tanda – so food is not a draw.
 - Corinne offered to not only house the food box, but to also stock the food box. (IE Make sure the box always has enough quantities of required items.)
 - Pauline noted that although she likes consistent Milongas, change is also good. Janeen also said that novelty was a good thing.

- February 9th Milonga
 - Location: Triune Masonic Temple
 - MC: Pauline Oo (Corinne O'Neil)
 - Food: Natalie Aiello
 - Teacher: Lois Donnay
 - DJ: Jennifer Wang
 - Sandra Uri and Terri reviewed the Valentine's Day Red Dress history. Pauline stated that a photo of everyone "dressed in red" as requested by some members at past Valentine's Day milongas - was not a TSOM requirement.
 - Paul communicated that the February Milonga is historically a Valentines Milonga. The majority of the Board agreed with him – and Pauline will promote it as such. There was a discussion about red roses and related budget. The Board agreed to give a rose to everyone who wanted one, not just women (as in some years.) Scott noted that if a group photo was taken, it should be included on the TSOM website.

ACTION: Pauline will contact Kit Cusak and finalize the Masonic Temple 2018 agreement.

ACTION: Pauline will make food responsibilities a future topic to discuss.

ACTION: Sandra will purchase 3 or 4 dozen red roses for the February milonga.

- TSOM/ Events & Opportunities

- Airport, Super Bowl
 - Pauline noted that Andreas has been playing the piano at MSP airport for the past 2 years as part of the airport's new arts and culture effort—and on Jan. 31, there was an opportunity for some TSoM promotions. He was playing tango music and two couples were dancing—Ron was half of one couple; Tom noted Rebecca Orrison and Michael Kane was the other one. Pauline wanted to know if the Board thought it was a good idea to handout TSOM free passes and notepads at that event. The Board approved the notepads and TSoM cards, not free pass. Scott gave the cards and notepads to Janeen to give to Rebecca.
- New Ideas
 - Scott shared a document that he had created in 2016, detailing ways to increase the membership in TSOM. Pauline asked all Board members to review and be ready to discuss at the next meeting.

ACTION: Pauline to replenish Scott's supply of cards, passes, and notepads. (They're in her car.)

ACTION: All Board members will read Scott's proposal for the February Board meeting.

- Future Board Meetings

- Pauline asked attendees if they liked the meeting location (Northeast Minneapolis Lunds & Byerlys) or if they preferred the Uptown Lunds & Byerlys location. Pauline has a list of potential meeting locations. The majority of the Board members stated that the Uptown location had a bigger and quieter room.
- Terry has reserved the Uptown Lunds & Byerlys room for the February and March meetings.

ACTION: Pauline will email Terry a list of additional potential Board meeting locations.

- Next meeting:

- The next Board meeting is Thursday February 22nd at the Uptown Lunds-Byerly's Community Room, 1450 W. Lake Street.

Respectfully submitted, Terry Holten, Secretary