



JANUARY 2026 TSOM MEETING MINUTES

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

Board Minutes

Sunday, January 11, 2026 10:00 am - 1:00 pm

Present: Jennifer J. Holt, Ronda Seifert, Kathleen Hannon, Jack Ng, Namita Vatsa Eveloy, and Julie Yang

Not present: Gerry Girouard, Carl McMullen, Clay Van De Bogart **Guest:** 0

Consent Agenda

Since not all documents were ready for approval, individual approval was recommended.

Ronda motioned to approve the January Agenda. Kathleen seconded. Motion was approved.

Namita requested that the December Meeting Minute approval be pushed to February so that she can review gala financials before submitting the financial reporting.

Jack motioned to approve December Meeting Minutes in February (when financials will be included). Ronda seconded. Motion was approved.

December Financials (Namita)

Described the month-to-month deficits and pluses. Some events are losses and some not (for example, the practicas are well attended and overall for the year, end with positive revenue). Practica and membership overall pay for the milongas and gala, which both generally operate at a loss. This year we are about \$1600 in deficit (but we have also incurred costs for the Club Express platform buildout).

Jennifer discussed the timing of financials. The goal at this time is a month-end deadline for financial reporting. Namita noted that the bank statement closes at the end of the month. Having the board meeting on the third Monday gives adequate time for her to complete the financial report. This also allows for checks to clear.

Jennifer asked: If we keep the board meeting on the 2nd Monday of the month, what would be helpful?

Namita needs to receive the amount of money collected, the number of members, number of non-members, number of student attendees and the free attendees. The Treasurer often does not get the deposits in a timely manner (she cannot finish financials until the money is actually deposited). Anyone can make the deposit at Huntington Bank by asking to deposit the money into TSOM's account. We need to have clear instructions for those volunteering for the practica.

Deposit goes to Tango Society of Minnesota (in drivethrough or inside bank).

Key tasks helpful to timely treasurer reporting:



1. Money deposited in TSOM account at Huntington Bank within a few days of practica **and Milonga**
2. Dollar total that is being deposited communicated to Treasurer
3. Numbers reported to the Treasurer: Members, Nonmembers, Free persons, students.

Milonga person: share the numbers, count the money, do the deposit within a few days. We have to have these numbers for reporting required for our nonprofit status. Safety is also an issue of concern - having to carry the cash box to the milonga (to and from their car) can be a concern.

The biggest issue with the deposit is bank hours (cannot use ATM, so we need someone who is available during bank business hours to make the deposit).

ACTION ITEM: Jennifer volunteered to be the person who will take care of the milonga cash box and make the milonga deposit.

ACTION ITEM: Ronda and Jack will be the backup for deposits and numbers for practicas to ease Fran's work burden. The goal is that the financials will be available a few days prior to the board meeting. At the latest, on the day of meeting, financials will be sent to Secretary so the financials can be included in the meeting minutes for the previous month and sent to board members (so can be approved at meeting).

ACTION ITEM: Going forward, Namita will provide financials to Ronda who will then send them out to board prior to meeting.

Communication/Tech Report (Gerry)

Gerry unable to attend.

Club Express - Go Live Feb 1

Jennifer shared background for the communications process (Carl's work). New website background: new website/platform Club Express (mainly automation of many manual processes). Currently, the transfer to the new platform has no project manager. We need to eventually merge into the new platform, the sooner, the better.

Action Item: Jennifer volunteered to be the project manager. Ronda volunteered to help as an admin (see Calendar admin action item below).

Originally, there was the thought that Organizers in the community would pay a fee to be Organizers on the new platform. The idea was discussed to waive the normal membership fee for this first year due to the need for Organizers to spend time learning how to use the new platform. Question asked: How will "Organizer" be defined? Member of the community who is regularly holding events. Currently the monthly amount that TSOM is paying for Club Express is \$35/month (which is less than MailChimp, which will eventually go away). The buildout of the platform was a larger, one-time fee.

Kathleen made the motion to waive membership fees for Organizers for '26-'27 due to the Club Express platform change. Jack seconded the motion. Motion was passed.

Discussed the potential need for training for the Organizers, but training needs are not yet known.



ACTION ITEM: Jennifer and Ronda will split calendar admin oversight duties. Jennifer will discuss with Carl about his coming role after Club Express transition is complete.

Organizers will need to learn:

- 1) How to create Organizer account
- 2) How to create calendar events
- 3) Communication process

Membership Report (Namita)

Namita verbally reports 8 new members in December. We still need to have a membership lead which is now vacant.

ACTION ITEM: Kathleen volunteered to be the Membership Lead.

Committees/Roles Goals

Current Volunteer Needs:

- 1) Mail merge of members readied for upload to Club Express Express
- 2) Milongas (1 board member at every milonga from start to until at least 10PM, Milonga Organizer, Milonga Communication Role)
 - a) Milonga Communications Role (for the year)
 - i) Communications
 - ii) Excel spreadsheet
 - iii) Reminder to DJs
 - iv) Check on venue
 - v) Flyer Coordination with Mariola
 - vi) Getting info placed on FB
 - vii) Confirming food is arranged
 - viii) Bringing the milonga supplies (Jennifer is volunteering to do this part)
 - ix) Milonga Report to board
 - b) Milonga Head of Volunteers for specific milonga dates:
 - i) Gather recruits/volunteers to clean up, food, DJ, food person(s), etc. for each specific milonga
 - c) Board Member that will attend each milonga

Milonga Report (Jennifer)

See milonga volunteer openings above. Discussion about costs for milongas and financial hardship and that one of the benefits of helping is that volunteers get in free.

ACTION ITEM: Julie volunteered for Milonga Communication role.

Club Express will also have a volunteer communication process that may help with organizing volunteers in the future.

ACTION ITEM: Jennifer will communicate the need for additional milonga help to TSOM Membership.



Milonga Signup

ACTION ITEM: Jennifer will send out a link for sign-up for board members to sign up for the milongas.

Practica Report (Gerry)

Not available. Discussion of monthly teacher at the practicas.

ACTION ITEM: Jack volunteered to help with the Practica Committee.

Gala 2025 Report (Jennifer)

Somewhat limited feedback was provided to the board (5 individuals) and it was fairly mixed in the feedback. Due to the conflicting comments, there was no clear directive.

Gala 2026

The Gala started in 2019 with the goal of increasing membership. One goal is to break even financially, if possible.

What are other priorities?

Venue, music, floor, parking, good food. It was noted that Westminster is both affordable and has great ambience. Weather is an issue with a winter gala and we don't have to do the gala in December. Westminster is also usually booked during December. So what about a fall gala? September might be ideal as it would avoid winter weather and summer vacations. Also noted that it would be good to avoid festival weekends. Issue with live music was discussed. How does board decide which musical group(s) will perform? How do we decide? Need to figure out how to keep costs reasonable, support local artists, but also how to do so in a way that is fair and also represents what is best for overall members. Tabled this discussion for a future meeting.

Admission Price for milongas:

Discussion about pricing (keep the same or raise?). DJ vs live music costs. Charge more for live? Perhaps we need to manage change (so it does not feel like too much). We can hold on changing the price for now. Also could make a change to practica pricing (membership vs nonmembers - could help encourage more membership, too). Julie motioned to not change milonga or practica pricing at this time. Jack seconded the motion. Motion was approved.

Organizer Summit:

Discussion about the role of the board. We would like the community of organizations to organize their events cooperatively. We need to meet with organizers to determine how the board can best support organizers in a way that is fair. The summit idea started in 2025, but would like to actualize this in 2026.



Taxes

We do not currently have someone designated to do the next TSoM tax forms, but it is hoped that the person who has done them previously will once again be able to complete them. Item tabled for now.

Action Item:

Jennifer will approve Organizer memberships for board members on Club Express.

Next Meeting - February 9, 2026, 5:30 to 6:30 PM virtual

Meeting Adjourned.



REPORTS

TREASURY REPORT (Namita)

Practica Revenue was a total of \$968 in cash and Paypal payments, with \$14.06 in PayPal fees. There were no guest instructors this month and no rent payments due. We had strong attendance with 21% attendance coming from non-members. This needs to be watched carefully as we get more and more non-members attending.

Membership We had 8 membership payments this month which totaled a revenue of \$200, less PayPal fees of \$10.88. This resulted in revenue of \$189.12

Admin Expenses We had admin expenses of \$35.00 for Club Express fees and \$46 for MailChimp, and a reimbursement for \$39.98 to Don Rowe for the domain. Total admin expenses were \$120.98

Gala Expenses We were able to finalize Gala Expenses. Here is an overview of Gala expenses:

Gala	2025 TOTALS
	Check for \$250 as not cashed so no expenses
Security for Murzyn Hall	
Gala Catering: Fork and Flair including tip for servers	\$ (1,904.04)
Gala Ticket Sales	\$ 5,385.75
Murzyn Hall damage deposit	\$800 security deposit was returned in full and deposited to the TSOM account -
Music: Charles G.	\$ (1,000.00)
Supplies / Decor	\$ (246.84)
Ticket Tailor Fees in banking	\$ (2.55)
Murzyn Hall	\$ (2,359.30)
	\$ (126.98)

Gala	January	February	March	April	May	June	July	August	September	October	November	December	2025 TOTALS
Security				\$ -						\$ -	\$ -		\$ -
Gala Catering				\$ (1,000.00)	\$ -	\$ -	\$ -					\$ (920.04)	\$ (1,904.04)
Gala Revenue Ticket Taylor													\$ 5,385.75
Murzyn Hall security deposit	\$ (800.00)											\$ 800.00	\$ -
Music												\$ (1,000.00)	\$ (1,000.00)
Supplies												\$ (246.84)	\$ (246.84)
Ticket/Tailor Fees												\$ (2.55)	\$ (2.55)
Murzyn Hall												\$ (2,359.30)	\$ (2,359.30)
Net Gain/loss	\$ (800.00)	\$ -	\$ -	\$ (1,000.00)	\$ -	\$ (3,728.73)	\$ (126.98)						



MEMBERSHIP REPORT (from Namita)

8 new members in December (see summary above).

PRACTICA REPORT (Gerry)

To Come

COMMUNICATIONS/TECH REPORT Gerry

To Come

MILONGA REPORT (Jennifer)

Gala Report

Feedback from 2025 Gala from community:

- **If you chose to not purchase a ticket for the Gala**, we'd love to know what factors were involved in that decision. Don't drive at night, dance floor was too crowded last year and thought it would be the same, only attend events at Four Seasons, several conflicts of events, didn't want to pay all that money to sit (from several followers).
- **For those who attended**, it would be very helpful in our future planning to have your opinions on some or all of the following.
 - **Advertising** of the Winterland Gala
 - Didn't like the ad that said only 9 tickets left when the website showed more than 50 tickets left.
- **Registration** process (ease of payment) Easy and convenient
- **Price** of tickets Some felt the price was too high for the venue and the food
- **Venue** Most WHO CHOSE TO RESPOND DID NOT LIKE IT. NOT ELEGANT ENOUGH FOR A GALA
- Location, parking
- A few thought too far for location; parking excellent though one person fell on ice in parking lot (not hurt)
- **Dance Floor**
 - **Loved the big floor**, some found it sticky, chair set up made capaceo's difficult ; another said the opposite!
- **Bar**
 - Poor wine; poor ambiance, good prices, nice to have
- **Decor and ambiance**

TANGO TANGO SOCIETY OF MINNESOTA

- Excellent with many comments thanking Sandra and Janeen
- **Catered Appetizers**
 - Most very negative. Poor in comparison in past years. Poor presentation.
- **Dessert Buffet**
 - Pumpkin bars exceptional as well as chocolate
- **Live Music with Charles Gorczynski's Quintet**
 - All Positive comments
- **Was there something you particularly loved about the whole event?**
- Big dance floor!
- **Are there changes you'd like to see TSoM make regarding the Gala?**
 - Create a way to balance out followers and leaders. Don't just sell and sell to cover costs.
 - Pitchers of water on each table.
 - Never use this venue again
 - The club's budget button line keeps increasing, use some of it for an impressive gala
 - Go back to Westminster or Summit Ave.
 - Charge less \$ so more people can attend
 - Several said that TSoM should not try to come out even financially but commit to something
 - Really nice
- QUOTES
- 1)"I think that the yearly gala is a wonderful event that **needs a home. One place, every year.** The effort that goes into finding new venues each year not only requires a lot of time, but results in too many variables and potential pitfalls. Sometimes it's a hit, sometimes it's not. Certain aspects of the gala are great, others are not. The advantage of having the same venue is that it's not only predictable, but it can be improved each year, making it better each year. Having the same negotiating party (the owner of the place) would make it easier to obtain what we need because they appreciate our business and they want to help us. Predictable doesn't mean boring, if we improve upon the prior year. So now the question is: Where? Well, I think the 2 best places are last

year's mansion on Summit and the 4 Seasons. I know they are very different but they both offer what I think a lot of people are looking for (of course that needs to be verified).

I don't know too much about the Summit mansion but I do know a lot about the 4 Seasons. People love that place and, as Mala Yunta proves it each month, it can be transformed into whatever the imagination takes us. If space in the front room is an issue for 150 people, I would do away with the orchestra and have the dj music playing simultaneously in both rooms. If the orchestra is too important to give up, we could have them play without dancing to accommodate 100++ people in the front room and then the DJ would take over for dancing in both rooms."

- 2) "Thank you for asking for my feedback on this weekend's gala. I want to share my thoughts honestly and with good intentions, in the spirit of being constructive and helpful. One of the first things that stood out to me was the venue. In past years, the ambience felt more elevated, and I really missed that this time. The atmosphere truly matters for an event like this! Food was another important factor. Last year set a very high bar, but I wondered why something similar couldn't be replicated, either by working with the same team or taking a comparable approach. Unfortunately, I found this year's food disappointing. Involving talented cooks and bakers from within the community might be one way to both save on costs and improve quality. I also know there were some challenges with marketing and communication, which can certainly be improved going forward. **Timing may be worth reconsidering as well.** December is a very busy month and the colder weather is a factor. Late November, or possibly swapping December calendar dates with Alma Milonga, might be worth exploring. From a value standpoint, **given the ticket price, I expected a bit more overall.** While the live orchestra was lovely, **I would have been comfortable with a DJ if it meant a more appealing venue.**
- 3) "My most favorite Gala ever."