

NM 2025 Dance Festival Planning Meeting

Date:

Sunday, December, 22, 2024. Call to order at 4:02pm

Attendees

- Karen Zakovec President
- Lynn Tillery Treasurer
- Jerry Gilbreath 2nd Vice President for Squares
- Bob Nolen 2nd Vice President for Rounds (virtually)
- Lisa Miller Secretary
- Robert Miller Publicity
- Mary Hoffman Decorations

Secretary's Report:

- Minutes from the previous meeting were distributed prior to the meeting.
- Lynn motioned to approve the minutes, and Jerry seconded the motion. The motion passed unanimously.

Treasurer's Report:

- Lynn reported a balance of \$1963.29 in the checking account. An additional \$3600 is held in the account for transfer to each Board as seed money.
- The USDA yearly dues were paid.
- There are 110 members of NMSRDA, with 21 people registered for the dance.
- Jerry motioned to approve the treasurer's report, and Lisa seconded the motion. The motion passed unanimously.

1st Vice President's Report:

- No Hall of Fame nominations have been received. **Greg** will send a note for Bill Mayberry to send to members.

2nd Vice President for Rounds:

- **Bob** will coordinate with the Ayres regarding the introductory rounds class.
- **Bob** will send the Ayres an updated flyer for them to post on their Facebook account. **Robert** will send Bob the updated flyer.
- **Karen and Mary** will draft an announcement to the State Legislature for May 17th to be recognized as State Square and Round Dance Day, celebrating NMSRDA's 75th anniversary. They are waiting for the new year.

2nd Vice President for Squares:

- **Jerry** will write a letter informing local callers and cuers that they must be members of NMSRDA to call or cue at the festival.

- **Jerry** will inquire about their participation and standing with NMSRDA in order to set the schedule for the dance.
- Callers and cuers will pay registration for the dance.

Flyers & Publicity:

- Robert created a press release for Board review, which contained a typo in the introduction letter. The typo will be fixed before sending.
- Robert created a new flyer with a corrected QR code. He also created a modified flyer that can be posted on “Where’s the Dance” that doesn’t include the caller or cuers information.
- **Robert** will include the resale shop on both new flyers. **Robert** will send both updated flyers to the Board.
- Lisa received a list of State Festival attendees from 2024 from Felicia Harvey.
- **Lisa and Robert** will send flyers to Tom Crisp, Top of Texas, and NTCA. **Jerry** will send contact information and also send flyers to Scott Bennett.
- Bob and Sally need 20 flyers to take to their dances.
- **Karen** will print 250 more flyers (or 500 if the price difference is small).
- **Jerry** will contact local media (KRQE, Fox) about advertising, and Mike Hogan may assist with IHeart Radio information.

Decorations:

- Mary priced decorations. She is planning to use silver and iridescent colors to match our skirts.
- Duke City will let NMSRDA borrow their white tablecloths.
- We proposed having a photo booth at the dance.
- Mary made a motion for a decorations budget of \$200. The motion was seconded by Jerry and approved with all in favor.

Unfinished Business:

- The ASDC contract has been signed, with the hall rental costing \$322.88.
- Duke City approved the Board’s proposal to split the resale profits 80%/20%. The resale shop will be located in the small hall on the carpeted area.
- Saturday Afternoon Schedule:
 - 1:30 – 3:30 pm: High Energy Mainstream in Large Hall
 - 1:30 – 3:30 pm: Plus Workshop in Small Hall
 - 3:30 – 4:30 pm: Mainstream singing call with rounds between tips in Large Hall
 - 4:30 – 5:30 pm: Advanced dance in Large Hall

New Business:

- Lisa made a motion to place a full-page ad in the Hummingbird Hoedown handout for \$40. The motion was seconded by Jerry and approved with all in favor.
- Plans for visits:
 - Wilde Bunch – Monday, January 13th, 7-9 pm
 - Tucson Square & Round Dance Festival – January 17-19 (Lisa & Robert)

- Mid-year State Dance – Saturday, January 18th, 3-5 pm
 - Southwest Super Plus - February 14-16 (Jerry & MaryBeth)
 - Hot Chili Steppers (Corrales) – Sunday, February 23rd, 3-5 pm
 - Rio Rambler (Rio Rancho) – Monday, March 10th, 6:30-8:30 pm
 - Roswell – Talk with Robert Doyle at Mid-year State meeting
- The website is not being updated with new information. Several Board members have sent requests to Jim Groves but have not gotten a response. It will be an agenda topic at the mid-year meeting.
 - It's too early to start publicizing the free introduction to square dance and round dance. Lisa has several free advertising sites that she will send the information to when the time is closer. **Lisa** will also investigate paid advertising options.
 - Robert made a motion to spend \$300 on advertising the introduction to square dance and round dance on Saturday morning of the festival. The motion was seconded by Jerry and passed with all in favor.
 - Lisa proposed sending flyers for State Festival, Spring Fling, and Hot August Nights to individuals who have attended these dances in the past. Larada needs to clear it with the HAN Board and will help cull the mailing list.
 - Bob made a motion to approve sending the three flyers together and split the costs with Duke City Square Dance Club and Hot August Nights. Jerry seconded the motion, and it was approved with all in favor.
 - The mid-year meeting will be January 18th at 1:00 pm at the ASDC hall. The mid-year dance will start at 2:30 pm. Mary will take minutes. The South-West District will host the 2026 festival, and officers will be announced at the meeting. The website will be discussed, and a vote will be taken for Hall of Fame nominees.
 - **Lynn** will create a flyer for the mid-term dance on January 18th at 2:30 pm at ASDC.

Next Meetings:

- January 18, 1:00 pm at ASDC (Mid-Year Meeting)
- February 23, after dancing at Hot Chili Steppers on 4th Street (around 5:00 pm). Location will be confirmed later.

Meeting Adjourned: 5:45 pm

Submitted by: Lisa Miller, NMSRDA Secretary

Date: 12/23/2024