

EOSARDA Board Meeting

Sunday, 21 October 2018

1:30 - 4:30 pm

Ottawa Citizen Board Room

Baxter Road, Ottawa, Ontario

ATTENDEES:

Gavin Currie

George Newton

Wendy VanderMeulen

Ann Davelaar

Bob Pitruniak

Dave Western

Barb Englehart

Arlo Speer

ABSENTEES:

Bob Summers

June Tripp

1. Call to Order

- 1.1. **MOTION: Speer/Newton** ... that (in accordance with By-Law 33[a]) the Board pass an amendment to Article 9 of the Bylaws to indicate that a quorum for Board meetings be 50% of the Board members with voting status. **CARRIED**

- 1.2. The agenda was accepted with revisions.

- 1.3. Opening Remarks Attached as Appendix A – Dave Western

2. Previous Minutes

- 2.1. Meeting Record from 10 June 2018 Organisational Board Meeting – Arlo Speer

- 2.2. **MOTION: Englehart/Currie** that the record be accepted as circulated. **CARRIED**

3. Reports

- 3.1. Treasurer's Report Attached as Appendix B - Bob Pitruniak

MOTION: Pitruniak/Currie that the Year-End Financial report be accepted. **CARRIED**

- 3.2. Registrar's Report Attached as Appendix C - Barbara Englehart

3.3. Harvest Hop

Harvest Hop was held in Cornwall on 14 October, co-sponsored by the Swinging B's and EOSARDA.

Cash received at the dance indicates that 101 dancers attended the dance; 3 new graduate dancers attended through the free certificates provided by EOSARDA.

Total profit (Income – expenses) was **\$115.00**, meaning that the EOSARDA share will be **\$57.50**. Financial report attached as Appendix D

- 3.4. *Swing into Spring* – Attached as Appendix E

- Arlo Speer

- 3.5. Club Liaison Report – Attached as Appendix F

- Ann Davelaar

4. Business Arising from the Minutes

- 4.1. Requirement to file financial statements: - Bob Pitruniak
- Bob indicated that, based on his work over the past year, he should now be able to proceed with the work to complete the filing.

- Bob indicated that we need to establish a corporate mailing address.

MOTION: Pitruniak/VanderMeulen that the head office of EOSARDA be declared to be **4 Cone Terrace, R.R. #1, Richmond, Ontario K0A 2Z0** **CARRIED**

- 4.2. *SquareTime* Editor: ~ Item 3.2 from 10 June 2018
We will await publication of the October edition and then decide on future action with respect to identifying an editor.

- 4.3. eoDance.ca website for SVSRDA and EOSARDA - Arlo Speer
For a number of years, EOSARDA has adopted eoDance.ca as a platform for its website.
Over the past summer, SVSRDA also adopted eoDance.ca as its platform.
EOSARDA and SVSRDA now share a common platform for their websites. Bob Summers completed a considerable amount of work over the summer to complete the transition of SVSRDA onto eoDance.ca.

- 4.4. Dance Leader Training Subsidy: ~ Item 3.3 from 10 June 2018 - Bob Pitruniak
One new caller received a training subsidy and is continuing his apprenticeship.

- 4.5. Promotion of square and round dancing throughout the region
~ Item 3.3 from 10 June 2018 - George Newton
Attached as Appendix G
George Newton's request for authority to proceed with an application to register the Association with the Ontario Trillium Foundation was unanimously approved by the Board. Board members are to respond to George by 28 October with comments regarding the Trillium registration application.

- 4.6. Potential additional co-sponsored dances: ~ Item 3.4 from 10 June 2018
-- Dave Western & Barb Englehart
Our first co-sponsored dance was the Harvest Hop in Cornwall 14 October.
Barb has approached other clubs about co-sponsoring dances; however, no club has expressed a willingness to assist. Dave will follow up with Kingston's Limestone Dancers and will initiate discussions with the Kanata Squares and Pembroke's Swinging Swallows.

- 4.7. Frosty Fling: -- Dave Western & Barb Englehart
For Frosty Fling to continue, we need to explore a venue for early February 2019.
Dave Western will check with Kanata Squares to see if that club would be willing to co-sponsor the event.
A decision on Frosty Fling 2019 was deferred pending the results of (4.6 above)

5. New Business

- 5.1. On-line access for Banking - Bob Pitruniak
Bob will explore the procedure that's required.
- 5.2. Dates and locations for Board meetings
November 2019 – 11:00 to 4:30
Wendy will check on availability for Tom Brown Arena.
Dave will check on availability of the Pretty Street facility in Stittsville.
- 5.3. 18 November Council of Dancers Meeting – items to include:
- Future of *SquareTime*
 - Ratification of Board motion on quorum for Board meetings
 - Frosty Fling status
 - Promotion Activities
- 5.4. Participation in 2019 Highland Games - Dave Western
By e-mail vote, last August the Board of Directors voted unanimously to approve the expenditure of \$500 for a Square and Round dance booth at the 2019 Glengarry Highland Games subject to the following conditions:
1. Carole Lauzon from the Glengarry Tartans will be the point person on this project.
 2. The booth has to represent both square and round dancing.
 3. Information available at the booth should represent as many of our clubs as possible and should include a graphic display showing where the various clubs are located.
 4. If possible demo dances should be included.
 5. We should pursue this issue with Federation with a view to recovering some or all of our costs related to this project.

MOTION: VanderMeulen/Pitruniak that the Board confirm the above e-mail decision to spend \$500 for a Square and Round dance booth at the 2019 Glengarry Highland Games, subject to the conditions listed above. **CARRIED**

Items deferred to a future meeting:

- 5.5. Handling reports at Board meetings
- 5.6. Innovative approaches to dancing
- 5.7. Possible updates to http://eodance.ca/club_support.php

6. Next Meetings

Board Meeting: ~ 11:00 – 18 November 2018 – Location to be confirmed
Council of Dancers ~ 1:30 – 18 November 2018 – Location to be confirmed

Appendix A: Chairman's Opening Remarks

Each September I usually begin our first Board meeting by greeting returning Directors, welcoming the new Board members and saying something along the lines of "Welcome to a new dance year, we've got a lot of work to do. Let's get to it."

Somehow that just doesn't seem to fit this year.

This Board's term of office started last April when we were elected by Council; we met last June to sort out who was going to be doing what this year. The new dance year has been underway for about 6 weeks.

So, it's not the beginning of our term of office, it's not our first meeting and it's not the start of a new dance year. Mmmm - bit awkward that! Perhaps I should just say "Welcome back, let's get down to work?"

Seriously though, we do have quite a lot of business to get through. Among other things, we need to:

- hear from the Registrar how the Fall Recruiting drive is going
- review the state of our finances
- approve the End-of-the-Year Financial report for 2017/18;
- find out how the Harvest Hop turned out (it was a great dance!);
- figure out what to do about Square Time
- review George's proposed Publicity Program
- determine what to do about Frosty Fling 2019
- get ready for the November Council of Dancers and
- decide where we are going to be meeting for the rest of this year.

So, without further ado, "Welcome back, let's get to work."

Dave Western,
President

Appendix B: Treasurer's Report

1. Year end 2017-18 results

Attached are the auditor's statement for the 2017-18 financial results, the end of year summary and my report that provides Board members with a year to date month-by-month summary of our revenues and expenses for the year ended 30 Jun 2018. This report also shows Board members the numbers for the previous year's operations so comparisons can be made quickly. This report also shows Board members the year's budget figures so Board members can measure our end of year results against our budget. Please be sure to print this report in landscape mode – it is MUCH easier to read that way!

We lost \$20.57 for the past year which is pretty close to breaking even. Full disclosure here: I was away for much of April and did not get SquareTime advertising invoice out until after most clubs had stopped dancing. I do expect some of that advertising revenue to come in but be booked as revenue for the current year. Thus, if only one check had come in before the end of June we would have been in a profitable position last year.

2. Current results

I also include a summary of activity since 01 July – not much has happened yet but you will see the budget figures for the current year in that report. The negative figure for the Council of Dancers meeting expenses reflects the refund from the Citizen for the November meeting. The repairs expense is for the work done on the EOSARDA owned caller's equipment. Again, print this report in landscape mode.

3. Financial Compliance

Still little accomplished – I have now completed my own first year of results and am ready to begin filling out T2 tax forms once we establish a head office.

Bob Pitruniak

Treasurer, EOSARDA

September 24, 2018

To the Board of Directors and Members of
Eastern Ontario Square and Round Dance
Association

I have completed a review of the provided balance sheet and related statements of revenues and expenditures of EOSARDA as of June 30, 2018. This review was limited to the amounts listed in the records, bank statements and deposit slips.

I found that all was well documented, and nothing caught my attention to make me believe anything was false or inaccurate, thus they present the true financial position of the Association.

A handwritten signature in cursive script, reading "Mary Power".

Mary Power

Additional financial information has been omitted from the on-line version but is available upon request.

Appendix C: Registrar's Report

	As of April 2018	As of October 2018	Difference April 2018 vs Oct 2018	New Dancers by Club			
New Square Dancers	131	107	-24	Club	Square	Round	Line
New to activity 77				<i>Glengarry Tartans</i>	5		
Returning Square Dancers	650	411	-239	Got Lines			13
				<i>Grenville Gremlins</i>	12		
New Round Dancers	11	14	+3	<i>Harbour Lites</i>	2		
New to activity 14				<i>Mississippi Squares</i>	5	14	
Returning Round Dancers	51	36	-15	<i>Ottawa Date Squares</i>	11		
				<i>Quinte Twirlers</i>	22		
New Line Dancers	27	22	-5	<i>Stonebridge Squares</i>	11		
New to activity 13				<i>Swinging B's</i>	9		
Returning Line Dancers	24	30	6	TOTAL	104	77	14
							13
TOTAL TO DATE	894	620	-274				
Cuers, Callers, Leaders and Partners	22	18	-4	<i>Note: Numbers are based on registration information received at the beginning of the dance season and new members that joined up to the issue date of this report.</i>			
TOTAL MEMBERSHIP TO DATE	916	638	-4				
TOTAL CLUBS TO DATE	30	25	-5				
TOTAL ASSOCIATIONS TO DATE	3	3	0				
ISSUED: October 22,2018							

Appendix D: Harvest Hop Finances

Harvest Hop 2018 Results

Revenue

Donation	\$10.00
Door sales	\$1,010.00
50/50	\$108.00
Total revenue	\$1,128.00

Expenses

Hall rental	\$180.00
Caller fees	\$500.00
Food	\$300.15
DW Expenses	\$32.85
Total expenses	\$1,013.00

Profit **\$115.00**

*Profit shared between
EOSARDA and the Swinging B's*

Appendix E: Swing into Spring Report



Plans are well underway for *Swing into Spring* 2019 to be held Friday 03 May to Sunday 05 May 2019 at the South Grenville District High School in Prescott, Ontario. Callers for the event will be Bill Harrison from Cheltenham, Maryland and Ken Rittuci from West Springfield, Massachusetts. JL and Linda Pelton from Plano, Texas will teach and cue round dancing. In addition, the committee has begun exploring staff for the 2020 event.

Membership on the committee has changed slightly from last year with two previous members retiring from the committee and three new members joining. Joining the committee this year are: **Carole Lauzon** (Glengarry Tartans), **Robert Milburn** (Village Squares), and **Rosie Schurr** (Village Squares). **Gloria Bateman** (Swinging Swallows) and **Regina Gerhard** (Harbour Lites) remain from last year as do the committee's Treasurer, **Wendy VanderMeulen** (Charmin' Promenaders) and the Secretary, **Arlo Speer** (Capital Carousels).

Members of the *Swing into Spring* Committee who are also members of the EOSARDA committee to promote square and round dancing throughout the region have made the committee aware of some of the initiatives from that group. The *Swing into Spring* Committee will co-operate as much as it is able with SVSRDA and EOSARDA in the promotional activities. Specifically, *Swing into Spring* will continue its long-standing practice of welcoming non-dancers to observe round and square dancing at no charge. As well, the *Swing into Spring* Committee will offer newly-graduated dancers a reduced rate when registering for the *Swing into Spring* weekend. The committee hopes it can rely on EOSARDA and SVSRDA to present this offer to new graduates when each organisation makes its own similar presentations to new graduate dancers.

At the October meeting of the *Swing into Spring* Committee, there was considerable discussion about the payment of royalties for the music used during the event. The committee decided to delay any decision about paying royalties until a later date.

In accordance with section 27.4 b) of the *Swing into Spring* procedures, the committee's 2019 operating budget is attached to this report. This budget projects a 5% reduction in registrations from last year and reflects the cap on caller and cuer fees that the committee introduced last year.

Submitted October 2018, by
Arlo Speer, Liaison to EOSARDA & Regina Gerhard, Liaison to SVSRDA

http://eodance.ca/SIS_home_page.php

www.facebook.com/PrescottSIS/

2019 Operating Budget



	Budgeted		Actual	
Revenue:				
Registrations	9,500.00			
Registrations: Full (In Advance, @ \$70)				
Registrations: Saturday Only (In Advance, @ \$55)				
Registrations: Full (After Apr. 2, @ \$75)				
Registrations: Saturday Only (After Apr. 2, @ \$60)				
Registrations: Full (at the door, \$75)				
Registrations: Saturday (at the door, @ \$60)				
Friday night, at the door (\$12)				
Saturday night, at the door (\$12)				
Sunday morning, at the door (\$12)				
Registration Refunds				
Share the Wealth	250.00			
Cancellation Fee				
Miscellaneous Revenue				
TOTAL REVENUE		9,750.00		-
Expenses				
Caller/Cuer (Staff) fees	4,500.00			
Staff Accommodations	600.00			
Advertising	100.00			
Printing/Photocopying	200.00			
Coffee Supplies	100.00			
Decorations	100.00			
Registration (Ribbons, stamps, envelopes)	200.00			
School Rental/Custodial Fees	1,050.00			
Saturday Lunch	2,000.00			
Gratuity	100.00			
Sunday Lunch	700.00			
Miscellaneous	40.00			
Bank Fees	15.00			
TOTAL EXPENSES		9,705.00		-
BALANCE		45.00		-

Appendix F: Club Liaison Report

1. New Dancer Celebrations 2018

The 12 Square Dance Clubs, which had Beginner instruction in 2017 - 2018, had a total of 81 “graduates” this spring. It is interesting to note that Beginner Round Dancers were also included in the Mississippi Squares New Dancer Celebrations this dance year. The 6 Visiting Directors involved reported having found this aspect of their work worthwhile and enjoyable.

Altogether, 88 packages were prepared, and 7 were returned from 3 clubs (Bay Waves 1, Harbour Lites 5, and Kanata Squares 1).

Bay Waves	3
Grenville Gremlins	6
Harbour Lites	2
Kanata Squares	5
Limestone Dancers	4
Meri Squares	7
Mississippi Squares	15
Napanee Pioneers	7
Ottawa Date Squares	5
Quinte Twirlers	8 (mailed)
Swinging B's	8
<u>Swinging Swallows</u>	<u>9</u>
Total Delivered	81

The revised method of leaving only the last-minute final determination of the number of “graduates” in the hands of the Visiting Directors, in coordination with their relevant clubs, proved to be surprisingly accurate.

Therefore, I recommend this method be used again, because of its reasonable expectation of success.

2. Recognition of Major Accomplishments

Certificate of Achievement

On May 6, 2018 at tSVSRDA's Mother's Day Dance, Dave Western, EOSARDA President, presented Square Dance Caller Harold Moore with a Certificate of Achievement, upon his retirement after 42 years of Calling. Marion, his wife, was given honourable mention for her steadfast support during Harold's long career.

Trillium Awards

At the Harvest Hop in Cornwall on October 14, Dave Western presented a Trillium Merit Award to Jim and Gerry Sawtell, Ontario Square and Round Dance Federation Directors.

On October 15, Dave presented a Trillium Long Service Award to Preston and Muriel Gilmer at the Grenville Gremlins in Kemptville, standing in for Barbara Englehart, who was unable to do the presentation.

At present, arrangements are being made to present Renton and Eleanor Patterson with a Trillium Long Service Award in January 2019 at the Mississippi Squares Halfway Dance in Carleton Place.

2019 – 2020 Celebrations and Anniversaries

In the interest of good relations with our EOSARDA clubs, and so that EOSARDA Representatives may be prepared if invited to attend any of these special events, it might be useful to be aware of major upcoming Celebrations and Anniversaries among them. So far, I have compiled the following list of events:

Confirmed

November 21, 2018 – Sunshine Squares, 60th Anniversary
January 12, 2019 – Mississippi Squares, 30th Halfway Dance
April 6, 2019 – Meri Squares, 50th Anniversary Dance

To be Confirmed

April , 2019 - Quinte Twirlers, 40th Apple Blossom Dance
2019 - Harbour Lites, 45th Anniversary
2019 - Village Squares, 45th Anniversary
2020 - EOSARDA, 65th Anniversary

3. Club Visit Dance Dangles

A total of 26 Club Visit Dance Dangles (17 Gold and 9 Silver) was awarded to 7 participating clubs for the 2017-2018 dance year.

Harbour Lites	4 G + 4 S =	8
Lockits	2G =	2
Meri Squares	3 G + 1 S =	4
Mississippi Squares	3 G + 2 S =	5
Swinging B's	1 G + 2 S =	3
Swinging Swallows	2 G =	2
Village Squares	2 G =	2
		17 G + 9 S = 26

A total of 30 Dangles (25 G + 5 S) was awarded for the 2016-2017 dance year.

Three Bulletins were sent out: one in August, and one in September, inviting submission of completed Applications for 2017-2018, and one for the start of the 2018-2019 dance year. I was happy to note that a number of dancers brought their new Application Forms for a signature for Harvest Hop.

4. EOSARDA Subsidy and Federation Bursary Programs (for New Dancer Recruitment and Club Promotional Activities)

On June 6, 2018, which fell before the end of the 2017-2018 EOSARDA fiscal year, I received from the Glengarry Tartans an Application Form and related documents for an EOSARDA Subsidy for their newly-formed club. Upon approval, a subsidy of \$114.00 was added to the amounts already granted to the other 6 participating clubs, for a total of \$1,249.32.

The attached Federation Recruitment Bursary Application and relevant documents were reviewed and passed on to Gerry and Jim Sawtell, Federation Directors, for consideration. On July 28, 2018 I learned the Federation could not approve the 2017 Application from the Glengarry Tartans because the OSRDF fiscal year had ended on March 31, 2018. The Federation suggested that the Glengarry Tartans apply for a Recruitment Bursary in the fall of 2018. That Application has been received and all related material is being reviewed by EOSARDA.

Appendix G: Promotion of Square and Round Dancing throughout the Region

BACKGROUND

At the June 10 meeting I stated that I volunteered to come onto the Board in response to Dave Western's notification to Clubs that without sufficient board members that EOSARDA wouldn't be able to field a quorum. Also, through previous experience, I may have something to offer. My term was to be one year. My thought was, with the aid of other Clubs, to develop a template promotion plan including posters, flyers and written materials that Clubs could use if desired. I also forwarded the notion that revised branding was probably required.

It should be noted that I do have some background in demographic studies.

WHAT HAS HAPPENED SINCE

1. Established an advisory group (Wendy VanderMeulen, Carole Luzon & Gloria Bateman) to solicit ideas and get feedback. This has proven to be quite useful.
2. Gathered information that was developed through the Publicity Network during last year's dance season.
3. Reviewed the ideas presented and the Publicity Network (Pub-Net) information during the 2017/2018 dance season.
4. Reviewed the origins and history of the dance.

OBSERVATIONS

The Pub-Net venture has produced some interesting results.

- There are 18 Clubs offering the basic program. 11 responded to the question, "What did you do to attract new dancers this year?" 10 of these clubs answered that, among other activities, they mainly use posters, flyers and print material to varying degrees.
- When asked "What is your club planning for next dance year? What changes are you going to make to your recruiting strategy?" the response was somewhat mixed. Some of the clubs are picking up on things that other clubs had tried. Some going to repeat what they had done for the current season and others weren't sure.
- Pub-Net should be continued.

OTHER

- The flyers that are currently being posted via Bulletins show a very positive change in both format and content.
- Three of the more significant recommendations from the advisory group were to: open up some of the Regional dances to visitors as observers; for clubs to get more involved in the community on on-going bases (Demo dances should become entertainment dances and be offered to a wider range of groups); and, try to apply for a Trillium grant to help develop a new approach to publicity. Swinging Swallows did this 2007. The club still uses some of the material that was developed.

SUMMARY

It would appear that there is a lot of similarity in what the clubs are doing and that they plan to continue.

I still feel that having a more centralized approach to publicity is still a good idea. I am not opposed to continue with the development of promotional templates for club use. And, I also want to look at rebranding our product. However, how to get it done is a challenge. For example, feedback, from some clubs, is that they still want to use their own club colours. Sounds simple enough but, I don't know of any successful companies that have location specific brands. The challenge is much greater than a decision on what colour to use.

Try as hard as we may to bring in new dancers, it will still be facing significant obstacles. The main obstacle being that the traditional demographic group from which the new dancers are recruited is both shrinking and ageing, that demographic group being mainly made up of the siblings of immigrants from Europe, the British Isles and Ireland.

There are three significant changes that attribute to this decline. First Europe was divided post WW2. Thus, eastern European immigration stopped. Second, post WW2 the Canadian government changed its Immigration policy from Skill based to Humanitarian the result being more third world countries and fewer traditional immigrants. The third was the drop in birth rate since the 1960's.

Another factor is that both square and round dancing requires couples and as the group ages the numbers of singles increases. This may explain the growth in line dancing where singles are involved and people dance as a group.

To sum up the new dancer pool is draining and unless something significant is done, the future looks bleak. Simply put, what we are doing now isn't producing the desired results. Also, square dancing still seems to be branded to old-time dancing.

RECOMMENDATION

1. Start the process for applying for a Trillium Grant.

Applying for registration does not commit the Association to anything. I would caution however, that we did apply in 2012 and were granted recognition but did nothing. The Ontario Trillium Foundation's application approach is all on-line with the first step being, making an application to get registered with the foundation. I have drafted the application ready to fill in the on-line application.

The proceeds of the grant would be used to hire a marketing consultant to work with EOSARDA (me) to develop a promotions program that is focused on: enlarging the demographic group; using social media to focus on a younger group; rebrand the product; and to have sufficient funds to roll out the program to all clubs that offer Basic dancing. However, there are things to be considered prior to initiating the process. Mainly I will not be on next year's board. My wife, Sheila, and I are no longer dancing and the probability of us returning is very low.

There is no guarantee of success. Swinging Swallows applied for a grant in 2007 and received less than half of what was requested.

2. Continue with development of template programs as an interim measure.

Health permitting, I would be willing to assist, after June 2019, but not as a board member.

3. Develop a publicity plan for visitors to attend regional dances as observers with the intent of encouraging them to join a club. Gloria Bateman has offered to assist in this endeavour.

Submitted by,

George Newton Director – Promotions coordination

October 21, 2018