

Agenda - EOSARDA Board Meeting – 19 March 2017

Date: Sunday, March 19, 2017

Time: 1:30 - 4:30 pm

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

In attendance:

Dave Western	Dora Boersma	Dave & Marie Currie	Ann Davelaar
Robb Dunlop	Barb Englehart	Ron and Charlene Gardner	
Germain & Shirley Hull	Gerry & Jim Sawtell	Richard Sharman	
Bob Summers	June Tripp	Arlo Speer	

1.1 Call to Order 13:36 - **Dave Western**

1.2 Note taker for meeting -- Arlo Speer offered, for this meeting only

1.3 Regrets – Gavin Currie and Bob Pitruniak

1.4 Approval of agenda

Accepted as presented

2. Opening Remarks - **Dave Western**

Attached as Appendix “A”

3. Previous Minutes

3.1 Approval of Minutes - February Board Meeting - **Dora Boersma**

- A notation of “Nil report” should be added for the report from the IT Committee
- **MOTION:** Summers/Sharman – that the minutes be adopted as revised.

CARRIED

4. Reports

4.1 Operations Committee

4.1.1 Treasurer’s Report

- **Charlene Gardner**

Attached as Appendix “B”

MOTION: Currie/J. Tripp – that the report be accepted. **CARRIED**

4.1.2 Registrar’s Report

- **Barbara Englehart**

Report attached as Appendix “C”

4.2 Dance Committee

- **Barbara Englehart**

Nil report

4.3 Promotion & Publicity Committee

- **Dave Western**

Report attached as Appendix “D”

The committee will collect ideas and artefacts from past operations (records, Square Time editions, other organisation documents)
Robb Dunlop suggested storing our artefacts at the National Archives or City of Ottawa.

One advantage of storing documents at established archives is that most of those archives and central repositories will convert the documents into digital format.

Some clubs may wish to take advantage of such a service for club documents.

Ron Gardner volunteered to explore having our materials stored at some local central repository, either City of Ottawa or National Archives.

- 4.4 Club Liaison Committee - **Richard Sharman**
EOSARDA Bulletin system is up and running with 105 e-mail addresses listed.
Square Time issue 63.2 (April 2017) is currently being put together.
Ann Davelaar has agreed to take and store the old issues of Square Time.

Subsequent to the meeting, Richard advised that he created a certificate and gave it to Dave to present to the Mississippi Squares at their 30th anniversary celebration; Peter will obtain Federation and the Society certificates to present as well.

- 4.5 I.T. Committee - **Bob Summers**
Arlo Speer now has password access to eoDance.ca server to manage the EOSARDA Bulletin system
A notation about the Publicity Network has been added to eoDance.ca

- 4.6 Ontario Area Callers' Association - **Dave Currie**
John Charman and Wendy VanderMeulen will hold Part 3 of their Caller Training programme 25 March 2017.

Wendy VanderMeulen will co-ordinate a summer session of PLUS-level dancing (with various local callers) on Mondays from May to August at the Tom Brown Arena.

Wendy VanderMeulen plans a summer BASIC and MAINSTREAM dance programme on Tuesdays from May to August at the Tom Brown Arena.

- 4.7 Ontario Square and Round Dance Federation - **Jim Sawtell**
Provincial membership (down from the past year):
2420 adults
11 teens
77 callers and cuers

2018 Convention in London, Ontario – 289 registrations to date
2020 Convention in Surrey, B.C.

6. Business Arising from the Minutes

- 6.1 Additions & Amendments to Procedures Manual - **Dave Western**
A revised Chapter 3 on the annual Registration process has now been posted on eoDance and the new Chapter 26 on Scheduling Conflicts has been sent out as a Bulletin and also posted on eoDance.

As a result we have been requested to include both LiftLock's annual Spring Spree and Harbour Lites Food Bank Dance in the list of grandfathered dances. Also we have been asked to change the date shown for SiS/Mothers Day Dance to the first weekend in May.

We also had an exchange of e-mails with Pembroke concerning a possible conflict with Peterborough over a planned fall dance.

As far as I am aware, since the policy was accepted by Council 2 years ago, there have been no scheduling conflict situations. As well as the afore-mentioned problem with Pembroke, there was a potential conflict over a New Year's Eve Dance that was resolved amicably.

There are two ways of looking at these results. Either:

- the new policy is working well since clubs seem to be working hard to avoid scheduling conflicts
- or
- there was no problem to begin with in which case we did not need the policy.

Should we take this back to Council in April or should we leave well enough alone?

There was considerable discussion about whether we should recommend revision or cancellation of this policy. The board decided to leave the policy in its current form, therefore there is no need to bring the matter to the Council of Dancers meeting.

What do we do about the two requests for grandfather status?

Was this question answered? If so, what was the answer?

6.2 New Dancer Celebrations 2017

- **Ann Davelaar**

Ann provided packages for board members attending new dancers celebrations.

Following the meeting, Dave Western provided suggested talking points in an e-mail message to board members.

This spring's visitation schedule is attached as Appendix "E"

Suggested talking points are attached as Appendix "F"

6.3 Trillium Long Service Award 2017

- **Richard Sharman**

We have received one application that included minimal information. Since the deadline is April, it seems unlikely that we will have anything to submit this year.

6.4 Editor - Square Time 2017/18

- **Richard Sharman**

René Dick (Date Squares) has agreed to edit the Square Time when Richard vacates that position when issue 63.2 [April 2017] is published.

René has not yet agreed to become a board member.

7. New Business

7.1 New Caller Bursaries - approval

- **Charlene Gardner**

Applications have been received on behalf of two local callers who will attend the Peterborough Caller Course.

MOTION: Robb Dunlop/Sharman that EOSARDA will approve payment to Ron Gardner and Luke Periard of the Caller Bursary upon completion of the Peterborough Caller course. **CARRIED**

7.2 Agenda for Council of Dancers

- **Dave Western**

09 April 2017 in Prescott

Agenda items to include:

- Review of financial statements
- Committee reports
- Acceptance of minutes of last Council of Dancers meeting
- Publicity Network
- Activities for promotion on the EOSARDA calendar and in EOSARDA Bulletins
- Display of on-line Square Time
- London 2018
- Swing into Spring
- Canada 150 Activities
 - What activities are planned at clubs?
 - Ottawa Inspiration Village
- Election of Board of Directors for 2017/2018

Robb Dunlop volunteered to co-ordinate snacks for the meeting
Snacks will be limited to coffee, tea, finger food and snacks.
Board members who wish can contribute items.

7.3 Ottawa Inspiration Village

- **Dave Western**

The Ottawa Inspiration Village is an all-summer activity covering 110 days from the Victoria Day weekend to Labour Day, offering 30-minute time slots for local groups.

A message from the organising committee is attached as Appendix “G”

The Board agreed to discuss the Village at the April Council of Dancers meeting.

7.4 What is an “Event” for the web calendar

- **Bob Summers**

Recently, many clubs have been sending requests for their regularly scheduled dances to be listed on the EOSARDA calendar and for an EOSARDA Bulletin to be issued for regular club nights. Doing so would require more calendar entries than are practical for our current calendar; it would also risk EOSARDA Bulletins being considered spam by many dancers – resulting in our bulletins being ignored. Bob will generate a proposal to help resolve the issue.

We will add this item to the agenda for the April 2017 Council of Dancers meeting.

7.5 Club Contacts at Registration

- **Bob Summers**

At registration time, the Board agreed to ask clubs for the following e-mail addresses for:

- Contact person for the registration of dancers
- Recipient of EOSARDA Bulletins
- Dancers who seek information about the club

7.6 What if ? - Mega party for New Dancers

- **Dave Western**

Dave asked if it would be productive to:

- sponsor (with lots of advertising beforehand) a square, round and line dance party at a prominent central location in some area town or city;
- charge a nominal fee to attend;
- give all profits to a local charity (with media coverage);
- have all local clubs present with flyers, brochures etc. to talk to interested people about their club
- teach everyone just what they needed to know for a fun two hours or so of fast-paced dancing
- invite attendees to visit a local club the very next week if interested, and
- invite attendees to come back in three or four months to do it all over again?

The Board decided to include discussion on this option at the April Council of Dancers meeting.

8. Other Business – none

9. Adjournment

The meeting was adjourned at 16:35

Appendix "A":

Chairman's Opening Remarks

March already and we are approaching the end of yet another Dance Year!

The annual flurry of St. Patrick's Day dances is behind us, but there is still a lot of dancing to do, right up to and including Swing-into-Spring 2017. Can you believe it? This is the 5th annual Swing into Spring weekend. So get out there and dance and don't forget to wear your EOSARDA badge let the other dancers know that the Board of Directors is present and accounted for.

As we move into spring, we are beginning to make the rounds of New Dancer Celebrations. For some of us, officiating at these events is old hat for some of you this is your first such experience. In recognizing our newest dancers we need to keep in mind that for all those who are being celebrated (I almost said "are graduating") this is their first time. Fostering and maintaining their sense of adventure and accomplishment is something we need to keep uppermost in our minds.

This can pose a challenge for a Board such as ours, which, by the very nature of things, tends to be composed of experienced dancers who have been around for some time. Our collective wisdom and experience is invaluable, but it can come at a price. New ideas and new ways of doing things can be seen as threats rather than opportunities. "That's not how we do things" and "We tried that once and it didn't work" are two of the fastest ways I know to guarantee failure. We have to stay open to new approaches and new concepts while keeping our eyes firmly on the twin goals of dancer retention and dancer recruitment.

This year's Board has been an interesting mix of experienced and new Board members. Early in the year we bid a sad final good bye to Bruce Warner a long-time and very devoted member of the Board and of the square and round dance community. As is the nature of things, Bruce has been replaced by a new crop of Directors who bring their own strengths and abilities to the Board.

I have sincerely enjoyed working with all of you this year and I hope that all of you will continue to serve on next year's Board. We also need to add new blood to the Board in order to ensure that can profit from their new ideas and that we continue to represent the interests of all of our dancers.

With that in mind, I ask all of you to do your very best to encourage suitable volunteers at all dance levels to join next year's Board of Directors.

Appendix “B”:

Treasurer's Report

This information has been deleted from the on-line version but is available upon request

Appendix "C":

Registrar's Report

	AS OF MARCH 19, 2017			
	As of Mar. 2017	As of Mar.2016	Difference March 2017 vs. March 2016	Difference from April 2016
NEW SQUARE DANCERS so far 104 are new to the activity	131	115	16	16
RETURNING SQUARE DANCERS	650	681	-31	-31
NEW ROUND DANCERS	11	10	10	1
RETURNING ROUND DANCERS	51	58	-7	-7
NEW LINE DANCERS	27	25	2	2
RETURNING LINE DANCERS	24	25	-1	-1
TOTAL TO DATE	894	914	-20	-20
CUERS, CALLERS, LEADERS AND PARTNERS	22	27	-5	-5
TOTAL MEMBERSHIP TO DATE	916	941	-25	-25
TOTAL CLUBS TO DATE	30	30	0	0
TOTAL ASSOCIATIONS TO DATE	3	4	-1	-1

Appendix “D”:

Promotion & Publicity Committee Report

The Publicity and Promotions Committee’s work plan for 2016/17 calls for creating “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.”

Due to a number of other priorities, work on setting up the Publicity Network was delayed until after Christmas. However, as reported last month, on January 17 I sent out a message to all clubs requesting volunteers to serve on the new Network. I am pleased to advise that as of today, we have representatives from 19 clubs on the Network. These include:

- Bay Waves
- Charmin' Promenaders
- Got Lines - Line Dancing
- Grenville Gremlins
- Harbour Lites
- Kanata Squares
- Lift Locks
- Limestone Dancers
- Meri Squares
- Mississippi Squares
- Napanee Pioneers
- Date Squares
- Otonabe Squares
- Saturday Squares
- Seaway Squares
- Stone Bridge Squares
- Swinging B's
- Swinging Swallows
- Opeongo Squares

A Bulletin announcing the creation of the new Publicity Network was sent to all clubs on March 7. This included an invitation to those clubs who have not yet signed on to join the network.

That same day the first discussion topic for the network was sent to the group by e-mail. This focussed on Recruiting results for the 2016/17 dance year and plans for 2017/18.

The discussion topics were:

- What did your club do to attract new dancers this year?
- What worked and what didn't?
- What were the results in terms of participation and new dancer recruitment?
- How many of your new dancers stayed with the club until Christmas? How many are "graduating" this spring?

- What kind of feedback has your club received from both new and experienced dancers?
- What is your club planning for next dance year (2017/18) ?
- What changes are you going to make to your recruiting strategy?
- How can EOSARDA best support your club's recruiting efforts for 2017/18?

To date this discussion topic has generated over 60 very interesting and wide-ranging replies, many containing useful suggestions and ideas.

Carole Lauzon of the Swinging B's has volunteered to compile a summary report which I will make available to the Board once it has been completed.

There has also been interest in the Publicity Network from the Ontario Federation, T&D's Publicity Person has joined the Network and Border Boosters is monitoring our on-line conversations through the Swinging B's who are members of both EOSARDA and Border Boosters.

The Publicity Committee's work plan also included a commitment to
"With the assistance of the Publicity and Promotions Network, collect as much promotional material as possible from Member Clubs and from Festival 2014 (banner supports, club signs etc) and develop any additional promotional material in order to provide backdrops and material for displays, booths etc. Ann Davelaar is the lead on this initiative.

Through the Publicity Network a call has gone out to all clubs to provide samples of their publicity materials to Ann Deavelaar with a view to helping us set up a central repository of such material for club use.

Appendix "E":

Visitation list

Club Name	Details	EOSARDA Representative
Bay Waves	Constance Bay Fri. Apr. 28 7:30 pm 1 new dancer	Dave Western
Grenville Gremlins	Kemptville Mon. Apr. 24 7:30 pm 13 new dancers	Ann Davelaar
Harbour Lites	Prescott Wed. Apr. 19 7 - 9:30 pm 3 new dancers	Barb Englehart & June Tripp
Kanata Squares	Kanata Thurs. Apr. 27 7:30 pm 2 new dancers	Richard Sharman
Limestone Dancers	Kingston Date - TBD (early May) Time - TBD 8 new dancers	Ann Davelaar
Meri Squares	Ottawa Tues. Apr. 25 6 pm 15 new dancers	Dave & Marie Currie
Mississippi Squares	Carleton Place Tues. Apr. 18 7:30 -10 pm 5 new dancers	Robert Dunlop
Napanee Pioneers	Napanee Fri. May 26 Potluck dinner 6 pm	Barb Englehart & June Tripp

Dancing 7:30 - 9:30 pm
7 new dancers

Ottawa Date Squares

Ottawa
TBD
TBD
6 new dancers

Bob Summers

Quinte Twirlers

Belleville
Wed. Apr. 26
6:30 - 9:30 pm
13 new dancers

Bob Summers

Stone Bridge Squares

Russell
Fri. Apr. 28
7 pm
8 new dancers

Dora Boersma

Swinging Bs

Cornwall
Fri. March 24
8:00 pm
8 new dancers

Dave & Marie Currie

Swinging Swallows

Pembroke
Thurs. Apr.6
7 - 9 pm
6 new dancers

Jim Sawtell

Appendix "F":

Suggested Speaking Points for New Dancer Celebrations

If given an opportunity to speak:

- hold the microphone close to your mouth,
- speak clearly,
- don't mumble,
- don't rush,
- keep it short.

Suggested speaking notes

Good evening

On behalf of the Eastern Ontario Square and Round Dance Association, the Ontario Square and Round Dance Federation and the Canadian Square and Round Dance Society, I would like to congratulate the new dancers for having completed their first year of square dancing and to welcome them to the worldwide fellowship of square dancing.

And thank you to all the experienced dancers and your caller who have worked with you to get you to this point in your dancing career. I hope that you have many enjoyable years of dancing ahead of you and look forward to meeting you on the dance floor.

This evening, in recognition of your accomplishments, EOSARDA will be presenting each of the new dancers with a Canadian Square and Round Dance Society pin and a coupon for free admission to either Fall Fest 2017 or Frosty Fling 2018, along with a brochure explaining a little about what EOSARDA does.

Conclude with either:

Once again, I would like to congratulate all the new dancers on their accomplishments.

OR

I would like to conclude with a poem that was written 2 years ago by a brand new dancer:

*You arrived here as strangers, knowing nothing at all
Mixed your rights with your lefts and caused chaos for all.*

*But you were taught with patience, laughter and grace
You were turned 'round and shown your place*

*From circling left to Allemande Thars
Look at you now, you're Shooting Stars*

*You're Making Waves and Bending Lines
Slipping the Clutch and marching in time*

*You're Setting Squares and Passing Through
Swinging and Starring and Diving Through, too*

*You swing yours and I'll swing mine
Listen to [Caller's name], he'll keep you in line.*

*Now you can twirl - California style
And Courtesy Turn with a very nice smile.*

So to [Caller's name] and the angels too

A bow and a wave and a heartfelt THANK YOU

Appendix "G":

Message from Ottawa 2017 Inspiration Village

Ottawa 2017 Inspiration Village - Program & Performance Opportunities

Denise Benning-Reid <denise@wendykane.com> Mar 9 at 12:37 PM
To Denise Benning-Reid

Something special is coming to Ottawa this summer. From Victoria Day weekend to Labour Day, Inspiration Village will be a core site for Ottawa 2017 programming. Located in the Byward Market, this unique festival will be built out of sea containers and feature a succession of special exhibits and arts and culture events and serve as a vehicle to showcase the diversity of our nation.

We would like to invite your organization to be a part of the celebration in some way - big or small. Please see the attached Performer / Program Opportunity Outline which provides details about Inspiration Village and the program opportunities available over the 110 day event.

Should you wish to participate, please fill out the attached booking form and return to the email at the bottom of the form. If you know of any other organizations that might be interested in this opportunity, feel free to forward the information on.

If you have any questions, just let me know. I'm happy to assist.

Best Regards,

Denise Benning-Reid
Inspiration Village
C. 416.710.3899
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