



MAY 2025 TSOM MEETING MINUTES

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

Board Minutes

Monday, May 5, 2025 5:30 pm - 7:00 pm

Present: Gerry Girouard, Namita Vatsa Eveloy, Carl McMullen, Luke Doskey, Jennifer J. Holt, Susan Radtke | Shandy Potes Mangra **Not present:** 0 **Guest:** 0

1. Susan moved to approve the May Agenda, March Minutes and Membership Statistics Report via Consent Agenda. Luke seconded the motion. Motion Approved. See addendum for reports.
2. Financial Report: See addendum for reports.
 - a. Re-issued reports with executive summaries and charts have been issued.
 - b. One month per quarter sends the expenses greater due to the Practica space rental.
 - c. 11 memberships were renewed (0 new memberships) through Paypal
 - d. Admin expenses include ASCAP, Domain Network
 - e. 'Prepaid' is currently under Admin and includes all the prepaid expenses for the Gala. We will gain all this back after the event.
 - f. Observation: Susan tracks attendance is down for milongas and practica; attendance is down for practica attendance by a total of 43 people for January, February, and March combined. If we continue on the downward trend we could lose money on the practica this year for the first time.
 - g. Club Express will require a payment of around \$900 which can be paid via Paypal.
 - h. The Gala expense, if allocated as admin/prepaid, puts the budget as about -\$2000. Namita will research and confirm how these expenses should be allocated; however, for best record keeping, Gala expenses should have its own line item.
3. Gerry proposed to approve the April 2025 Treasurer report. Jennifer seconded the motion. Report Approved.
4. 2025 Forecast Projection (Susan)
 - a. We can afford to go forward with Club Express!
 - b. This would give us a net loss of around \$1300 - \$1500 at the end of the year, which our bank balances can withstand! This includes keeping costs stable and investing into Club Express.
 - c. Going to Club Express will increase admin cost annually by approximately \$800
 - d. Is there anything that Club Express can do that we currently do not have to do?
 - i. Mail Chimp will no longer be a necessary expense
 - ii. Looking to add an \$80 per month expense but will be dropping the mailchimp subscription, which overall is about a \$60 difference.



- iii. Website domain costs \$300 per year; This expense will remain because Club Express will host our site, but does not provide the domain.
- iv. Club Express will be more user friendly for all users and will cut down labor (i.e. Membership)
- e. Susan motioned to approve the forecast. Motion approved.

5. Club Express (Carl)

- a. Next Steps: Carl will green light the project. This takes about a month to set up the account. Their graphic design team will help with layout, with inspiration from TSoM's current website.
- b. Clarification: Going to the TSoM website will automatically send users to the Club Express TSoM site. We can then ask Bluehost to delete our current site.
 - i. Gerry wants to be involved to ensure the archived materials are saved. We will test the new site under a Beta Mode before it is revealed to the community.
- c. Should we have other members or just board members be beta testers?
 - i. Have the board start the testing and then bring on selected individuals to do testing, especially our TSoM calendar contributors.
- d. Task Force for Club Express: Carl, Gerry (archives/documents), Susan (membership), Jennifer (graphics)

Gerry moved for TSoM to go forward and use Club Express. Susan seconded the motion. Motion Approved.

6. Membership Report

The Membership Committee asks the board to brainstorm topics, with an overarching theme of supporting and collaborating to grow membership.

- Reach out to Charles and other organizers of the Tango Festival to see how TSOM can help encourage folks interested in tango, new dancers to the space?
 - Tamara/Batlacan is organizing volunteers and milongas
- Cultural agreement reminders: (did not discuss in board meeting)
- Beginners/table and waterfall mixer ideas:
 - This has been done at past milongas
 - The format consists of a tanda that has two lines and invites all levels of dancers
 - Shandy proposes to have a Waterfall mixer for July or August TSoM Milonga.
 - Shandy will set up a beginners table for June milonga.
- Tango volunteer ambassadors/greeters
 - The idea is to have a few ambassadors for a year that post on social media and shepherd new dancers.
 - Comment was given around challenges in acquiring volunteers
 - Idea was brought to have a more informal ambassadorship for each milonga - wear a rose to be the the ambassador for the evening to welcome new attendees.



It is recommended that the Membership Committee flesh out ideas further to bring to board and/or bring one or two for further discussion.

7. Social Media - Luke

Have been monitoring and sent a survey to top contributors which gleaned that TSoM members, organizers and the local community are using Facebook less but they remain on Facebook because it is challenging to find another forum. Facebook challenges include long scrolls and out of town contributors' posts that push down local posts.

To aid in keeping TSoM facebook page relative, actions could include closing the group to non-local members, pin informative posts/upcoming tango events (already happening). Delete or restrict posting non-related Minnesota/Regional, create other groups for nation/world wide posts.

FYI - Club Express does have a social media portion available. This could be looked at further in the future, such as a small fee.

8. Milonga Report:

Jennifer Motioned to Approve Budget \$300 for June/Honoring Milonga hosts' gifts. (\$50 for each honoree, \$50 for gifts/cards) Shandy Seconded the motion. Motion Approved.

Shandy - will look for pictures from various milongas that will be honored

Follow up item after the milonga can be to send TSoM members a final email with photos

9. Practica Report - nothing to report. Committee did not meet but is still planning to have 3 more teachers do mini-lessons. Paul Lohman's rules of the road will be put up on the mirrors.

10. Gala Report (Susan) - nothing to report

Meeting Adjourned

Next Meeting - Monday of June, 2

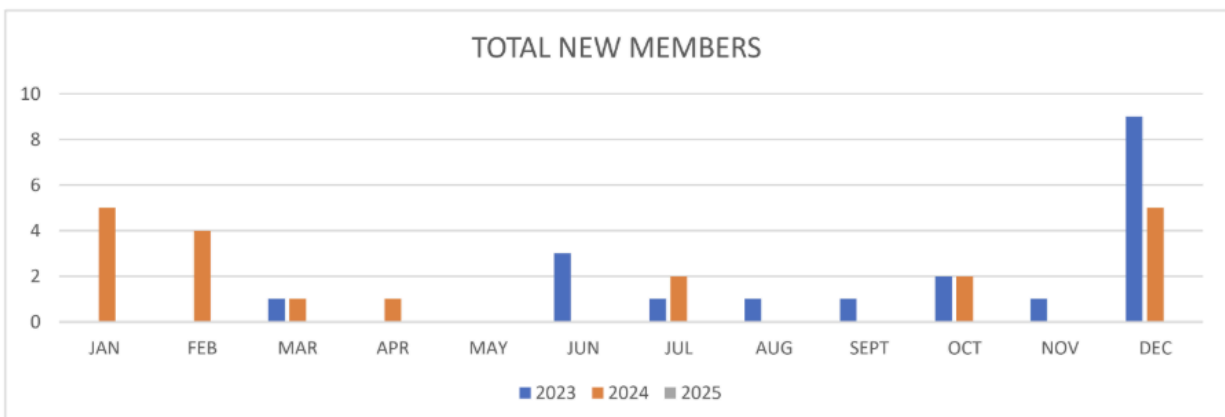
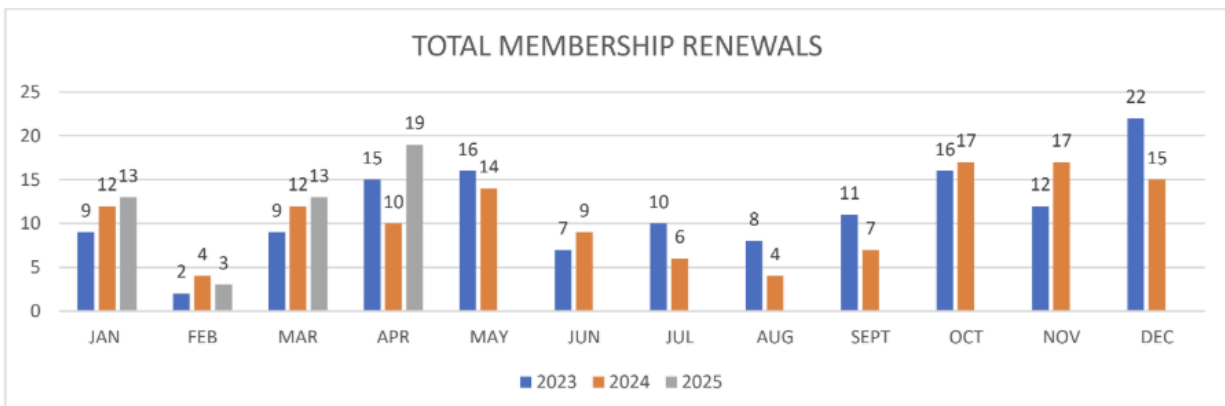
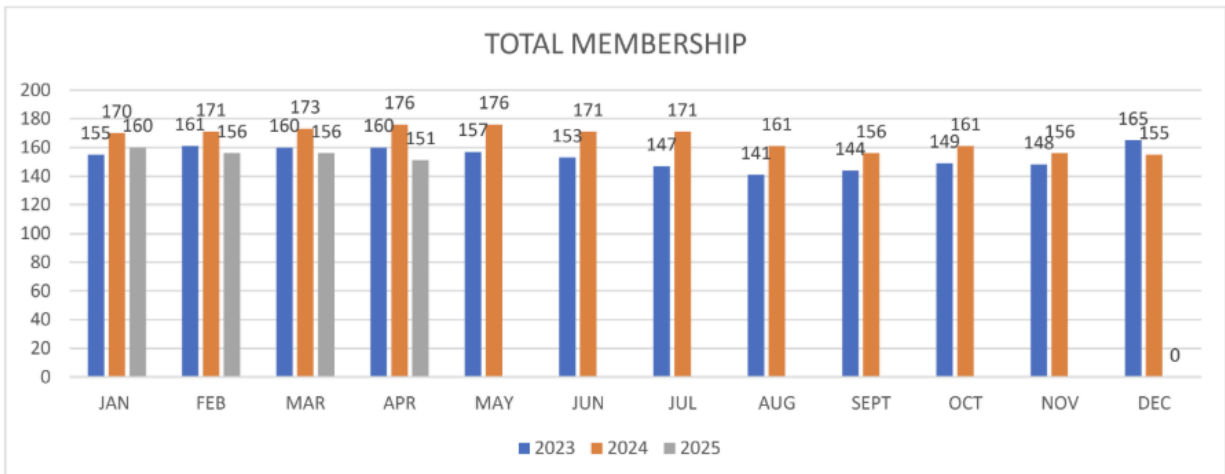


ADDENDUMS

MEMBERSHIP REPORT

11 Membership renewals were received, Zero new memberships

MEMBERSHIP/MILONGA/PRACTICA STATISTICS REPORT April 27, 2025





April Treasurer Report

Executive Summary

Practica

We had a total of 97 attendees across four Practicas in April. Of these 23 were non-members, accounting for 24% of our attendance. Revenue was a total of \$521 in a combination of mostly cash and PayPal. The expenses totaled \$1035.89 for a guest instructor, PayPal expense and pre-paid rent to CFPA. We concluded the month with a negative balance of \$514.89.

Milonga

In April, we had a total 45 attending the Milonga, which included 9 non-members, therefore 20% of attendees were non-members. Expenses for this Milonga totaled \$421.18, with revenue totaling \$330, mostly in the form of cash payments at the door, and a few PayPal payments. We had a loss of \$91.18 for this Milonga.

Membership

In April, we had 11 membership payments, which came in the form of PayPal payments totaling \$275. Membership revenue was a net positive of \$260.04 after accounting for \$14.96 fees charged by Pay Pal.

Admin Expenses

In April, we had several admin expenses for our annual expenses: ASCAP membership, WR Forms, Domain Networks. We also had the monthly expense for Mail Chimp. These expenses were higher than most months, totaling \$888.20.

Gala

In April, we prepaid a deposit to the caterer for \$1000. In January, a payment was made to secure the facility for \$800, so our investment towards the Gala so far in 2025 is \$1800.

TANGO TANGO SOCIETY OF MINNESOTA

FINANCIALS	April
Practica	
Income	\$ 521.00
Expense	\$ (1,035.89)
Net gain/loss	\$ (514.89)
Milonga	
Income	\$ 330.00
Expense	\$ (421.18)
Net gain/loss	\$ (91.18)
Membership	
Income	\$ 275.00
Expense	\$ (14.96)
Net gain/loss	\$ 260.04
Admin	
Monthly Admin expense	\$ (888.20)
Prepaid rent	
Net gain/loss	\$ (888.20)
Gala	
Gala prepaid deposit	\$ (1,000.00)
Gala prepaid catering deposit	
Net Gain/loss	\$ (888.20)
MONTHLY TOTALS	
Gala	\$ (1,000.00)
Practica	\$ (514.89)
Milonga	\$ (91.18)
Membership	\$ 260.04
Admin	\$ (888.20)
TOTALS	\$ (1,234.23)
Checking Balance	\$ 3,534.45
Savings Balance	\$ 16,849.42



TSOM BUDGET ANALYSIS AND FORECAST HIGHLIGHTS:

MILONGAS

2024 TOTAL VENUE COST (FACTORING OUT THE CRUISE)	\$2887
2025 TOTAL VENUE PROJECTED COST	<u>\$2300</u>
ANTICIPATED NET EFFECT	+587

2024 TOTAL MUSIC COST	\$3400
2025 PROJECTED MUSIC COST	<u>\$4000</u>
ANTICIPATED NET EFFECT	-889

Food at \$100/per milonga will result in a negative
(2024 total \$537 vs. 2025 \$1K)

-500

Total differential

-802

PRACTICAS

2024 TOTAL VENUE COST	3014
2025 TOTAL VENUE COST	<u>3707</u>
	-693

2024 TOTAL INSTRUCTOR COST	537
2025 COST (if we have monthly instruction)	<u>450</u>
	87

We are also seeing a slight downtick in attendance, which may result in an additional -200

ANTICIPATED NET EFFECT	-\$806
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ADMINISTRATIVE EXPENSE

-Grants for 2024 were \$400, if we spend \$1K in 2025	-600
-Mailchimp can go away if we get Club Social BUT I could only find \$162 for mailchimp in 2024 – confusing	
ADDED - \$200-1.2K for tax prep – probably less	-1,200
ADDED \$1k for website setup and \$84/mo starting July	-1,550

ANTICIPATED NET ADMIN EFFECT	-3300
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NOTE: IF WE DO OUR OWN TAXES, WE WILL SAVE \$1,000

TANGO TANGO SOCIETY OF MINNESOTA

	BUDGET	YTD	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
MILONGA EXPENSES														
Venue	2300	2206.25	300	300	200	200		200	108.13	98.12	200	300	300	
DJ/Live Music	4000	4000	150	150	550	150		950	150	150	950	650	150	
Food	1000	1004.39	100	103.99	100.4	100		100	100	100	100	100	100	
Paypal	40	40.15		0.91	4.24	5		5	5	5	5	5	5	
TOT MILONGA EXPENSE	7340	7250.79	550	554.9	854.64	455	0	1255	363.13	353.12	1255	1055	555	0
MILONGA REVENUE	4800	4799.09		430	449.09	560		560	560	560	560	560	560	
NET	-2540	-2451.7	-550	-124.9	-405.55	105	0	-695	196.87	206.88	-695	-495	5	0
PRACTICA EXPENSES														
Venue	3706.96	3706.96	926.74			926.74			926.74			926.74		
Guest Instructors	825	450		75	75	75		75		75		75		
Paypal	85	85.06	7.53	7.53	7	7	7	7	7	7	7	7	7	7
Misc.	20	6.69			6.69									
TOT PRACTICA EXPENSE	4636.96	4248.71	934.27	82.53	88.69	1008.74	7	82	933.74	82	7	1008.74	7	7
PRACTICA REVENUE	7000	7013	526	537	550	600	600	600	600	600	600	600	600	600
NET	2363.04	2764.29	-408.27	454.47	461.31	-408.74	593	518	-333.74	518	593	-408.74	593	593
MEMBERSHIP														
EXPENSE (paypal)	150	147.2	17.68	9.52	12	12	12	12	12	12	12	12	12	12
MEMBERSHIP REVENUE	3900	3960	460	250	325	325	325	325	325	325	325	325	325	325
NET	3750	3812.8	442.32	240.48	313	313	313	313	313	313	313	313	313	313
ADMINISTRATIVE EXPENSE														
P.O. Box	256	256	256											
Mailchimp	300	150	25	25	25	25	25	25						
West Bend Insurance	400	0												
Grants	1000	300			300									
Taxes (1099 forms)	200	0												
ASCAP	475	0												
Bluehost, Web	150	0												
Banking Costs	50	0												
Board Retreat	131.17	131.17	131.17											
Misc. (gifts, unanticipated mir	400	6.86	6.86											
Club Blue set up & fees	1550	1548						1044	84	84	84	84	84	84
ADMIN TOTAL	4912.17	844.03	419.03	25	325	25	25	1069	84	84	84	84	84	84
TOTAL EXPENSES	17039.1	12490.7	1920.98	671.95	1280.33	1500.74	44	2418	1392.87	531.12	1358	2159.74	658	103
TOTAL REVENUE	15700	15772.1	986	1217	1324.09	1485	925	1485	1485	1485	1485	1485	1485	925
TOTAL NET	-1339.13	3281.36	-934.98	545.05	43.76	-15.74	881	-933	92.13	953.88	127	-674.74	827	822