Boulder Dance Coalition
Music, Dance & Folk Culture
6185 Arapahoe Road Boulder, CO 80303

Minutes BDC Board Meeting 07-02-26. President Dorothy Vernon called the meeting to order at 5:30 PM via Zoom.

ATTENDANCE: Dorothy Vernon, Chuck Palmer, Steward Hartman, Larry Utter, Caroline Stepanek, Bob Warden, Caroline Fuller, Marshall Shapiro

ABSENT: Susie Reisser, Danny Balgooyen

GUESTS: None

APPROVAL OF MINUTES: 0604-26 – Marshall motion, 2nd Larry. Motion passed unanimously.

STANDING REPORTS

TREASURER: Report submitted by Larry prior to meeting. No discussion.

AVALON MANAGEMENT COMMITTEE: Report submitted by Becky prior to meeting. No discussion.

PROPERTY MANAGEMENT COMMITTEE: Report submitted by Chuck prior to meeting. Chuck provided an update on ongoing efforts to address marijuana odors.

COMMUNICATIONS. Report submitted by Marshall prior to meeting. No discussion other than regarding branding, summarized below.

BUSINESS

ELECTION OF OFFICERS.

President. Caroline F. nominates Dorothy to continue as President. Larry seconds. Dorothy accepts the nomination. Unanimously approved, with Dorothy abstaining.

Vice President. Chuck nominated Caroline F for VP. Dorothy seconds. Caroline F accepts the nomination. Unanimously approved, with Caroline abstaining.

Secretary. Chuck nominates Susie. Bob seconds. Unanimously approved. If Susie chooses not to serve, we'll re-visit next month.

Treasurer. Caroline S nominates Larry. Chuck seconds. Larry accepts the nomination. Unanimously approved, Larry abstaining.

<u>ANNUAL MEETING RECAP</u>. The Board reviewed the results of the annual meeting and discussed ways to increase both in person attendance, and voting for board members.

<u>BRANDING REFRESH.</u> Dorothy reported that she and Heather have met with a number of different website companies, including one that specializes in non-profits. They were very impressed with this company that does both websites and branding. This company advises: They work primarily in WordPress, and recommend we stay with WordPress, given the complexity of our website, although they have ideas on how to simplify process. Any re-branding needs to be completed prior to new website.

The various companies interviewed were unimpressed with our current branding Dorothy recommended the Board consider retaining a company to assist in the re-branding effort, at an estimated cost of $5k.

The Board engaged in a general discussion of the current branding, including its benefits and deficiencies; what the Board hopes to achieve from re-branding of both The Avalon and BDC; the process for a consultant run branding exercise; timing for completion and potential resulting delay in completion of the website upgrade.

Vote: Caroline F: Motion to authorize Dorothy and Heather to make a decision on a company to retain to work on re-branding, with a budget not to exceed $6k, including running a branding exercise involving board members and a diverse representation of BDC members and attendees; with the final branding package for BDC and The Avalon to be presented to the Board for review and approval. Second by Larry. Unanimously approved.

APPOINTMENT OF COMMITTEE MEMBERS. The Board discussed the current process for appointment of Committee members, and whether the current requirement of Board approval hinders recruiting new members for the Committees. No changes were made at this time.

PALMER LOAN.

VOTE: Larry – motion approve $100k principal payment to Chuck. Unanimously approved, Chuck abstaining.

The Board discussed the Finance Committee's proposal that the Board delegate to the Finance Committee future decisions on principal payments on the loan. After discussion, no changes were made in the current process requiring Board approval.

NEXT MEETING & ADJOURNMENT: August 6, 5:30PM. Adjourn – MOTION: Chuck. Steward – 2nd. Motion passed unanimously.

Respectfully submitted,

Caroline Fuller, Vice President

ATTACHMENTS

TREASURER'S REPORT:

	7/1/2026	6/2/2026	5/7/2026	4/2/2026
Chase Bank				
BDC	17,318	17,418	17,471	13,458
Avalon	206,042	181,926	169,487	137,007
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Total Chase	$223,360	$199,344	$186,958	$150,465
Schwab				
Money Market	118,820	118,506	118,157	117,830
Cash	3,890	3,890	3,890	3,842
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Cash + MM	$122,710	$122,396	$122,047	$121,672
Stock	3,504	3,686	3,873	4,097
(to keep acct open: 140 sh Comcast, 5 sh Versant)				
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Total Schwab	$126,214	$126,082	$125,920	$125,769
Alpine Bank				
BD	164,016	131,004	$131,004	$102,709
BD Petty Cash	($3,793)	($3,099)	($3,099)	
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	$160,223	$127,905	$127,905	$102,709
Total all cash and money market (not incl. stock):				
	$506,293	**$449,645**	**$436,910**	**$374,846**

AVALON MANAGEMENT COMMITTEE:

I. Harassment Policy (Short Version) – A more concise harassment policy version that can be easily posted in various studios and the bathrooms needs Board review.

II. Art Exhibits – New art show from the BAA will be up until October

III. Storage - We are still in discussion about determining where to offer more rental storage space which may be hinged on what to keep of Jim's art collection.

IV. Directional Signage – Reviewing uniformity (verbiage, font, color) and need to meet ADA requirements for size and placement.

V. Picture Rails – Woking on installing additional picture rails along the north hallway.

VI. Studio Naming – The committee will review the current studio names and will recommend changes for Board review.

VII. Next Planned AMC Meeting – July 19th at 10:30am at the Avalon.

PROPERTY MANAGEMENT COMMITTEE:

Upgraded lighting controller for front of building wall-wash LEDs.(Chuck)

Review programing for ballroom LED ceiling lights. (Chuck)

Continued work on building plans for future studio buildouts.(Chuck)

Camera system computer

Deleted and rebuilt camera system index due to corruption.(Chuck)

Camera system computer was crashing, assumption, computer was over heating, disassembled and blew out dust. (Chuck)

Ballroom HVAC programing for Cooling Tower operations (a sub-system of the Dehumidification system) (Chuck)

Glass vestibule door closure arm repaired (Tom)

Purchase and sanded picture rails for north hallway (Chuck & Tom)

Repaired Table Cart Wheels - cleaned out to stop dragging (Scott & Chuck)

Repaired Dyson Vacuum (Scott)

Repaired Ballroom exit door crash bar stuck (Scott)

Cleaned cooling coil on RTU (Roof Top Unit) that had quantity of cottonwood fuzz.

AMC (not the report)

Becky and I (Chuck) were reviewing directional signage at the Avalon.

Additional Restroom directional signs

Additional dance rooms directional and identification signs.

NAMING

The sign for the dance rooms raised a discussion. Naming?

Sodal Hall is Sodal Hall — I feel that is fixed in stone

Ballroom is just called Ballroom, it is well known as The Avalon

Ballroom. That works well for me.

Boulder Tango Studio or more recently called Tango Studio but it really isn't. The history that goes with that name (Boulder Tango Studio) even won an award of at least some international recognition. Might be wanting a new name.

Shop — had been identified as future Wilson Studio by me. But not fixed in stone.

BUT... "I" would still like to recognize Alex Wilson but it is a board discussion. Maybe the name could be used some where.

North Lobby / North Hall

Tango Office — at least that is what it had been historically been called.

COMMUNICATIONS:

Attendees: Marshall Shapiro, Heather Szott, Bob Warden

A zoom meeting was held on Wednesday, June 17th to discuss branding, re-branding, consistency of branding, logo, font, messaging, and the new website. There are two parts to this discussion: A) the message, B) the media.

The communications committee hereby makes the following recommendations:

A) The message on the new website should echo the mission statement:

• Join together dance leaders and organizers to create a robust dance community.

• Promote dance—and the physical and mental well-being, social connections, and shared joy it brings—by providing affordable facilities and support for dance and related community events.

• Offer a safe, inclusive, and welcoming space.

• Support life-long learning.

• Value folk traditions and shared cultural experiences.

• Rely on our members and volunteers for success.

• Support dance leaders in creating new opportunities for community enrichment.

• Provide affordable dance spaces

• Volunteering

• The website should tie together the Boulder Dance Coalition and The Avalon.

B) The media is the font, graphics, and logos used by the BDC for the letterhead and signs. It should provide consistency, recognition, credibility, and identity.

The letterhead should include: the logo, Boulder Dance Coalition, and the address. The letterhead should be used on all correspondence and signs.

The signs should include: Boulder Dance Coalition, Presents, The Avalon, Where Dancers Meet, boulderdance.org. The signs will be mounted in the entrance and in all the dance spaces. The signs could be portrait or landscape. The outside sign could be different.

Three options are apparent: 1) use the existing media as is, 2) develop completely new media, 3) tweak the existing media.

The committee recommends working with a professional marketing firm to tweak or freshen the existing media. The committee also suggests that wherever possible, use verbiage that states: “The Boulder Dance Coalition Presents The Avalon” in order to tie together the BDC and The Avalon. The professional firm would then work with all the requirements and suggestions to design the letterhead and signs. Several examples of these would be delivered to the board to vote on for approval.

Suggestions for an updated letterhead and sign are included as separate documents with notes:

BDC Letterhead Recommendation.docx

BDC Avalon Sign Recommendation.docx

Others should be invited to offer an opinion. However, if the new website design is urgent, minimal tweaking is recommended.