



Boulder Dance Coalition

Music, Dance & Folk Culture

6185 Arapahoe Road

Boulder, CO 80303

BDC BOARD MEETING MINUTES – 08-05-21 via Zoom. Larry called the meeting to order at 7:03PM.

PRESENT: Dorothy Vernon, Larry Utter, Susan Smith, Jim Borzým, Chuck Palmer, Bob Warden, Heather McDonald, Caroline Stepanek, Steward Hartman

ABSENT: Susie Reisser

GUESTS: Glenn Krumel, Nancy Ellinghaus, Jim Schwartzkopff

APPROVAL OF MINUTES: 06-10-21 and 06-29-21 - MOTION: Chuck. Bob - 2nd. Approved.

STANDING REPORTS

Treasurer

Working with Glenn, has QB installed, bank access

Working with Chuck, buying new QB, then converting old Mac file

Wednesday, 8/4/2021 - BDC \$12,617, Avalon \$20177 Total: \$32,796

6/9/2021 - BDC \$12,597, Avalon \$17,414 Total: \$30,011

5/6/2021 - BDC \$27,502, Avalon \$12,883 Total: \$40,385

TREASURER: As copied from the agenda:

AVALON MANAGEMENT COMMITTEE: The committee is discussing how to make things more efficient for Jim. Jim is having to issue a lot of fines because of bad behavior by some types of groups. Jim can use his discretion to determine which private parties are more trouble than they are worth. Chuck stated that at least 1/2 of the quinceñearas are problematic because of damage to the building. So are the Tibetans.

Jim can use an assistant. The assistant would be the front end contact with the management, including answering the phone, answering questions, answering emails, and taking care of other immediate needs that disrupt concentrated work. The committee estimates 10-15 hours/week at \$20-25/hour. Jim would continue to handle the back end, e.g., finalizing contracts, invoicing, and accounting. The PR person would also be an event chaperone. With fewer quinceñearas, the need for a Spanish speaker is less important. See attachment 1 for further details. How to pay for this person is a question; the finance committee will discuss.

AVALON REPORT: Cameras are added to the parking lot; many people are using the cameras to find out what happened in the building. Chuck is working on the ballroom design. Steward is working on the stage stairs. 1/2 compact fluorescents in Sodal will be replaced with LEDs.

COVID POLICY: In two separate events (Salsaville and Snowhawk), vaccinated people came to the Avalon, then came down with COVID. These dancers think they were exposed at a large salsa event with unvaccinated dancers. The group leaders notified us.

Motion- Chuck, 2nd Bob: Add to our policy that: Organizers should inform attendees at events that they should notify the organizer if they have COVID symptoms or test positive for COVID within 2 weeks after attending an event at the Avalon. Organizers should then notify the COVID team. Depending on the circumstances (timing, etc.), the COVID team could ask the organizer to notify attendees that they may have been exposed and should get tested. Approved.

CDC guidelines suggest that people should mask indoors based on our current case counts. Some groups, e.g., CFOOTMAD, are requiring masks. Others are not.

GRANTS: Constance Hardesty is willing to help us with grants. She is looking for grants that we could apply for.

- We could apply for a Scientific and Cultural Facilities District (SCFD) grant. Various folks in the community have experience with these; the process is onerous and bureaucratic.
- We could apply for Employee Retention Credit (ERC), which is a federal program to help during COVID.

SIGNAGE: The county does not allow an electronic, changeable sign. Banners are allowed; Heather sent quotes today. We do not know the size or duration regulations for banners; Heather will check.

Manually changeable text signs are allowed. Jim sent a drawing today. We are allowed 150sf of signage; the current sign is 66sf.

A combination of a banner under our main sign with the web site plus vertical banners or pendants seems appealing to several.

OUTREACH COORDINATOR: Needed to prepare for the International Festival next summer. The board agreed to review the job description and think through what we need now, and whether the position should be combined with Jim's assistant for discussion next month. See attachment 2.

DONATIONS ON THE WEBSITE: Dorothy & Larry will work on this.

COMMUNICATIONS COMMITTEE: Tabled until after we have a discussed the Outreach Coordinator.

COUNTRY MUSIC: Heather knows someone who is interested in teaching. The contact needs to become a group member, look at the rental calendar, fill out an application, and contact Jim.

EMAIL RECEPTION: No new issues.

NEW BUSINESS: Bob suggests that the home page should be the calendar. Chuck, Dorothy, & Bob will discuss.

NEXT MEETING: September 2

ADJOURNMENT: 8:56PM. MOTION - Dorothy. 2nd – Bob. Passed.

Respectfully submitted,

Dorothy Vernon, Vice President

ATTACHMENT 1

Assistant to Jim Schwartzkopff

Assistant manager?

Hours per week — 10-15 hours - 3 days a week MWF

\$20 (to start) - \$25 per hour \$200 - \$375 per week

Employee but no special benefits

Answer the phone and emails addressed to Avalon at BDC

New email address Manager @ BDC for Jim Schwartzkopff

Deal with lost and found

Local Person

Answer about dances

Direct people to website

question

Initial questions about rentals and directed to website

Preliminary review of rental request, application review, scheduling review, tours, other event questions.

So when a new event application goes to Jim Schwartzkopff it's ready for pricing and contract.

xx Speak Spanish - bonus

Event staff management. This would happen over several steps.

Work some events as a co-staff

Work some events as sole staff

Work some events as Spanish speaking staff person

Start coordinating event staff

Community Outreach Coordinator Job Description - February 2020

About the Boulder Dance Coalition

The Boulder Dance Coalition mission is to promote public enjoyment and participation in social dance and music. We are a coalition of groups and individuals that owns and operates The Avalon Ballroom, where Coalition members conduct events such as dances, parties, and fitness classes. At The Avalon, participants can learn and enjoy dance and music from many cultures, including tango, swing, salsa, waltz, contra dance, Ghanaian drumming, Zumba, and many more. Visit our web site: <https://boulderdance.org>

Responsibilities:

- Design and carry out an outreach program, including success measurement criteria and metrics collection strategies, that will result in:
 - Better space utilization
 - More member groups and individual members
 - Increased attendance at member-held events that are open to the public
 - A greater feeling of ownership in the Avalon building among attendees at events
 - Increased participation in Avalon work parties
 - Increased volunteerism in the building between work parties
 - Increased community knowledge about the Boulder Dance Coalition and The Avalon
 - Increased financial donations, including legacy giving
- Prepare accurate records and reports on the results of the outreach plan.
- Maintain a calendar of outreach activities, including community events, workshops, appearances and other communication opportunities.

- Prepare an annual budget for community outreach activities.
- Participate in several fun Avalon dance events each week, alternating between organizations.
- Maintain the coalition web site and social media presence.
- Plan and execute the annual International Festival on the Pearl St. Mall.
- Coordinate closely with the Communications Committee, the Avalon Manager, and the Avalon Management Committee, who will provide assistance, guidance, and encouragement.
- Learn about and understand the Boulder Dance Coalition history, mission and purpose, and current operations.

Job Requirements:

- Bachelor's degree or equivalent experience in communications, marketing, business or related fields.
- Preferred experience of 3–5 years within non-profit fundraising or outreach activities.
- Outstanding written communication and presentation skills.
- Comfortable with public speaking.
- Strong experience with analyzing data, evaluating success, preparing reports, and using results to guide future efforts.
- Friendly, enthusiastic and positive attitude.
- Strong knowledge of social media and other basic marketing platforms; WordPress experience preferred.
- Ability to work varied hours, including evenings and weekends, but largely on your own schedule, and sometimes from home.
- This is a new position. We are looking for someone who will take our ideas, and develop a structure and metrics to fulfill our vision for the role. This role will require creativity, perseverance, the ability to work independently, and the ability

to work well with the rest of our Avalon team, including employees, volunteers, and the Board of Directors.

- NOTE: it is not necessary to be a dance enthusiast to fulfill this role, but you will get hooked.