

**E.O.S.A.R.D.A. Board Meeting Minutes
September 18, 2016
Citizen Newspaper Conference Room,
Baxter St., Ottawa
1:30 pm to 4:30 pm**

In attendance: Dave Western, Gavin Currie, Jim Sawtell, Dave Currie, Richard Sharman, Bob Summers, June Tripp, Barbara Englehart, Ronald Gardner, Charlene Gardner, Andy Himberg-Larsen, Dora Boersma, Benoit Renealt, Ann Davelaa, Marie Currie

Guest: Gerry Sawtell

1.1 Call to Order
1.2 Regrets - Dave Western
Shirley and Germaine Hull, Robert Dunlop

1.3 Approval of agenda No changes

2. Opening Remarks - Dave Western - **See Attached #1**
Comments from Andy about his resignation from the board moving and Marriage plans.
Bob Summers has all the extra equipment

3. Previous Minutes

3.1 Approval of Minutes - April Board Meeting - Ron Gardner **to be amended with changes**

4. Reports

4.1 Operations Committee

4.1.1 Treasurer's Report - Charlene Gardner - **See Attached #2**
- Review of Balance sheet
- Discussion of Costs
- Citizen requesting lump sum payment for the year – Rental of meeting room.

4.1.2 Registrar's Report - Barbara Englehart - **See Attached #3**
- Packages all sent out to clubs, 2 clubs registered already.

4.2 Dance Committee

4.2.1 Committee Report - Barbara Englehart - **See Attached #4**
- Fall Fest 2016 Oct 30, ribbons \$10 /\$12
- Multiple rooms, 1) Basic/ Mainstream / Easy rounds, 2) A1 / A2 / Advanced Rounds
- We need to entice experienced dancers to come out and support Fall Fest.

- Fall Fest 2017 Oct 21
- Frosty fling February 4th 2017, looking for Ideas. Discussion on possible venues. PM is preferred but hard to get.

ACTION: Richard to send out Mail Chimp to clubs to remind them about Fall Fest 2016.

4.2.2 Swing into Spring 2016 - Andy Himberg-Larsen – Nil

SIS 2017

- \$70 Weekend, \$55 for Saturday,
- Still trying to get caller to replace Tim Mariner, Jerry and Bonnie Cowan (rounds)
- Brunch at golf club

SIS 2018 Callers Booked.

- Discussion on SIS and the Success. How do we get more representation from all areas??

**** Andy Himberg-Larsen will no longer be representing EOSARDA on the SIS committee, we may want to get a rep.**

Dave Western: it is a shared liability, we should get a representative on the committee.

4.3.1 P&P Committee - Dave Westers **See Attached #5**

4.3.2 Club Liaison Committee - Richard Sharman - **See Attached #6**

4.4 I.T. Committee - Bob Summers- **See Attached #7**

4.5 OACA - Dave Currie - **Nil**

- Nothing new to report.

4.6 RDTA - Jim Sawtell - **Nil**

- Nothing new to report, Still thinking they will dissolve.
- Capital Carrousel are having beginner's lessons.
- Mississippi squares are teaching Monday nights.

5. Business Arising from the Minutes

~~5.1 Frosty Fling Barbara Englehart Done~~
~~5.2 Wendy's Contra Dance Demo Richard Sharman Dead issue~~

5.3 Reimbursement for Travel Costs (Procedures Manual) - Charlene Gardner In process
Summary of policies.

Dave Western: the old view was if you were already going for the dance you should not claim for expenses.
- "Any member representing EOSARDA should not be out of pocket for any expense in fulfilling our role as a representative."

5.4 On-line edition of Square Time - Richard Sharman In process
- should make this available at the same time as the Square Times is distributed.
- We should encourage clubs to still get a paper copy of the Square times.

ACTION: need to make changes to the registration forms to reflect this change.

~~5.5 Thank you letter to Trackers Dave Western Done~~

5.6 Club Visit Dangles - Richard Sharman
- 33 completed forms for last season.
- Who is in charge of organizing these now that Marianne is gone?
- may go for plastic next time.

ACTION: Richard to order dangles and inform clubs who should receive them. Clubs will distribute themselves

ACTION: Find new coordinator for these awards. (Dance committee?)

- 5.7 Trillium Awards 2016 - Dave Western
- 3 nominations from EOSARDA for Awards 1 was rejected by Federation.
- Gavin will present at Fall Fest to Dave Western
- Richard to present in club.

ACTION: Gerry and Jim Sawtel will talk to federation about their method of notifying Nominees.

6. New Business

- 6.1 ~~Lift Locks' Membership application~~ ~~Barbara Englehart~~
- 6.1 Membership in EOSARDA.
 - Discussion on what constitutes a member of EOSARDA
 - If clubs register directly with Federation should they have the all the benefits?
 - Looked at the possibility of Associate Member clubs with limited benefits.
 - We need to amend the procedures:

Motion to Amend Procedures: Bob Summers 2nd Ann Davelaar Carried
 ** Wording to be decided via email.

Chapter 10 - Celebrating New Dancer Achievements - Dave Western **See Attached #8**

10.1 Background

b) This recognition is available at the request of any Member Club regardless of dance type, provided that the club has registered its dancers through EOSARDA in the dance year for which application for a subsidy is being made.

Motion to Amend Procedures: Richard Sharman 2nd Bob Summers Carried
 ** Wording to be decided via email.

Chapter 13 - Financial Assistance for Recruiting and Club Promotion Activities

13.2 Eligibility

a) Application for an EOSARDA subsidy may be made by any Member Club in good standing, provided that the club has registered it dancers through EOSARDA in the dance year for which application for a subsidy is being made.

Discussion on outside callers organizing events in our area without a host club organizing it.

- 6.2 Committee Work plans for 2016/17 - Committee Chairs

P&P

- One market meeting, 2 year program working with some groups already, working at promoting.
- Looking into venues where partners are hosting events where we can give demos of square and round dancing.
- Looking into perhaps raising money this year for a partner, next year work closely to promote dancing.

Possible Partners:

Heart and Stroke, Alzheimer's, mission. Etc...

Budget: unclear as of now.

Club liaison

Budget: unclear as of now.

IT

- Expenses to cover cost of Web hosting and website

Dave Western: are we moving to online registration for EOSARDA?
Bob Summers: Not this year.

ACTION: All budgets must be in by next meeting.

Budgets: give feedback to Charlene about your Budget Items. Focus on Retention and Recruitment
**** Please forward to Charlene before the meeting due to her not being able to attend next meeting.**

7. Other Business

Summary of ACTIONS:

- 3.1 June Board Meeting **to be amended with changes** - Ronald Gardner
- 4.2.1 Committee Report - send out Mail Chimp to clubs to remind them about Fall Fest 2016. - Richard Sharman
- 5.6 Club Visit Dangles - Richard Sharman
 - **Richard to order dangles and inform clubs who should receive them. Clubs will distribute themselves**
 - **Find new coordinator for these awards. (Dance committee ?)**
- 5.7 Trillium Awards 2016
 - **Gerry and Jim Sawtel will talk to federation about their method of notifying Nominees**
- 6.1 Membership in EOSARDA.
 - **Motion to Amend Procedures: 13.2a Eligibility & 10.1b Background**
- 6.2 Committee Work plans for 2016/17
 - **All budgets must be in by next meeting.**

Submitted by
Ronald Gardner
Secretary

Next Board Meeting
October 16, 2016
Citizen Newspaper Conference Room,
Baxter St., Ottawa
1:30 pm to 4:30 pm

Attachment #2 - Submitted by Charlene Gardner

Treasurer's report September 5

Information available on request.

Attachment #3 - Submitted by

**EOSARDA 2016-2017
REGISTRAR'S REPORT AS OF SEPTEMBER 18, 2016
As of April, 2016**

NEW SQUARE DANCERS		115
RETURNING SQUARE DANCERS		681
NEW ROUND DANCERS		10
RETURNING ROUND DANCERS		58
NEW LINE DANCERS		25
RETURNING LINE DANCERS		25
TOTAL TO DATE		914
CUERS, CALLERS, LEADERS AND PARTNERS		27
TOTAL MEMBERSHIP TO DATE		941
TOTAL CLUBS TO DATE	3	30
TOTAL ASSOCIATIONS TO DATE		4

ISSUED: September 18, 2016

Acey Deucey's, Otanabee, Wendy's Elegant Eights

Attachment #4 - Submitted by Barbara Englehardt
DANCE COMMITTEE REPORT

FALL FEST 2016

- 1 Everything is progressing nicely with the organization of Fall Fest 2016.
- 2 Ribbons are ready for distribution to the Clubs. Volunteers are needed to deliver the packages . Those that cannot be delivered will be sent via mail this week.
- 3 Volunteers are needed to attend Clubs in the area to promote the dance, if possible.
- 4 Volunteers will be required the day of the dance. NOTE to the Dance Committee: I will be sending out a list of what needs to be done so if you can just put your name beside something that will be great. I will also ask one or two Clubs if they could assist .
- 5 Price of ribbons is a little more than usual due to the refreshments costing a little more. The committee thought that pies would be appropriate considering the season... \$10.00 in advance and \$12.00 at the door.
- 6 A place holder is also being held for Fall Fest 2017 to be held October 21, 2017.

FROSTY FLING

- 1 Date: February 4, 2017 at St. Patrick's High School
- 2 Planning will underway shortly.

Issued: 18-Sep-16

Attachment #5 - Submitted by Dave Western

Publicity and Promotions Committee Report
September 2016

The newly reconstituted Publicity and Promotions Committee consists of:

- Dora Boersma
- David Currie
- Marie Currie
- Ann Davalaar
- Benoit Renault
- Richard Sharman
- Bob Summers
- Dave Western as Interim Chair

According to the Procedures Manual, our mandate is:

- To identify and exploit opportunities to publicize Square, Round and Line Dance activities across the region;
- To plan, organize and coordinate the Association's involvement in such activities, including the annual Fall Recruiting Drive;
- To design advertising brochures and other advertising material for the use of the Association and its member clubs;
- To create and maintain descriptions of best advertising practices and make them available to member clubs;
- To provide Member Clubs with advertising advice and guidance; and
- To facilitate the exchange of advertising-related information among clubs.

The Committee met three times over the summer months with the focus of the meetings being the development of a plan to help us carry out our mandate.

At its first meeting, the Committee reviewed the efforts of previous Publicity and Promotions Committees with particular emphasis on the results attained. We quickly concluded that while a great deal of time, effort and money has been expended by previous Publicity and Promotions Committees, the results obtained have by and large failed to produce the desired results of successful promoting square and round dancing across our region..

Accordingly the committee decided to try a new approach and to consult with a professional public relations expert. David and Marie began looking into the resources that are available in Eastern Ontario and determined that an Ottawa-based company called OneMarketing seemed to be the kind of outfit we were looking for.

Accordingly, after consulting with the rest of the committee, David and Marie arranged a meeting with Judson Rasmussen of One Marketing. Jud not only agreed to meet with us, this first meeting was pro bono.

In Jud's opinion, the kind of direct marketing that EOSARDA has done in the past, is not the best use of the association's limited resources. He feels that this kind of promotional activity is best left to the clubs.

Rather, Jud suggested that the Association form a mutually beneficial partnership with one of more associations outside of the square/round dance world in order to increase our brand awareness among the general public. Possible partner groups could include organizations that deal with: teenagers, married couples, seniors, diabetics, cardiac cases, cancer victims etc.

We would use such partnership or partnerships to solicit invitations to participate in high-profile community events being organized by the partner group, thereby raising the public profile of our activity

At the same time we would promote the benefits of square and round dancing to the partner group and its members.

The committee feels that this new approach is worth pursuing, particularly as Jud has offered a second pro bono meeting once we have determined more precisely how we would like to implement his suggestions.

The committee's third meeting was to develop the work plan which we will be presenting to the Board for approval later this afternoon, a work plan that builds on the approach that Jud has suggested.

Dave Western
Interim Chair
Publicity and Promotions Committee

Attachment #6 - Submitted by Richard Sharman

Since the June meeting 17 mailchimp messages have been sent out.

The deadline for the next issue of Square Time is next weekend; it will be sent to the printer the following Friday and pickup will be on Saturday one week later. Pickup will be at my house this time. As well as the roughly 250 printed copies there will be a PDF file available from the eodance site as a “trial” for next year when subscribers will have the chance to view online instead of paying for a paper copy. By calling the two issues of this calendar year “trial” runs we hope to minimize existing subscribers who feel they should not have to pay for the remaining two issues. It also does allow us to iron out any glitches in the whole production.

Proposed deadlines for future issues:

- 21st January, pickup 4th February. (Deadline last year was 16th when the halfway dance was 9th; this year it's the 14th.)
- 18th March (last year was 12th March). Pickup 1 April.

The Club Visitation Dangle Award: I have received 31 completed forms (28 Gold and 1 Silver).

A certificate has been prepared for David Western to present to the Napanee Pioneers Square Dance Club at their 50th anniversary dance 22nd October.

Attachment #7 - Submitted by Bob Summers

IT Committee Report

Sent emails to clubs who might want to attract first-time dancers to get Open-House Dates (or Start Dates). Sent several reminders.

Created an Open House page that lists those clubs seeking first-time dancers.
Created a News Highlight for the home page to attract potential new dancers who might visit eoDance.ca to the Open House page.

Updated Club Listing pages as per changes sent to webmaster by clubs. Quite a number of changes came as a result of contacting clubs about possible Open House information.

Created a program (macro) to clean up club data from the eoDance Club Listing pages so that it could be used in the printed version of Square Time. Sent modified data to Square Time Editor.

Bob Summers
Webmaster eoDance

Attachment #8 - Submitted by Dave Western

Amendments to Policies

13.2 Eligibility

a) Application for an EOSARDA subsidy may be made by any Member Club in good standing, provided that the club has registered its dancers through EOSARDA in the dance year for which application for a subsidy is being made.

10.1 Background

b) This recognition is available at the request of any Member Club regardless of dance type, provided that the club has registered its dancers through EOSARDA in the dance year for which application for a subsidy is being made.

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Attachment #10 - Submitted by David Western
David Western
To Pierre Reinhard

Jun 6 at 10:20 PM

Pierre

I am pleased to advise that EOSARDA's Board of Directors has agreed to accept the generous donation from the Trackers under the conditions set out in your letter. I assure you that the money will be put to good use.

Please pass on our sincere thank you to the club's former members.

Dave Western
President
EOSARDA
613 838-5428

Attachment #10 - Submitted by
Attachment #11 - Submitted by