

Draft Minutes of EOSARDA Board Meeting - February 20, 2011

Attendance:

Gavin Currie, Barbara Dennison, Paul Dennison, Andy Himberg-Larsen, Chuck Langtry, Nancy Morgan, Richard Sharman, Bob Summers, Bruce Warner, Linda Warner, Dave Western, Pearl Western

Regrets:

Cora Calwell, Don Clingin, Jean Clingin, Billi Langtry, Karin Nikischer

1) Call to Order and approval of Agenda

- a) The meeting was called to order at 1: 30 PM. Welcome to Richard Sharman as an observer.
- b) Approval of agenda

The draft agenda was amended to include Donation to Heart and Stroke under New Business as item (e) and Payment to Callers for Winter West as item (f). (**Appendix 1**)

2) Opening remarks - Dave Western

Good afternoon everybody, thank you for taking the time to attend this meeting. I would like to welcome Richard Sharman as an observer.

Five of our colleagues cannot be here this afternoon and have sent their regrets. However, we have a quorum for today's meeting. The absence of so many Directors underlines once more the need for additional Directors. We are facing a serious challenge with our declining enrolment and need all the help we can get to turn things around.

3) Approval of Minutes, January Board Meeting - Pearl Western

The minutes for the Board meeting of January 16 were approved without change.

4) Correspondence - Pearl Western

We have received a note from Marilyn Collins of Meri Squares to thank us for the financial assistance for their promotional activities of square dancing.

5) Reports

a) Operations Committee

i) Financial Report - Bruce Warner

.. available on request

ii) Registrar's Report - Linda Warner

I am pleased to report that we have had an increase in membership: 9 dancers and 1 club, Montreal Area Dancers (MAD), with Don Moger at the helm. This means that he can now access all the rights and privileges as other clubs.

As of this date there are: 34 registered clubs,
4 registered associations

1076 registered dancers including 33 callers and cuers down from 1145 for 2009.

There are 45 new dancers included in total registrations down from 88 in 2009

I am hearing by the grapevine that there may still be a few dancers yet to be processed, therefore this may not be my final report for 2011 dance season.

Respectfully submitted
Linda Warner
Registrar

Bob Summers said that he will double check the membership when he polls clubs for graduation.

b) Dance Committee - Gavin Currie
Chuck gave a report on Frosty Fling. (**Appendix 2**)

Bob Summers commented on the poor quality of sound in the Round Dance room. There was a clarity issue with the Cuers' voices.

David congratulated the organizers on a good dance.

c) P, P and P Committee - Barb Dennison

Winterwest – Kanata, Goulbourn, West Carleton – Feb. 5, 2011

This was to be a large community event. It was an initiative of the Kanata Chamber of Commerce. The Winter West committee would promote & advertise your event.

Our event was posted on the Winter West website in January, 2011. EOSARDA advertised on websites: Kijiji, Facebook & the EOSARDA website. Event: To introduce Modern Square Dancing to the public & to enjoy a fun filled afternoon with our Callers - along with an afternoon of great music. Wendy Vandermuelen, Andy Himberg-Larson agreed to participate.

Wendy & Andy were set-up & ready to go at 12:30 pm. We had 0 visitors to our hall.

What went wrong??

There was no advertising by Winter West – prior to the event. There was no signage at our location. There were only 7 events posted on the Winter West website for February 5&6. Winter West coincided with the opening week-end of Ottawa's famous "Winterlude". Outdoor Weather was excellent on both days.

Recommendation:

That we fully research each & every community event prior to becoming involved – there are many unknowns with no guarantees.

Finale

A WinterWest article appeared in a local paper – dated Friday, February 11, 2011 – after the event. The Chairperson for Winter West has been contacted & has agreed to reimburse us for the hall.

Good news:

Square Times has transitioned successfully from Chuck & Billi Langtry to Nancy Morgan.

Opportunity knocks:

We have received a request, for a Caller, from a committee member for the Cumberland Heritage Village Museum. They are hosting an extensive festival to celebrate the 35th anniversary of the Museum. Plans for this event have not been finalized as yet. The tentative date is May 28, 2011. The Callers will be Wendy VanderMuelen and John Charman.

The Lindenlea Community Association has requested the assistance of a Caller for a special evening of square dancing. The Caller, for this event, will be Graham Ingram.

d) Club Liaison Committee - Bob Summers

Award Certificates will handed out at the Swinging B's 35th Anniversary Dance in March. (Andy and Barb will do the honours.)

Clubs will be contacted regarding visitations by EOSARDA at their new dancer Graduation/Celebration night. (Emails have already gone out since this was announced.) Capital Steppers will be celebrating a big anniversary this spring. We are waiting for some official information on this.

At Bruce's request, David is doing the broadcast bulletins in place of Bruce.

e) IT Committee - Bob Summers

See Web Site Renewal Report under Old Business.

f) Festival 2014 - Dave Western

Following a careful review of the draft contract with the OCC, Wendy and Dave met with Dawn Wilson, an Account Manager for the OCC. We went over the contract in detail and discussed a number of problems with the draft document. For instance there was a clause that would have prohibited the installation of temporary flooring and another that would have prevented us from selling souvenirs and programs. Dawn agreed to all of our requests for amendments. An amended contract will be sent to Wendy shortly for her signature.

The Festival Organizing Committee is pushing ahead with its plans for a dance in July to be held at the OCC. The dance will be called "Countdown to Festival 2014".

g) OACA Report - Andy Himberg-Larsen

Electronic Copy of Report not yet received (Appendix 3?)

h) RDTA Report -

Nil report.

i) Hearing Assistance Working Group - Barb Dennison

Supplier – Neil Bauman – Hearing

| | |
|---|---------------|
| Ordered 20 – Deluxe FM systems | US\$ 2,837.14 |
| EOSARDA Subsidy @25% | US\$ 709.28 |
| TOTAL COST/CLUBS&DANCERS | US\$ 2,127.89 |
| Deposited in Bank (02/10/2011) | US\$ 2,225.93 |
| Difference: US\$ 2225.93 – US\$ 2,127.89 = + US\$ 98.04** | |

**19 dancers owed C\$1.60ea. (C\$30.40) (exchange was C\$1.35 and we collected C\$2.95)

** Balance of US\$ +67.64 - EOSARDA

To be paid - EOSARDA subsidy \$US 709.28 (+exchange rate of 1.0142 as of 2/18/2011).=
\$C719.35 (\$10.07)

Bob suggested buying Tele-coils for those people with hearing aids to use with the receivers instead of ear buds. Dave asked the working group to check out the price of these coils and report back to the Board at the next meeting.

David will write a congratulatory note for Square Time on the success of this venture.

Barb was congratulated by the Board for the success of this endeavour.

6. Old Business

a) EOSARDA Eagles - Dave Western

Plans for the Eagles are moving ahead. We may even have our first engagement but this has not yet been confirmed.

At the present time we have two Callers and 26 dancers on the team. Ideally we should have 4 full squares of 32 dancers to ensure that we can put 2 squares on the floor at an event.

A first newsletter has been sent out to team members (**Appendix 4**), seeking their input on various issues that the team needs to address, training, dress, etc. It is likely that there will be a team meeting in the very near future

Bob felt that no practice time is needed. David felt it would be necessary if Callers weren't available and the team had to dance to CD's.

b) Venue for April Council of Dancers - Dave Western

The Board agreed that the venue for the April 17 Board meeting and the Council of Dancers will be the Presbyterian Church Hall in Prescott. The Board meeting will convene at 11:00 AM and the Council will begin at 1:30 PM. Dave will send out the broadcast message to all clubs in early March advising of this decision.

c) Project Plan - Web Site Renewal - Bob Summers

Bob presented a discussion paper on the need to redesign the EOSARDA website. (**Appendix 5**) He then discussed ways in which he felt the website could be improved.

Nancy said that some web designers will provide their services for free to charitable and not-for-profit organizations. Bob said hiring a designer would mean massive work to detail and organize our needs in order for the designer to the job.

Dave suggested setting up a Website Renewal Working Group. The Board agreed with this approach. Bob will chair the Working Group. Chuck, Barb and Dave volunteered to serve on the Working Group. The group will look for expertise among dancers who are not on the board.

d) Graduation 2011 - Bob Summers

Bob is ready to send out an email to the clubs asking for the names of their new dancers and whether they are planning a graduation ceremony and would like Board member to attend.

e) Use of Groupon or equivalent for recruiting new dancers - Billi Langtry

Nil report.

f) Use of outside Sponsor to promote Square Dancing - Barb Dennison

North Bay

My understanding is that several years ago, the North Bay Club approached the City of North Bay Parks & Recreation Dept. The City sponsored & advertised a couple of large Square Dance events for the local Club. Apparently some of the school boards also sponsored events for North Bay folks. The Club's name is "the Gateway Gliders". They continue to be an active club. You see them traveling to some of the dances in Ottawa and surrounding areas.

This club, at some point, lost their caller. They loved square dancing & decided to build a club on their own. The club meets weekly & they use CDs by professional Callers for teaching & for dancing. They are registered with the Northern Ontario Square & Round Dance Clubs. The club provides basic, mainstream, plus & more. They have 2 clubs listed. One club seems to be a C1, C2 club.

Laurentian Squares – Sudbury. This club advertises that they do use tapes in lieu of a Caller. However some clubs use tapes for teaching basic dancing only.

I think, it is apparent, that we need to approach our City to promote & sponsor basic dancing for the teen & young adult groups. It is realized that it is difficult to find available Callers – as they

are all very busy. However, if we want square dancing to continue for years to come & if we are truly interested in modern square dancing then we need to move forward quickly.

Dave said a team leader and a detailed plan is required before the City is approached. He needs a commitment from a team leader (instructor) to run with it. Barb volunteered to act in this capacity.

5) New Business

a) Roles and duties of the Standing Committees

Dave circulated a document from last year outlining the roles of the standing committees (Operations, Dance, P,P and P, IT, Club Liaison and Finance) as approved by the Board at the time that the committees were established. (**Appendix 6**) After some discussion, this document was amended as follows:

Dance Committee

The Dance Committee is responsible for planning, organizing and running all EOSARDA sponsored dances.

Operations Committee

The Operations Committee is responsible for overseeing the financial activities of the Association; setting Board priorities; planning Board activities; scheduling Board and Council of Dancer meetings, and setting their agendas; ensuring the election of Officers and overseeing the operations of the Standing Committees. The Operations Committee will be composed of the Officers of the Board.

The IT Committee

The IT Committee is responsible for the development and maintenance of the Association's Web Site; ensuring that a responsible person is selected to carry out the functions of a Web Master; overseeing the activities of the Web Master; and providing the Web Master with advice and guidance as required. Upon request, the IT Committee will provide advice and guidance to Clubs seeking to establish, up-grade or maintain their own web sites.

The Publicity, Promotions and Publicity Committee

The P, P and P Committee is responsible for researching opportunities to publicize Square, Round and Line Dance activities across the region and for planning, organizing and coordinating the Association's involvement in such activities, including the Association's annual Square and Round Dance Week activities. The P, P & P Committee is also responsible for providing the IT Committee with content for web pages, advertising brochures, etc. and up-dating such information as required.

In addition, the P, P and P Committee is responsible for ensuring the regular publication and distribution of Square Time and will oversee the printing and distribution of such pamphlets, flyers, banners etc as the Board may determine to be required. This committee will also provide

standard advertising layouts in “camera-ready” format for Club use. The Editors of Square time are members of this committee along with any other interested Board Members

Club Liaison and Recognition and Awards Committee

To be discussed at the next Board Meeting.

b) A First Look at the EOSARDA Constitution

Deferred to the next Board Meeting

c) 2011 Dance Dangle Application Form

The EOSARDA Dance Dangle application form requires amendment as it does not reflect recent changes in the number and names of the EOSARDA-sponsored dances. A revised form was approved (**Appendix 7**). Dave will circulate it to all clubs via the Broadcast system and Nancy will ensure that a copy of the revised application form and guidelines appears in Square Time.

d) Policy on Bereavement Announcements

Following discussion, the Board adopted the following policy on bereavement announcements:

Provided that it is made aware of the event in a reasonable timely manner, the Board will send out a notice of bereavement by way of the Broadcast message system when:

- a registered dancer, Caller, Cuer or dance instructor or his/her spouse passes away;
- a previously registered dancer Caller, Cuer or dance instructor or his/her spouse passes away;
- the son/daughter/mother/father of a registered dancer, Caller, Cuer or dance instructor or his/her spouse passes away.
- a non-dancer who is well known to the dancing community passes away.

Notices may also be sent out regarding the passing of close relatives of past and present Board members and serving Club presidents where the Board or past Board member is well known in the dancing community.

Notices will not be sent out for siblings, cousins or other relatives of non-Board members

At the discretion of the editor or Editors, the passing of well-known past and present dancers, Callers, Cuers and dance instructors may also be acknowledged in Square Time, where suitable and sufficient information is available in a timely manner.

e) Donation to Heart and Stroke

A motion was made by Chuck and seconded by Paul to raise the donation to Heart and Stroke to \$1000 by having EOSARDA add \$223 to the amount realized through the sale of used dance clothing at Frosty Fling. The consensus was that there was no prior commitment from the Board to do this, the dance had not been promoted as a fund raiser and the Board has other spending priorities at this time. The motion was defeated.

f) Payment for callers for Winter West

Barb advised the Board that the Winter West organizing committee has agreed to reimburse EOSARDA for the cost of renting a dance hall for this failed event. She also stated that two

Callers had spent the whole afternoon waiting for someone to show up to dance, but no one did. In her opinion, this was due to the organizing committee's failure to provide proper publicity and signage. A Motion was made by Barb and seconded by Bob to compensate Andy Himberg-Larsen and Wendy VanderMeulen \$50 each for their efforts at Winter West.

There was some concern that this would constitute a precedent and that EOSARDA was not intended to cover such losses. However, it was also recognized that this event was intended to promote Square Dancing and that the Callers were not responsible for the lack of attendees. There are times when expenses like this are the right thing to do. The motion was adopted.

6. Other Business

Nil.

The meeting was adjourned at 4:30.

Appendix 1
Amended Agenda - EOSARDA Board Meeting February 20, 2011

Date: Sunday, February 20, 2011

Time 1:30- 4:00

Place: Main Floor Board Room, Ottawa Citizen's Building, Baxter Road, Ottawa

1a. Call to Order

b. Approval of agenda

2. Regrets and Opening Remarks – Dave Western

3a. Approval of Minutes, January Board Meeting – Pearl Western

4. Correspondence - Pearl Western

5. Reports

a) Operations Committee

i) Financial Report - Bruce Warner

ii) Registrar's Report - Linda Warner

b) Dance Committee - Gavin Currie

c) P, P and P Committee - Barb Dennison

d) Club Liaison Committee - Bob Summers

e) IT Committee - Bob Summers

f) Festival 2014 - Dave Western

g) OACA Report - Andy Himberg-Larsen

h) RDTA Report - Jean Clingin

i) Hearing Assistance Working Group - Barb Dennison

6. Old Business

a) EOSARDA Eagles - Dave Western

b) Venue for April CoD - Dave Western

c) Project Plan – EOSARDA Web Site Renewal – Bob Summers

d) Graduation 2011 – Bob Summers

e) Use of GROUPON or equivalent for recruiting new dancers – Billi Langtry

f) Use of outside Sponsor to promote Square Dancing – Barb Dennison

5. New Business

a) Roles and duties of the Standing Committees (Operations, Dance, P,P and P, IT, Club Liaison)

b) A First Look at the EOSARDA Constitution

c) 2011 Dance Dangle Application Form

d) Policy on Bereavement Announcements

e) Donation to Heart and Stroke

f) Compensation to Callers for Winter West

6. Other Business

Appendix 2

Dance Committee Report - Frosty Fling

On February 5, 2011, over 170 dancers gathered at Mother Teresa High School in Barrhaven to enjoy a night of Basic & Mainstream Square Dancing and Easy Level Rounds. The square dancers were kept movin' and groovin' to the energetic calling of Paul Adams and Brian Crawford, while the round dancers were glidin' and slidin' to the wonderful cueing of Jean Clingin and Gerry Sawtell.

A big Thank You to Bob & Gabrielle Forsyth, Noel & Mary Allen, Mike & Marylene O'Donnel, Winston & Ann Babin, George & Sharon Morrow, Les & Valerie Goodwin, and Wayne & Diane Boone, all from the Village Squares, for their wonderful support of Frosty Fling 2011. Their muscle power for setting up chairs, tables, signage, etc. was accomplished in short order, and their management of the sign-in and Share the Wealth tables went like clockwork. And what a great job they all did when it came time to put everything away. You guys were terrific.

Thanks also to Ann & Brian Gibbs for setting up and putting away the coffee, tea and other refreshments, Bruce & Linda Warner for getting the Share the Wealth table up and running, and Marguerite Summers for taking care of ribbon sales and returns.

Thanks also to Dave & Pearl Western for welcoming all the dancers as they arrived.

With approximately 170 dancers from 21 Clubs, we were able to offer 3 envelopes of \$56.00 each from the Share the Wealth sales. As well, through the efforts of Judy & Steve MacPhee and their team, through the sale of gently used clothes, we were able to raise \$777.00 for the Heart & Stroke Association. And, by the looks of the wonderful pictures recorded by Chris & Nancy Morgan, which can be seen on our EOSARDA Facebook page, everyone who attended had a great time. We also received a Gift Certificate for \$25.00 from the Loblaws @ College Square which covered the cost of most of the cookies and milk.

So, with our thanks to all EOSARDA Board Members, The Village Squares, volunteer helpers, and our dancers, for coming out and supporting our Frosty Fling 2011, this event will go into the books as showing a profit of over \$600 and therefore, by all accounts, a very successful event.

Billi & Chuck Langtry
Conveners, Frosty Fling 2011

Appendix 3
OACA Report

Report not yet received.

Appendix 4



EOSARDA EAGLES News and Views #1

13/02/2011

A) Dance Team Objectives

- to promote and publicize Square Dancing across Eastern Ontario
- to encourage the improvement of dancing skills

B) Background

Every year EOSARDA receives a number of requests for demonstration dances at various venues ranging from the Central Canada Exhibition through local fairs to street festivals. These requests are passed on to the Callers' Association, since without a Caller the event cannot take place. If a Caller is available he or she will usually recruit dancers from their club or clubs as appropriate. But Callers are few in number and they are very busy people. Although they do their best to respond favourably when they can, they cannot always respond positively to these requests. Consequently a number of these requests go unfulfilled every year, and we lose valuable publicity opportunities.

Even when a Caller is available, it can prove difficult to find sufficient dancers with the appropriate dancing skills to meet the needs of the event eg last summer's Senior Games in Brockville. EOSARDA is not in a position to help under such circumstances since the Association does not have a comprehensive list of registered dancers and their skill levels.

We have many very good dancers in Eastern Ontario. But smaller clubs and Basic/Mainstream clubs may not be able to expose their dancers to the full range of dancing skills. Encouraging the continued improvement of dancing skill is one of EOSARDA's goals.

EOSARDA is hoping that the formation of a regional dance team composed of reasonably competent Plus or better dancers will help us to redress these difficulties.

C) Dance Team Members

Dancers

- | | | |
|---------------------|------------------------|----------------------|
| 1. Ableson, Bill | 8. Hartin, Barry | 15. McMillen, Gay |
| 2. Bartlett, Shae | 9. Hartin, Fran | 16. Saunders, Maggie |
| 3. Benson, Dean | 10. Kopustas, Margaret | 17. Smith, Kevin |
| 4. Benson, Shirley | 11. Kopustas, Nelson | 18. Smith, Lauraine |
| 5. Collins, Marilyn | 12. Langtry, Billi | 19. Warner, Bruce |
| 6. Goodman, Helgi | 13. Langtry, Chuck | 20. Warner, Linda |
| 7. Goodman, Sharen | 14. Levesque, Leo | 21. Western, Dave |
| | | 22. Western, Pearl |

Callers

Himberg-Larsen, Andy
VanderMeulen, Wendy

D) Refining the Team Concept

At this point the team is just a concept. The members of the team will have to define how it is to operate and what it is to do. This will be an iterative process that will have to be constantly refined as experience is acquired and we find out what works and doesn't work. Hopefully the team will grow as it becomes better known and more experienced. There are a number of issues that team members need to address. The more pressing ones are:

- What should be the team structure?
- Should we get together to talk things over and get the team started?
- Should we have a team costume? If yes, what should it look like?
- In what kind of events should the team participate?
- How often should the team meet for practice?
- If we are going to practice where and when should this take place?
- Are we prepared to dance to cued CD's in the absence of a Caller?
- What is the minimum lead time for us to accept an invitation to perform?
- Should there be a charge for our services?

Since this is a cooperative effort, I would love to hear your thoughts on these and any other issues that occur to you. Please respond by return e-mail on or before March 1 and copy the other team members. I will compile the responses and share the results with the team.

Dave Western
President
EOSARDA

Appendix 5

Website Renewal Report – Feb 2011

Problem Definition:

Our current website misses a lot of opportunities:

1. Nothing on our website addresses issues for visitors and potential new dancers
2. The front page describes EOSARDA's role and function -- it's not what most people, new visitors or seasoned dancers need to see first or every time they visit
3. The web site needs to be more "alive" (eg, colourful and fun)
4. The front page needs to highlight upcoming dances and events.
5. Clubs should be able to update their own club and dance information.
6. Navigation menu is not easy to see or follow;
white dropdown background makes it hard to see menu area, no highlights to show where mouse is hovering over, large white horizontal spaces to slide over to get to sub-menus, some menus can't display sub-menus (eg, About EOSARDA)
7. Our current webmaster is not always able to respond quickly to updating needs. (*She no longer lives in the area and sometimes is in transit with her RV and not able to respond quickly.*) up-dating the information on the web site is time consuming and inefficient, usually going thru several people
8. clubs are unable to update their own club and dance information thereby increasing the workload of the IT Chair and the Web Master
9. The current web site has only a limited ability to communicate with clubs and dancers.
10. There is no provision for a discussion forum to facilitate the exchange of ideas

Aims and Objectives:

Upgrade and update the current EOSARDA website

- to make it more "alive" (eg., colourful and exciting)
- to make it more user friendly
- to allow upcoming and important events/issues to be highlighted on the home page
- to make it more relevant to first-time visitors and members
- to provide clear navigation paths for potential new dancers, visitors and experienced dancers
- to permit members to access and up-date their own information
- to provide a way to communicate with clubs and dancers
- to provide a place for discussion of ideas among members

Possible solutions:

- a) Keep the current website as is
- b) Tweak the web site without changing its underlying architecture.
- c) Hire outside expertise to completely redesign the website
- d) Set up an internal project team to completely redesign the website
- e) Get the current webmaster to redesign the website
- f) Investigate using EOSARDA website as a project for Algonquin students.

Analysis and Evaluation of solutions:

a) *Maintain current website as is.*

Without a formal decision or proposal, it seems that members of the Board are unanimous in agreeing that the website could do with some improvements.

Pros

No cost option
No additional effort
No one is complaining about website
No loss of service
Will not change relationship with current webmaster

Cons

Problems remain
Potential loss of new dancers
Continued difficulty in communicating with clubs and dancers
All updates are funnelled through one webmaster with no keys held locally
Some past issues of getting information updated on website when needed

b) *Tweak the web site without changing its underlying architecture.*

Pros

Low cost option
Relatively little effort
Can see results as we go and change directions in mid stream
Can be done incrementally
No loss in service
Uses current webmaster ??

Cons

Only some problems can be handled, others remain resolved
Requires identification and prioritizing of changes to make and those to omit
“Tweaks” require buy-in with current webmaster
Lack of automation in new features could create more work for webmaster
Major “Tweaks”: databases, automation, etc will require separate programming effort (and costs)

Hire outside expertise to completely redesign the website.

A redesign would implementing all of the features wanted. As such it would likely involve automation and require programming and database development.

Pros

Quickest option
On-going costs
Success most likely
Will ensure problems are addressed
Keys to the website can be turned over to a local webmaster (we pay, we control)

Cons

Highest cost option
Loss of free services of Web Master
Web Master will be paid or will have to be able to work with automated website
Tweaks, changes and bug-fixes will be ongoing costs
Requires longest and most thorough evaluation of needs and desires before we can cost out the development

c) *Set up an internal project team to completely redesign the website.*

It doesn't seem feasible to consider completely redesigning the website and expect it to be hosted for free on our current webmaster's server. A project of this magnitude should be implemented on a new web server that is paid for and controlled by EOSARDA. A redesign would implement most of the features wanted and would likely involve automation. Design and programming effort could be out-sourced to professionals or worked on by our members.

Pros

Low cost option (hosting costs primarily)
May not have required in-house expertise
Should remedy the problems
Web Master may not want to participate
Makes best use of our internal resources
Could take a long time to complete

Cons

May not have required in-house expertise
Webmaster may not want to participate
Any "project team" approach will be lengthy and could take a long time to complete
No guarantee of success

e) *Get the current webmaster to redesign the website*

The current webmaster initially designed the website so that she could add it to her portfolio as a commercial website designer. Any redesign would have to meet her criteria. Will she want to do it all over again? She removed the website from her portfolio recently because we had provided her with a temporarily modified home page that listed and highlighted an event.

Rationale: There are occasional needs to temporarily add and highlight items on the home page (September: recruiting of new dancers, teaching club locations, Winter West, etc). While information can be added to the home page, there is no capability built into the to highlight it differently than other information on the page. This would dilute the purpose of adding the information if it can't be highlighted properly. It needs to be different or in a place that new and changing information is expected and displayed.

If we add features without adding automation will increase her work load. To get automated features, she would need out-source the programming to a technical support group and then incorporate them.

Pros

Low cost option
May not have required in-house expertise

Cons

Webmaster may not want to participate.
Webmaster may not have time that she can dedicate to the redesign
Additional costs for automation or added features.
Still controlled through a webserver for which we hold no keys.

d) *Investigate using EOSARDA website as a project for Algonquin students.*

An email was sent to two department heads in Algonquin College in Feb 2011 asking if a real-world website redesign project would be of interest to them in teaching subjects of web

development, programming, media and design to their students. That email has been passed on by one of them to those closer to the students. As yet no response from the passed on email.

Pros

Low cost option
Would use expertise of students in web development, programming, media and design

Cons

What time-frame would be required to accommodate a student project.

Recommended Course of Action:

Options a) and b) are unlikely to produce the desired results and should be rejected.

The Board does not have sufficient information to be able to make a final decision between Options c), d) and e).

- We do not know how much engaging an outside consultant would cost.
- We do not know if we have the capacity to undertake this project in-house

Before deciding on a course of action, more information is required.

Therefore, it is recommended that the IT Committee be mandated to:

- identify dancers with the requisite expertise who are willing to work on this project on a volunteer basis; and
- produce a Request for Proposals (RFP) and circulate it among a select number of local web designers, including our Web Master in order to solicit bids.

The Committee to report its findings back to the Board at its March meeting.

Appendix 6

Roles of Standing Committees (2010)

Operations Committee

The Operations Committee is responsible for setting Board priorities; planning Board activities; scheduling Board and Council of Dancer meetings, and setting their agendas; ensuring the election of Officers and overseeing the operations of the Standing Committees. The Operations Committee will be composed of the Officers of the Board. The Operations Committee will be composed of the Officers of the Board and such other Directors who may be appointed from time-to-time.

The Publishing Committee

The Publishing Committee will be responsible for the regular publication and distribution of Square Time and will oversee the printing, and distribution of such pamphlets, flyers, banners etc. as the Board may determine to be required. The Publishing Committee will also provide standard advertising layouts in “camera-ready” format for Club use. The Editors of Square Time will be members of this committee along with any other interested Board Members.

The IT Committee

The IT Committee is responsible for the development and maintenance of the Association’s Web Site; ensuring that a responsible person is selected to carry out the functions of a Web Master; overseeing the activities of the Web Master; and providing the Web Master with advice and guidance as required. Upon request, the IT Committee will provide advice and guidance to Clubs seeking to establish, up-grade or maintain their own web sites.

The Publicity, Promotions and Publicity Committee

The P, P and P Committee is responsible for seeking opportunities to publicize Square, Round and Line Dance activities across the region and for planning, organizing and coordinating the Association’s involvement in such activities, including the Association’s annual Square and Round Dance Week activities. The P&P Committee will also be also responsible for providing the IT and Publishing Committees with content for web pages, advertising brochures, etc and updating such information as required.

In addition, the P, P and P Committee is responsible for ensuring the regular publication and distribution of Square Time and will oversee the printing and distribution of such pamphlets, flyers, banners etc as the Board may determine to e required. This committee will also provide standard advertising layouts in “camera-ready” format for Club use. The Editors of Square Time are members of this committee along with any other interested Board Members

The Dance Committee

The Dance Committee is responsible for planning, organizing and running all EOSARDA sponsored dances. This will include: Fall Fest, Frosty Fling, Jamboree, the Autumn Affair and such other dances as the Board may direct from time-to-time.

Club Liaison and Recognition and Awards Committee

The Club Liaison and Recognition and Awards Committee is responsible fort maintaining up-to-

date contact lists for all member clubs; ensuring that the Board is aware on a timely basis of all significant club activities occurring in the region; ensuring that significant club anniversaries and other significant occasions are identified in a timely manner and duly recognized by the Board by presentation of a suitable certificate or other memento at the time that the club marks that event or anniversary; and that member clubs are kept informed of significant Board activities. This committee will also be responsible for proposing to the Board nominations for honours and awards from the Ontario Square and Round Dance Federation, the Canadian Square and Round Dance Society and such other organizations as may be judged appropriate.

The Finance Committee

The Finance Committee will oversee the financial activities of the Association and will make recommendations to the Board from time-to-time in regard to the acquisition or liquidation of the Board's financial assets. As directed by the Board, the Finance Committee will also be responsible for ensuring the timely preparation of any applications for subsidies, grants or other sources of external funding, however, final approval of any such applications rests with the Board. The Finance Committee will also manage any club-funding program sponsored by the Board and will review Club applications for funding under any such program and make suitable recommendations to the Board.



EOSARDA Dance Dangle Application Form

To earn this award, dancers must attend 2 EOSARDA-Sponsored Dances, 3 Special Dances and 3 Club Nights during the same calendar year. (See over for more information.)

Please Print

Name: _____

Club: _____

Mailing Address: _____

Phone Number: _____

Part A: EOSARDA-Sponsored Dances

Signature of member of dance committee or EOSARDA Executive

Frosty Fling 2011. _____

Countdown to Festival 2014. _____

Fall Fest 2011 _____

Part B: Special Dances

Name of Dance and date

Signature of Caller/Cuer or Club Executive

1. _____

2. _____

3. _____

Part C: Club Nights

Name of Club and Date of Visit

Signature of Caller/Cuer or Club Executive

1. _____

2. _____

3. . _____

Submit completed form to a member of the EOSARDA Board of Directors on or before January 1, 2012.

For more information contact Bruce/Linda Warner linro@rogers.com