



TANGO SOCIETY OF MINNESOTA [TSOM] BOARD MEETING MINUTES

February 22nd, 2018 - 7:00 pm

Location: Uptown Lunds-Byerly's Community Room
1450 W. Lake Street, Minneapolis, MN 55408

Present: Scott Chase, Barbara Haselbeck, Terry Holten, Mark Jefferis, Linda McFadden, Corinne O'Neil, Pauline Oo

Absent: Natalie Aiello, Tom Bischoff, Janeen Rae, Sandra Uri, Jennifer Wang

- February Milonga Review
 - Corinne O'Neil reviewed the February Milonga financials and communicated that there were 44 attendees and a loss of \$237.90. Board members noted that a Milonga had been hosted at Four Seasons the night before, and that Milonga, and the cold weather, may have affected attendance.

- March 10th Milonga
 - Location: Four Seasons
 - MC: Barbara Haselbeck (Janeen Rae)
 - Food: Pauline Oo
 - Teacher: Diana Devi
 - DJ: Paul Lohman

- Future Milongas
 - Venues
 - Board members discussed potential 2019 venues, including a U of M location and the University Club. Pauline asked Barbara Haselbeck, Terry Holten and Janeen Rae to research potential 2019 venues.
 - Pauline will follow-up with the Masonic Temple and confirm the May 12th, July 14th, and Sept 8th Milonga dates.
 - Music
 - Mateo from Rouge Tango messaged via facebook Pauline and asked if they could play at a TSOM Milonga. Board members discussed Rouge Tango's potential fees and music style. Pauline will contact Mateo to get more details. (i.e. what is included in his fee)

○ Timing

- Fran Howley emailed Pauline and suggested a number of potential modifications to future milongas, to potentially increase attendance. Fran's suggestions included:
 1. Earlier start times
 2. Starting with a practica as opposed to a lesson
 3. A meal together (potluck, pizza night)
 4. Shoe and/or clothing sale
 5. Fashion show
 6. Free admission for the first...
- Board members discussed Fran's suggestions. Mark Jefferis liked the idea of starting with a practica, the other board members agreed that a teacher could "host" the practica as opposed to give a lesson. Terry agreed with the earlier start time, and asked if that would increase venue costs, other Board members did not think that would be an issue. Board agreed that Fran's suggestions are possibilities for future Milongas

ACTION: Barbara Haselbeck, Terry Holten and Janeen Rae will research potential 2019 venues.
ACTION: Pauline will confirm the Masonic May 12th, July 14th, and Sept 8th Milonga dates.

○ Assignments

- Pauline proposed assigning one Board member to be responsible for all tasks related to a single Milonga. That Board member would identify TSOM members to assist with Milonga assignments, specifically food. Pauline's goal would be to reduce the current workload of TSOM Board members. Corinne suggested that being responsible for all tasks related to a single Milonga was too much work for one individual, plus she enjoyed working with other Board members. Scott Chase and Barb felt that a Board member needed to be identified as the being responsible for food. The Board agreed that a Board member and a TSOM member could be identified as the food resource. Pauline agreed to email the updated Rotation Assignments to Natalie Aiello, and to ask Board members without assignments to fill in some of the holes.
- Board discussed what were acceptable assignments for Board members, and was agreed that each board member did not have to be responsible to be Primary MC, Supporting MC, and Food, but could (for example) be Supporting MC for 2 or 3 Milongas.
- Scott Chase proposed hosting TSOM Milongas every 5th Saturday (4 or 5 Milongas annually), as opposed to once a month. He felt that with fewer Milongas, the Board could put more effort into making the Milongas more memorable, and thereby increase attendance. Pauline noted that when she started dancing tango, The TSOM Milonga could be the only Milonga in a month, but currently there can be multiple Milongas per week. Corrine asked if reducing the number of TSOM Milongas would upset TSOM members. The Board discussed other potential TSOM events, such as a TSOM Happy Hour. Was agreed to continue this discussion in a future Board meeting.

ACTION: Pauline will email the updated Rotation Assignments to Natalie Aiello, and to Board members to populate.

- Board Responsibilities
 - Meeting Dates
 - Pauline asked how meeting dates were selected and communicated. Board members discussed the TSOM calendar. Was agreed that Pauline would email future meeting dates to new Board members.
 - Terry noted that the November board meeting was currently scheduled on Thanksgiving (November 22nd) and asked if it was acceptable to reschedule that meeting to November 15th. She also noted that the December meeting was currently scheduled on December 27th, and asked if another date would be preferable, possibly December 20th. Board agreed to discuss in a future meeting.
 - Open Roles
 - Terry asked the Board if there were 2017 Board member responsibilities not yet assigned to new Board members, for example the TSOM Calendar. Board agreed that these responsibilities and a responsible resource needed to be identified. Pauline will manage the TSOM Calendar temporarily and identify/approach a board member to regularly take this on.
 - Website Administration
 - Terry also shared the TSOM Website Administration document. She noted that with extensive help from Don Rowe, she was able to complete the draft document. Board agreed that Terry should email the document to Board members for their review and approval.

ACTION: Pauline will temporarily manage the TSOM Calendar and identify/approach a board member to regularly take this on.

ACTION: All Board members will review the Website Administration document and send Terry corrections or approvals by Thursday March 8th.

- Membership Recruitment
 - Pauline brought up Scott's document on increasing membership for discussion. She noted that there are two potential audiences, existing members, and those new to tango. Scott stated that attracting new members is part of the Board's responsibility to existing TSOM members.
 - Board discussed ways to attract new TSOM members, and was agreed that the Board needed to identify candidates and create a marketing plan directed at those candidates.
 - The Board briefly discussed whether or not Ballroom dancers were good candidates, and general consensus was probably not. Although Scott noted that he had started as a Ballroom dancer, and did not feel that they should be ignored as potential candidates. Mark detailed how he started with Ballroom, Swing, Salsa, and Country dancing, before he became involved in Tango, and did not feel that any others form of dance should be excluded.
 - Scott said that the Board needed to determine what attracts people to tango and how to use that information to attract new members.
 - The Board discussed hosting focus groups to determine why existing TSOM members became tango dancers, and using that information to create a marketing plan. Pauline noted that the Board was a focus group in itself, and the marketing process could start with the Board. Was agreed that Board members would come up with potential questions to ask TSOM members (How did you become involved in tango) to discuss in the March meeting. Once specific and clear questions are documented, Board members will go out and ask existing members these questions and the results will be used to formulate next steps.

ACTION: All Board members will create a list of potential questions to ask TSOM members to discuss in the March meeting.

- Next meeting:
 - The next Board meeting is Thursday March 22nd at the Uptown Lunds-Byerly's Community Room, 1450 W. Lake Street, Minneapolis, MN 55408.

Respectfully submitted, Terry Holten, Secretary