

Agenda - EOSARDA Board Meeting Minutes - February 19, 2017

Date: Sunday, February 19, 2017

Time: 1:30 - 4:30 pm

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

- 1.1 Call to Order** - Dave Western
- 1.2 Regrets**
Bob Summers
- 1.3 Approval of agenda**

- 2. Opening Remarks** - Dave Western **See Attached #1**

- 3. Previous Minutes**
 - 3.1 Approval of Minutes - January Board Meeting - Dora Boersma **Accepted**
 - 3.2 Acceptance of Minutes - November Council of Dancers - Ron Gardner **Accepted**

- 4. Special Business**
 - Nomination of new Director (Bob Pituniak) - Dave Western **See Attached #2**

- 5. Reports**
 - 5.1 Operations Committee
 - 5.1.1 Treasurer's Report - Charlene Gardner **See Attached #3**
 - 5.1.2 Registrar's Report - Barbara Englehart **See Attached #4**

 - 5.2 Dance Committee
 - 5.2.1 Committee Report - Barbara Englehart **See Attached #5**
Frosty Fling a success; plans for Fall Fest well underway.

 - 5.3 P&P Committee - Dave Western **See Attached #6**
EOSARDA is interested in establishing an on-line Publicity Network consisting of at least one representative from each of our member clubs. Dave asked the clubs for the name of their club representative. 15/30 have so far replied.

 - 5.3 Club Liaison Committee - Ann Davelaar **See Attached #7**
An on-line version of Square Time is now available on the eodance website.

 - 5.4 I.T. Committee - Bob Summers

 - 5.5 OACA - Dave Currie
There are three new callers.

- 6. Business Arising from the Minutes**
 - 6.1 New Bulletin System - Arlo Speer **See Attached #8**

 - 6.2 Additions & Amendments to Procedures Manual - Dave Western **See Attached #9**
A revised Chapter 3 and a new Chapter 25 and 26 have been added to the EOSARDA Procedures Manual.

 - 6.3 New Dancer Celebrations 2017 - Ann Davelaar **See Attached #10**
List in progress; more Directors to sign up

6.4 Confirmation of Venue for April Meetings

- Dave Western

On April 9, 2017, we will meet at the Presbyterian Church Hall on Dibble St., in Prescott: 11-12:30am, 1:30 - 4:30 pm.

7. New Business

7.1 Replacing Dora as Secretary

- Dave Western

A short discussion on finding a new EOSARDA Secretary.

7.2 Trillium Awards 2017

- Dave Western

If a new nomination comes in for 2017, please send to Dave Western by March 1, 2017.

8. Other Business

The Mississippi Squares will be holding their 30th anniversary on April 28, 2017.

Note: The next EOSARDA meeting will be held on the third Sunday of March (March 19, 2017) from 1:30 – 4:30 pm. It will be held in the Ground Floor Board Room, Ottawa Citizen’s Building, Baxter Road, Ottawa.

Attachment #1 Opening Remarks
February 2017 Board Meeting

- Dave Western

We are in the February doldrums. Frosty Fling is behind us; graduations are up ahead somewhere. Some of us have been on vacation, some are about to leave, others are on their way home. Winter is hanging on, but spring is just around the corner.

And there are only two meetings left after today until the end of this Board's term of office.

Let's take a few minutes to consider how well we are doing vis-a-vis our goals and how much each of us, as Directors, has contributed to this collective effort.

Is the Association financially healthy?

How is our progress on our work plans?

Have we managed to stem the decline in our dancer population?

Are our regional dances alive and well?

Are we getting the message out to the general public about how much fun Square and Round Dancing is?

How are we doing on our intra-club communications? Are clubs aware of what is going on? Have we recognized major club milestones in an appropriate manner?

Beyond the question of financial health, there are likely no definitive answers to most of these questions. But I think it fair to say that it has been a year of mixed achievements.

The on-line edition of Square Time was successfully launched and seems to have been well received, and our new Bulletins system is working well. But we have struggled to get our Minutes out in a timely manner and our Facebook presence is a work in progress.

It appears that new dancer recruiting has gone reasonably well, and our total numbers are relatively stable compared to last year. A couple of clubs have even recruited some younger dancers. But some clubs are struggling to stay in business.

We have lost one Caller, are about to lose another one and one of our Callers has been struggling with ill health. But our newer Callers have stepped into the breach, their skills are improving rapidly and there is a new crop of Callers who just starting their training.

Unfortunately, the situation with our Cuers continues to be precarious.

Attendance at both Fall Fest and Frosty Fling has been reasonably good, although I am sure that we would all like to see it increase substantially.

This has been a difficult year for the Board with some Directors experiencing scheduling conflicts that have limited their participation at Board meetings. In addition, two of our members have been sidelined with a serious health issue. On the other hand, we have a new coordinator for EOSARDA Bulletins (and a new and improved Bulletins system) and have a new Treasurer in training. But we need to find a new Secretary for the balance of this year and it looks like we will need a new Editor of Square Time for next year and probably a few new Directors.

So how are we doing? Well, not bad. Things could be better - but they also could be much worse.

Attachment #2 Nomination of New Director**- Dave Western**

Under Paragraph 8 of EOSARDA's By Laws, the Board may fill any vacant position on the Board. We currently have several such vacant positions and Bob Pitruniak has volunteered to fill one of them. May I have a motion to nominate Bob as a member of EOSARDA's Board of Directors for the balance of the current Board's term of office.

Attachment #3 Treasurer's Report**- Charlene Gardner**

Information available upon request

Attachment #4 Registrar's Report**- Barbara Englehart**

**EOSARDA 2016-2017
REGISTRAR'S REPORT AS OF FEBRUARY 13, 2017**

	As of Feb. 2017	As of Feb.2016	Difference	Difference from April 2016
NEW SQUARE DANCERS so far 104 are new to the activity	131	115	16	16
RETURNING SQUARE DANCERS	648	679	-31	-33
NEW ROUND DANCERS	10	10	10	0
RETURNING ROUND DANCERS	51	58	-7	-7
NEW LINE DANCERS	27	25	2	2
RETURNING LINE DANCERS	24	25	-1	-1
TOTAL TO DATE	891	912	-21	-23
CUERS, CALLERS, LEADERS AND PARTNERS	22	27	-5	-5
TOTAL MEMBERSHIP TO DATE	913	939	-26	-28
TOTAL CLUBS TO DATE	30	30	0	0
TOTAL ASSOCIATIONS TO DATE	3	4	-1	-1

ISSUED: February 13, 2017

FROSTY FLING 2017

- 1 The Frosty Fling was held February 4, 2017 from 2:00-4:30 pm.
Dance Leaders were Dave Currie, Paul Adams, Jean & Don Clingin. Judging from the smiling
2 faces and positive feedback they did a good job of coordinating the agenda.
3 Attendance was 150 dancers plus callers, cuers and partners (5) = 155 in total.
Total number of Clubs represented: 17
Profit was less than Fall Fest due to lower ribbon prices, graduates from 2016 attending with
4 coupons and higher expenses. There were 17 coupons submitted.
5 The expenses were higher as the ribbons were mailed out to each club and the refreshments menu
changed from cookies, tea and coffee to include sandwiches, after the price for the dance had been
set.
2018 - Suggest raising the price of the dance to \$10 in advance and \$12 at the door- the same as
Fall Fest. However, Dance Committee will meet to discuss details going forward.
Dance clothing was provided by Tagger Wear, a custom dance clothing company with a great
4 assortment of dance shoes for both square and round dancers. June & I went to visit her store and
she said she could make men's shirts so I expect for the next time they are asked to bring some
clothing; they will have examples to show.

FALL FEST

- 1 Dance Committee is looking at securing the same venue as Fall Fest 2016... St. Matthew High
School
2 Date: October 22, 2017 (Sunday, 2:00-4:30 pm)
Place holder for date on Eodance website.
3 Dance Committee will meet sometime soon to discuss details to have information to share at the
Council of Dancers meeting in April.

Issued: 13-Feb-17

Publicity and Promotions Committee Report

February 19, 2017

One of the key objectives of the Publicity Committee's work plan is to:

- “ Establish a region-wide Publicity and Promotions Network consisting of reps from as many Member Clubs as possible, with a view to promoting and facilitating the exchange of promotional ideas and best practices.”

Other more pressing matters delayed the implementation of this objective but on January 17 I sent the following message to all Club Contacts

>>>>>

As discussed at the November Council of Dancers, EOSARDA is interested in establishing an on-line Publicity Network consisting of at least one representative from each of our member clubs.

In cooperation with EOSARDA's Publicity and Promotions Committee, the Network will:

- facilitate the exchange of information about the success and failure of publicity initiatives
- provide a forum for discussing new publicity related ideas and concepts
- provide advice and guidance to EOSARDA on regional publicity initiatives
- allow clubs to seek advice and guidance on publicity related matters
- facilitate inter-club publicity efforts

This will be an internet based network with most of the work being done on-line. The Network will only meet face-to-face at the request of its members.

We would like to have the Publicity Network up and running by mid-February for its members to contribute to discussions concerning advertising for the Fall Recruiting Drive both at the club and regional level.

We are asking each of you to identify one or more people from your club who have an interest in publicity related issues and are willing to join EOSARDA's Publicity Network. A reply on or before January 30 would be appreciated.

>>>>>

On January 30, I followed up with the following message

Whether your club is

- looking to recruit new dancers from the public;
 - trying to entice experienced dancers to move up to a higher dance level;
 - or
 - trying to encourage experienced dancers to try a new dancing genre such as Round or Line Dancing
- all clubs have one thing in common:

They need to continually attract new dancers to replace those who move on, drop out or wear out.

Clubs that fail at this basic task must close sooner or later due to a lack of dancers.

**Club Liaison Committee Report
Graduation/New Dancer Celebration**

Contacts

- Jan. 30 - Feb. 1: Sent Revised Letter to 17 square/round/line dance clubs teaching Basic dancers;
received 4 replies
- Feb. 4: Discussed with Treasurer payment procedure for pins to be ordered
- Feb 15 Sent Reminder Letter on deadline date and received 8 replies, for a subtotal of 12;
received only 1 reply from a round dance club, which stated it did not have a
celebration; did not receive reply from the only line dance club which teaches Basic
level
- Feb. 18-19: Contacted last 3 square dance clubs, but some information would have to come later

Ticket, Pins and Pamphlets

- Jan. 23: Received **letter** and ticket **templates** from Richard; could not
open ticket template
and informed Richard of this; he said he would deal with the tickets
- Feb. 4: Received from David and Marie Currie: 22 pins, 21 pamphlets, 1 small sheet of 4 tickets
and 1 loose ticket

Ann Davelaar
Club Liaison Committee

*Report on the
EOSARDA Bulleting System
Submitted to the 19 February 2017 EOSARDA Board Meeting*

The former Bulletin system (operated through the *MailChimp* platform) has now been replaced with a system using *phpList* as the distribution mechanism. The change in platforms was brought about essentially to reduce workload associated with distributing .pdf documents (*MailChimp* did not accept .pdf documents; therefore, any .pdf documents submitted for distribution needed to be converted into a format that the system would accept).

Responsibility for distributing EOSARDA Bulletins has now been separated from the responsibility for editing Square Time, thereby dividing the workload for these two-information media between two directors, rather than having a single person taking on both chores. Richard Sharman was most helpful with the transition from *MailChimp* to the new system. *phpList* is available as part of the eodance.ca website. Bob Summers has been extremely supportive with the installation of the new system and with any needed revisions and updates. As part of our existing website, when we need technical support, it is available from our own website service provider without approaching third-party sources.

The approximately 70-address mailing list used with *MailChimp* has been transferred to the new system so that all recipients of the former messages continue to receive messages sent through the new system. The list of addresses has been updated to include the revised Club Contacts as shown on the most recent list of Club Contacts; recipients have been advised of the changes; a new Chapter 25 (*EOSARDA E-mail Bulletins*) has been developed for the *EOSARDA Procedures Manual*.

Individuals who did not have their e-mail address listed on the distribution list have been encouraged to contact bulletins@eodance.ca to have their addresses added to the EOSARDA Bulletin distribution list. Thus, our distribution list now has grown to just over 100 recipients. Some clubs are taking advantage of having members subscribe directly for EOSARDA Bulletins, thereby eliminating the work associated with someone from the club forwarding bulletins to club members.

The introduction of *phpList* has not been without some technical issues, mostly related to ensuring that our mass mailings do not appear as e-mail spam. Our website service provider takes seriously its responsibility for not allowing websites operated on its servers to be the source of e-mail spam; therefore, it has introduced various protections against anything that could be considered spam. I continue to adjust (that appear to be effective) to settings with our *phpList* installation to address those issues. Our service provider has been of great help as I manage to navigate my personal learning curve with respect to the operation of a system that is totally new to me.

Conversion to the new system is now complete. The changeover could not have happened without co-ordination and co-operation of **Richard Sharman** and **Bob Summers**. I very much appreciate their help in introducing the new system and procedures.

Submitted for consideration of the EOSARDA Board of Directors.

Attachment #9 Procedures Manual Up-dates

- Dave Western

Procedures Manual Up-dates

February 18, 2017

A new Chapter 25 outlining the working of the new Bulletin System was drafted, approved and circulated to all clubs and has been posted on eodance.

A revised Chapter 3 Annual Registration Process and a new Chapter 26 Scheduling Conflicts has been drafted and circulated to the Board for comments. I am hopeful that they can be sent out to clubs and posted on eodance within the next week.

Attachment #10 New Dancer Celebrations**- Ann Davelaar****Club Visits Spring 2017 - Revised List**

<u>Club Name</u>	<u>Important Details</u>	<u>EOSARDA Representative</u>
Bay Waves	Constance Bay Fri. Apr. 28 Time - TBD	Dave Western
Grenville Gremlins	Kemptville Mon. Apr. 24 7:30 pm	
Harbour Lites	Prescott Wed. Apr. 19 7 - 9:30 pm	Barb Englehart & June Tripp
Kanata Squares	Kanata Thurs. Apr. 27 7:30 pm	Richard Sharman
<u>Club Name</u>	<u>Important Details</u>	<u>EOSARDA Representative</u>
Limestone Dancers	Kingston Date - TBD (early May) Time - TBD	
Meri Squares	Ottawa Tues. Apr. 25 6 pm	Dave & Marie Currie
Mississippi Squares	Carleton Place Tues. Apr. 18 7:30 -10 pm	Robert Dunlop
Napanee Pioneers	Napanee Fri. May 26 Potluck dinner 6 pm Dancing 7:30 - 9:30 pm	Barb Englehart & June Tripp

Club Name	Important Details	EOSARDA Representative
Ottawa Date Squares	Ottawa TBD TBD	_____
Quinte Twirlers	Belleville Wed. Apr. 26 6:30 - 9:30 pm	_____
Stone Bridge Squares	Russell Fri. Apr. 28 7:00 – 9:00 pm	Dora Boersma
Swinging Bs	Cornwall Fri. March 24 8:00 pm	_____
Swinging Swallows	Pembroke Thurs. Apr.6 7 - 9 pm	Ann Davelaar