

E.O.S.A.R.D.A. Board Meeting Minutes
March. 15 2015
Citizen Newspaper Conference Room,
Baxter St., Ottawa

In attendance:

Dave Western, Bob Summers, Jim Sawtell , Richard Sharman, Charlene Gardner, Chuck Langtry, Barbara Englehart, Andy Himberg-Larsen, June Tripp, Gavin Currie, Pierre Reinhard, Mary Anne Reinhard

1.1 Call to Order

12 Regrets

- Dave Western

Ronald Gardner, Bruce Warner, Billi Langtry, Bill Ableson

1.3 Approval of agenda

2. Opening Remarks

- Dave Western **See Attached #1**

3. Previous Minutes - February 15 2015

3.1 Approval of Minutes - January Board Meeting - Ron Gardner

4.2 February – Merri Squares did not receive sufficient tickets.

Action: Follow-up – update tickets list,

Remove Attachment 7

Chuck Approved, Andy 2nd Accepted

4. Reports

4.1 Operations Committee

4.1.1 Treasurer's Report

- Bruce Warner **See Attached #2**

4.1.2 Registrar's Report

- Barbara Englehart **See Attached #3**

4.2 Dance Committee

4.2.1 Committee Report

- Pierre Reinhard **No Report**

4.2.1 Swing into Spring 2015

- Andy Himberg-Larsen **See Attached #4**

4.3.1 P&P Committee

- Dave Western **No Report**

4.3.2 Club Liaison Committee

- Richard Sharman **No Report**

4.4 I.T. Committee

- Bob Summers **No Report**

Added 60th annaversery to the EOSARDA Web page

Continuing updates to membership page, visiting program.

4.5 OACA

- Bob Summers **No Report**

- met 2 Sundays ago at Richards,

- focus on direction for the future.

- Dave currie accepted a position on the board

- Last meeting of the year

Wendy Vandermler gave a presentation on the simple side of square dancing – stop rushing into the higher levels (problems – money, halls, clubs, etc...) we need to focus on retaining and strengthening dancers- split the basic program into 2 years.

1st 40 moves from different positions

2nd finish with the remaining 16 moves& start mainstream moves ½ way though

Dave gave a presentation on the youth dance proposal

Callers are all for it

Basic dancing @ tom Brown Arena this summer again

4.6 RDTA

- Jim Sawtell **No Report**

Spring dance is going with one hall

5. Business Arising from the Minutes

5.1.1 EOSARDA's 60th Anniversary (6.4 January Minutes) - Dave Western

Bob has posted a notice on eodance. Referred to Dance Committee to plan and organize a Fall Dance Party

Advertise on Website, Square times Create a Logo to put on everything.

Party Dance in the fall – Pierre R – Tentitive dates, bring up at COD

Use Local Callers and Cuers

5.1.2 Testing eodance Discussion Forum (4.4 January Minutes) - All Directors

Outstanding - most Directors have yet to access the Discussion Board

“Get on it” any problems.

You have to logon to make a comment – Dave sent out instructions

Action: “Get on it”

Discussion forum:

Dave updated the dangle program – visitation dangle document

Add upper NY clubs in good standing

Attendance @ any open dance sponsored by EOSARDA / Club

5.1.3 Review of Procedures Manual (5.1.4 January Minutes) - All Director

On-going

5.1.4 Revise Chapter 24 Procedures Manual (5.1.5 January Minutes) - Dave Western

Dave to revise and circulate another daft of this document

5.1.5 Trillium Award Nominations (6.2 January Minutes) - Billi and Chuck Langtry, Richard

Sharman

Nomination not in time for April Dance – Slim Chance Due to Rules

New nomination – harbor Lights – Long term Service Award

For Elfuda Susie Lockitt 35 years , many clubs, demos, president, workshops, recruiting

Moved by Charlene 2nd by Bob Passed

5.1.6 Posting of Previous Minutes on eodance (3.1 February Minutes) - Ron Gardner & Bob Summers

Outstanding

5.1.7 Problems with Mail Chimp (4.3 February Minutes) - Richard Sharman

All members of the board and club contacts are on the list.

Still some people not getting them.

PDF format would work. Jpeg does not

Action: Richard to verify with Nancy.

5.1.8 Graduation 2015 (6.1 February Minutes) - Billi and Chuck Langtry

Still some Holes to fill, Harbor Lights April 22, Kanata Squares – April 23, Limestone Dancers – April 30 , Napanee Pioneers May 29, Date Squares Wednesday nights, Stonebridge April 24.

5.1.9 Publicity Working Group (4.3 November Minutes) - Dave Western **See Attached #5**

5.1.10 The Future of Frosty Fling (4.4.1 February Minutes) - Pierre Reinhard

OPEN – Follow-up

Keep format - Saturday afternoon, keep the same level

Afternoon may be an issue with the school boards. Need to Check on Community Centers, sports plex, RA Centre.

Check how many Mainstream dancers , would need two rooms.

Biggest complaint last dance, you could hear the music coming thought the partition.

5.1.11 Confirmation of Location of April Meetings (7. February Minutes) - Dave Western

The Presbyterian Church Hall on Dibblee in Prescott has been booked for the April Board and Council of Dancers meetings.

Richard is to send out a MailChimp promoting the Council meeting.

6. New Business

6.1 Nominees for EOSARDA Board 2015/16 - Dave Western

Everyone at the Meeting said they will be returning for next year ad directors.

Treasurer: Charlene ? Bruce?

Dave Currie will join as RDTA Rep

What is happening with Bill Ableson?

6.2 Young Dancer Initiative - Dave Western
Report from Dave Western

6.3 Agenda for April Council of Dancers - Dave Western
Elections
Young Dancers initiative
More time for open round table Q&A, Comments
60th Anniversary
Publicity Discussion Forum
Refreshments , Tea, coffee, cookies, (Pierre and Marianne)
Announcement time (last 10 Minutes)

7. Other Business –

Reports:

Attached #1

2. Opening Remarks

- Dave Western

Opening Remarks - March Board Meeting

March 15, 2015

The long, hard winter of 2014/15 is slowly fading into our collective memories and spring will soon be well underway - I hope.

Now its time to finalize preparations for the graduation of this year's crop of new dancers, and to get ready for the April Council of Dancers and the election of a new Board for 2015/16. We also have to begin planning for Dance Year 2015/16.

I have enjoyed working with this year's Board and hope that you are all considering continuing to serve next year. But whether you plan to continue or not, I want to thank you for your hard work this year.

In thinking about next year, I remind you that I was first elected as Interim President in January 2009. My first full term as President was the 2009/10 dance year. That means that even if we discount the period when I was Interim President, as of the end of this year I will have served in my current position for 5 years (2009/10, 2010/11, 2011/12, 2012/13, 2014/15). Under the Constitution there is a 5 year limit on the amount of time anyone can hold an office. I am willing to continue to serve on the Board next year in whatever capacity the Board and Council consider appropriate, but it may well be time for the Board to appoint a new President.

As mentioned, today we need to begin planning for 2015/16. That means that we need to:

- decide on the future of Frosty Fling in light of this year's results;
- finalize plans for celebrating EOSARDA's 60th Anniversary
- undertake a preliminary review of the Publicity Working Group's deliberations and determine what we should do publicity-wise to support the Fall Recruiting Drive

and

- on a longer term note, discuss the proposed Young Dancer Initiative.

Attachment #2
4.1.1 Treasurer's Report

- Bruce Warner

TREASURERS REPORT AS OF MAR 15 FOR
BOARD OF DIRECTORS MEETING

Information available upon request

EOSARDA 2014-2015
REGISTRAR'S REPORT AS OF MARCH, 2015

NEW SQUARE DANCERS	114	
RETURNING SQUARE DANCERS	679	
NEW ROUND DANCERS	4	
RETURNING ROUND DANCERS	64	
NEW LINE DANCERS	16	
RETURNING LINE DANCERS	14	
TOTAL TO DATE	891	
CUERS , CALLERS, LEADERS AND PARTNERS		38
TOTAL MEMBERSHIP TO DATE	929	
TOTAL CLUBS TO DATE	32	
TOTAL ASSOCIATIONS TO DATE	4	

ISSUED: MARCH 15,2015

Attachment #4

4.2.1 Swing into Spring 2015

- Andy Himberg-Larsen

Swing Into Spring Report, March 15, 2015

There are 60 dancers registered for the event to date.

The Dewers Inn is getting filled with reservations.

Clubs will be visited by as much as possible to promote the dance.

Help will be required to assist in the following:

- a. Registration table
- b. Share the Wealth (Friday & Sat night)
- c. Coffee and water

Any problems in the Square dance rooms will be directed to Andy and the round dance room will be directed to Jean.

Sound problems will be Andy's responsibility.

Menu for Saturday's lunch will be – choose of soup (2), sandwiches (3), deserts and fruit and veggie trays. There will be gluten free sandwiches and desserts.

Attachment #5

4.3 P&P Committee
Publicity Working Group
Mar 15, 2015

- Dave Western

Murphy strikes again!

Last month I reported that I had sent out log-in instructions to all members of the wpg and also invited them to begin discussing ways in which EOSARDA can help clubs with their annual recruiting drives.

I had no sooner done that than the server went down and access to the Discussion Forum was cut off. It took about 48 hours to get things up and running again.

Since then there have been 319 views of the Discussion Forum and 18 replies have been posted, with 25 recommendations as follows:

Maintain current financial support for clubs	- 2
Feature article in press	- 1
Arrange for local TV coverage	- 1
Consider a January start-up	- 1
Booth at the Zoomers Show - May 9-10	- 1
Offer free memberships to new dancers	- 1
Place an ad in the Ottawa Citizen	- 1
Flash mob	- 1
Sponsor a Family Day	- 1
Dance Demos w/audience participation	- 2
Do a survey of the general public	- 1
Compress the learning time	- 1
Have a central learning point	- 1
Professional PR/Marketing campaign	- 1
Regional Advertising blitz	- 1
Posters in waiting rooms	- 1
You tube video	- 1
Co-sponsor (drug store) posters	- 1
EOSARDA Facebook Page	- 1
Target single dancers w/ad	- 1
Media at large dances	- 1
Pay for Callers at demos	- 1
Give Callers money to purchase new music	- 1
Re-engineer learning process to appeal to younger dancers (shorter learning cycle)	- 3
Fund new initiatives	- 1

There are also 2 replies and 103 views under "Colourful Brochure/Bookmark" but these seem to be aimed more at clubs than the regional association.

