



TANGO SOCIETY OF MINNESOTA [TSoM] BOARD MEETING MINUTES

January 27, 2021, 5:30-7:00 p.m.

Location: Via Zoom

Present: Cathy Petersen, Cino Adelson, Eduardo Drake, Fran Howley, Jack Levi, Kathya Dawe, Mary McKeon, Sandra Agustin, Scott Chase, Shannon Carson, and Terri Davis

Absent:

1. January Agenda Approved
2. December Minutes Approved
3. Treasurer's Report - Shannon

In November 2021, the Board approved an up-to \$2,500.00 transfer from the savings account to the checking account to replenish the checking account.

November 13, 2021 Saturday milonga party receipts of \$430.00 and costs of \$257.00 (DJ music \$200.00, food \$50.00 and Cash Short of \$7.00) produced net income of \$173.00 for this event. Total attendance: 43.

In November, 5 membership payments were received via PayPal, totaling \$125.00 with related transaction fees of \$6.80.

In November, \$207.85 of Indirect expenses were incurred. These expenses were for paper supplies (\$14.72) and dinner for the November 11, 2021 TSoM (Part 2) retreat dinner (\$193.13).

November 2021 net income and expenses:

| | | |
|------|--------|-------------------------------|
| +\$ | 173.00 | November 2021 milonga |
| +\$ | 125.00 | Membership payments (5 total) |
| - \$ | 6.80 | PayPal fees |
| - \$ | 207.85 | Indirect expenses |
| - \$ | 83.35 | November 2021 net income |

Net Loss as of 11/30/2021 was \$589.57

11/30/2021 Checking account balance: \$1,130.42

11/30/2021 Savings account balance: \$11,045.16

December 12, 2021 milonga party receipts of \$3,714.00 and costs of \$5,412.81 (Venue rent \$1,989.77, venue food \$2,288.25, live music \$550.00, DJ music \$200.00,



photographer \$285.00, decorations \$104.79 and Cash Over \$5.00) produced a net loss of \$1,698.81 for this event. Paid attendance: 130. Reported attendance: 142. There were related PayPal transaction fees for this event of \$167.79.

In December, 16 membership payments were received via PayPal, totaling \$400.00 with related transaction fees of \$21.76.

December 2021 net loss:

- \$ 1,698.81 December 2021 milonga
- +\$ 400.00 Membership payments (16 total)
- \$ 21.76 PayPal fees - membership
- \$ 167.79 PayPal fees - 12/12/21 Milongala
- \$ 1,488.36 December 2021 net loss

12/31/2021 YTD net loss is \$2,077.93

12/31/2021 Checking account balance: \$1,142.06

12/31/2021 Savings account balance: \$11,045.16

A transfer of \$1,500.00 from the savings account to the checking was made on January 24, 2022.

January 2022 net loss:

- \$ 00.00 January 2022 Zoom event
- +\$ 250.00 Membership payments (10 total)
- \$ 13.60 PayPal fees - membership
- \$ 232.00 PO Box (01/01/22-12/31/22)
- \$ 405.70 ASCAP (01/01/22-12/31/22)
- \$ 161.93 Zoom license (01/01/22-12/31/22)
- \$ 400.00 Insurance (01/01/22-12/31/22)
- \$ 1.00 Bank charge
- \$ 964.23 January 2022 net loss

01/26/2022 YTD net loss is \$964.23

01/26/2022 Checking account balance: \$1,677.83

01/26/2022 Savings account balance: \$9,545.40

4. February TSoM milonga: decision regarding it being held will be determined closer to the date. Eduardo initiated a discussion on guidelines for cancellation of our milongas; Fran stated the committee will examine the facts / statistics to decide to cancel then recommended the February milonga committee examine the numbers. She recommended that the final decision be made by the board through an email survey.
5. TSoM practica presented by Jack stated the practica day of the week is Saturday morning at 11:00 for 2 hours at the CFPA for a fee of \$16/hour. 4 Seasons's space is \$35/hour. Michael Kane suggested that it alternate with his, but Jack recommended it be

consistently held every Saturday. Jack recommended there be TSoM members (not necessarily instructors) to mentor the practica's attendees. The fee will be ~\$6-8 with a student discount. The practica start date might begin in March. Masked and vaccinated only for attendees. The students (Elise and Christina) are interested in attending our practicas.

6. Midtown Global Market: Eduardo has initiated a conversation with those in charge of space use to have pop-up tango events and other dance groups to create a dance showcase.
7. Membership Report – Kathya: In December, 16 people paid – 15 renewals and 1 new member. In January we had 4 and to date in February we had 6 renewals – a total of 10. We have 169 active / paid members. There will be 17 TSoM members whose membership expires in Feb 2022 and reminders were sent. There were 253 members received a 2021 TSoM activity recap.
8. Sheer Magazine: Scott will continue his work to create ads at \$300 for 2 years ad in a publication with circulation of ~6,000 in print. Fran stated Scott should continue.
9. TSoM meeting times: Fran led a discussion on the start time; Cino moved to change our board meetings to 8:00 to 9:30 am on Thursday. The motion passed unanimously.
10. Fran asked the December committee members to send her summary notes to keep for next year.
11. Board Retreat Discussion Items: Cino stated that she believes the remaining group is too small for a discussion about the points she itemized in a document sent to the board, which is attached as an appendix to the minutes. She recommended there be long-standing committees, i.e. duration of one year and be clear about the role of each committee. Committees can be a way to engage members to join the board. Kathya asked that the role of a committee be clear and defined. Cino suggested that the TSoM board use 2022 to develop a structure for the committee structure as it's a change of mindset for the board to invite members to join in helping the board. Cino suggested a December task team rather than initiating a committee. This discussion was recorded via Zoom with agreement from all in attendance.
12. Adjourn: Cathy moved and unanimously agreed to end meeting at 7:10.

Not discussed during January 27, 2022 meeting:

Covid Waiver - Can our waiver become part of the membership renewal process or for new memberships?



Appendix

Our Mission is to celebrate, support, and nurture a creative and thriving Argentine tango community

WE SEE...

- ***A thriving, welcoming, creative Argentine tango community with strong connections and partnerships with tangueros near and far who dance, play music, teach and learn***
- ***A community of tango lovers who are excited to come together for dancing, learning, laughter, conversation and fun.***
- ***A local, national and global Minnesota hub for Argentine Tango***
- ***An abundance of milongas at which leaders and followers could dance joyfully and as often as they choose.***
- ***A large community of diverse dancers of Argentine tango***
- ***A cohesive TSoM Board guiding a healthy, growing Tango Society and offering many opportunities for members and volunteers to have a positive impact on the tango community***
- ***A deep connection between Argentine Tango and lifelong wellness***

NEXT STEPS

Above is the mission and vision we formally presented at the very successful, well attended Milongala in December. So....now what do we do? We had so many ideas and animated dialogue at the November retreat. As we come to the end of January, its time to put a plan together to continue activating this mission and vision.

Here are my notes from the discussions that focused on ACTION. We broke into three small groups twice to deep dive into six things. We brainstormed ideas, then discussed them as a large group. We selected some and already have some things that have happened (and have more to go!). My suggestion is that we form committees with board member leaders, create brief charters for each committee (what do they do?) and invite members to join a committee (perhaps through an email to members/nonmembers?) and then divide up what's below and assign to different committees...thoughts? Committees can set goals, have budgets, receive dollars, etc.



COMMITTEE STRUCTURE

Yes!! Let's do this...have the following committees (or suggest another grouping), led by a board member with members as committee members. How do we know we've 'hit the mark?' :

- PR/Marketing
- Programming/Events
- Education/Engagement/Outreach
- Membership/Partnerships

DIVERSITY (membership?)

- Think about dancers and musicians
- Exposure for nondancers, radio stations play tango and interviews
- Bring tango dancers to non-tango events
- Need a strategy / committee i.e., diverse skillsets, races, genders, etc.
- Free passes

COMMUNITY CONNECTIONS (engagement or partnership?)

Next Steps to date

- Shannon volunteered to be TSOM liaison with the West Coast Swing community
- Katya → Charles – Tango orchestra

Ideas:

- Partner with Chicago for instructors and workshops, also with Madison, Fargo??
- Reach out to nearby tango communities, community education, community newspapers, senior communities to partner
- Do more popup things/demos at malls, on the ice, senior places

ENGAGEMENT (engagement?)

- Mentoring and partnerships, practicas
- Teachable milonga moments / each choose one
- Committees will engage others
- **PRACTICA'S** Get up and running first and third Saturdays (on hold Omicron)
- **MILONGA'S** More live music, begin earlier every other month

PARTNERSHIPS (partnerships?)

- How do we partner with instructors to start at milongas?
 - International instructors-contact Argentina tourism bureau to support instrutors and musicians. Pay for airfare; sister city to BA or another town, Florenzia
 - Charles group and other tango musicians



- Fred G and UMN, local art foundations, tango endowment, Walker or MIA
- Heartland Tango

FINANCE (this stays with the board)

Goals? Not now...approx \$12K in bank. Break even on milongas. Suggest we spend some \$\$ and maintain \$7K as a reserve fund. Use some of our \$\$ to increase our membership to 1000 diverse members. Gives us \$5K to hire the skill to help us understand how to increase our membership. Committees receive budgets.

OTHER NOTES FROM RETREAT:

- How're we doing today? Wonderful with regard to our circumstances...we have creative people, a depth of tango knowledge, we show up, have great organization skills, we do what we say we're going to do, we have good will and good bookkeeping expertise. We could do better? Professional instructors not involved, turnover of board, we're old, we don't have a networking system in place, our IT and Mktg departments are lacking, we need a Treasurer/CFO type person

Recruitment? Renewal letters, we need more...legal, marketing, people skills, networking, we need social media skills, marketing, technology, communications, back up for the newsletter and website and