

**Minutes of EOSARDA Board Meeting  
Sunday, 18 November 2018**

11:00 am -12:30 pm  
Pretty Street Community Centre  
2 Pretty Street, Stittsville, Ontario

**ATTENDEES:**

Gavin Currie, Ann Davelaar, Barb Englehart, George Newton, Bob Summers, June Tripp, Wendy VanderMeulen, Dave Western, Pearl Western

**ABSENTEES:**

Arlo Speer, Bob Pitruniak

**1. Call to Order**

The meeting was called to order at 11:05. The draft agenda was adopted unanimously.

**1.1 Opening Remarks - Dave Western**

See Appendix A

**2. Previous Minutes**

**2.1 Meeting Record from 14 October 2018 Board Meeting**

George Newton:

Item 4.5 of the draft Minutes should be amended to read:

“ 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.”

**Wendy VanderMeulen moved that the amended Minutes be adopted. Seconded by Ann Davelaar and unanimously approved.**

**3. Reports**

**3.1 Treasurer’s Report - Bob Pitruniak**

**1. Current results**

I include a summary of activity since 01 July, including results up to 22 Nov 2018, Note that the bank figures are reconciled to 31 Oct 2018. The only item that jumps out at me is the Square Time printing cost. I do not see the actual printed copy so I don’t know if it looks different from last year’s issues. I do know that the cost to us has almost doubled so this will blow our Square Time printing budget if this continues. Again, print this report in landscape mode.

**2. Financial Compliance**

Nothing accomplished because of my absence – I have now completed my own first year of results and am ready to begin filling out T2 tax forms now that we established a head office.

**3. Online access to bank account**

You agreed by email to give me access to the restricted options that TD will offer a 2-signature company - being able to see bank status online but not being able to make etransfers. I hope to meet with Gavin soon at our home TD Bank branch in Orleans to set this up. Then I will be able to establish e-payments for Square Time advertising accounts (or anything else) to make it easier for others to pay us.

Bob Pitruniak  
Treasurer, EOSARDA

### **3.1.1 Year-End Report 2017/18**

#### **Appendix B**

A Motion to adopt the Year-end Report as submitted was made by Gavin Currie and seconded by ?  
The Motion was unanimously approved.

### **3.1.2 Year-to-Date Financial Report**

A Year-to-Date Financial Report to the end of October was not available. A copy of the Year-to-Date Financial Report has been appended to these Minutes as **Appendix C**.

### **3.2 Registrar's Report - Barbara Englehart**

#### **Appendix D**

A number of clubs have registered no dancers again this year. Barbara will provide Dave with a list of the clubs in question and Dave will follow up to remind them of EOARDA's new policy regarding the necessity to register all dancers. This may pose a problem for clubs that have registered their dancers through another region or directly with Federation.

### **3.3 Club Liaison Report - Ann Davelaar**

#### **Appendix E**

## **4. Business Arising from the Minutes**

### **4.1 Requirement to file financial statements - Bob Pitruniak**

Deferred. Bob has advised that he is beginning to work on the filing of T-2's

### **4.2 Square Time Editor:**

The latest issue of square Time could also be the last issue of Square Time. The Editor has resigned, and so far, no one has come forward to take on the job. Rene was formally thanked for his work as Editor.

An e-mail "help wanted" ad has elicited one query as to the software being used, but no applications for the position.

The Board considers that whether a new Editor is found or not, it is too late to publish a December edition of the magazine. Therefore a partial refund of \$2.50 per paid subscription will be offered. Clubs will be asked to poll their members to determine who wants a refund and to provide this information to the Treasurer. The total amount payable will be remitted to each club. It will be the clubs' responsibility to provide individual dancers with their refund.

**ACTION ITEM** - Gavin will draft a Bulletin to this effect.

The Board agreed that if a new Editor cannot be found, Square Time will cease publication. A decision in regards to refunds of subscriptions for 2019 will be made after a decision is made about the future of the magazine

### **4.3 Trillium Foundation Registration Application - George Newton**

#### **Appendix F**

#### **4.4 Potential additional co-sponsored dances - Dave Western & Barb Englehart**

As agreed at the October Board meeting, Dave approached the Kanata Squares about co-sponsoring a winter dance in Ottawa. The club declined the invitation as have all the other Ottawa-based dance clubs.

Dave has approached the Kingston club through both a long-time dancer and the club's Caller, with no success. He will contact the new club President in the near future. A contact has been made with Pembroke through the club's Caller. No response as yet.

#### **4.5 Frosty Fling**

After a lively discussion the Board decided to proceed with Frosty Fling 2019. The dance will take place on the afternoon of Saturday, February 2, 2019 and will be geared to new dancers. Dancing will be Basic (to the level of the new dancers) and Mainstream with Easy Rounds between tips. Dance Committee has agreed to plan, organize and run the dance.

The cost of the dance will be \$10 per person, payable at the door. Light refreshments will be provided.

Clubs will be encouraged to bring their new dancers to the dance and to make a day of it by going out to eat either before or after the dance.

#### **Items Deferred from October meeting**

##### **4.6 Handling reports at Board meetings**

The Board recognizes the advantage of having reports circulated in advance of a meeting. However, the Board also recognizes that this is not always possible and that there is no practical way to ensure that this is always done.

Therefore, the Board agrees that the circulation of reports prior to a Board meeting constitutes a "Best Practice" and should be done whenever practicable.

##### **4.7 Innovative approaches to dancing**

One of Square Dancing's greatest advantages is its portability. Thanks to CALLERLAB and the on-going efforts of the OACA, dancers who have completed a dance level (Basic, Mainstream, Plus, A-1, A-2, and the various Challenge levels) can visit other clubs, take part in Open Dances, travel around the world, go on square dance cruises, confident that they will be able to dance at any event that is advertised as being at their level.

(Round Dancing through Roundalab has adopted a similar approach through the use of designated Phases and standard definitions although there have been occasional problems when cuers have not agreed with their colleagues on what dance rhythms should be taught to new Round Dancers.)

But there always seems to be someone with a better idea as to how things should work. A couple of years ago it was Club 50 which caused a great deal of consternation as it was feared that many dancers would be unable to dance at Open Dances since they would not have completed the full Basic program.

Now we have a new club which has adopted a drop-in approach to square dancing. Under this approach, dancers only learn selected moves taught when they attend a given lesson, but, as far as I can determine, they do not compete any of the established dance levels.

Well, so what? If they are enjoying themselves what does it matter?

In the short term, it doesn't matter. We increase square dancing's footprint in an area where it didn't exist before and may gain a few new regular dancers in the process.

But, as we found out when planning the Harvest Hop, there is a down-side to this approach. There is a loss of portability.

Some who danced with the club last year had hoped to attend Harvest Hop. They were disappointed to discover that the Basic Program was geared to Full Basic Dancers. The club asked if this could be changed to accommodate their dancers. But with no standard to go by, this was impractical. Where would you draw the line? Who would decide which calls to include and which ones to leave out? Also, it would have had a negative impact on Full Basic dancers (including last year's Graduate Dancers) who would have been faced with a greatly reduced Basic program.

I am bringing this issue to the Board's attention as an information item only. I am not seeking to prohibit new approaches to teaching square and round dancing. I'm not sure that we could if we wanted to, and I don't think we should want to. We need to be aware of what is happening across the region and to be ready to deal with any complaints that may arise.

#### **4.8 Possible updates to [http://eodance.ca/club\\_support.php](http://eodance.ca/club_support.php)**

The Board agreed that the web page listing clubs that have supported EOARDA dances, serves no useful purposes and should be taken down.

However, the side-bar information listing the duties of supporting clubs should be maintained.

#### **5.0 New Business**

Barbara asked whether it would be possible and desirable to put next year's registration packages on eodance.ca rather than mailing them, as we often are unaware of changes in club contact information which can result in registration packages being misdirected.

The Board agreed with this proposal. Barbara will work with Bob Summers to get all in place by late summer 2019.

#### **Next Meeting**

Date and Location

1:30 pm Sunday, January 20, 2019  
Pretty Street Community Centre,  
2 Pretty Street, Stittsville

The Board noted that in 2019 the 3<sup>rd</sup> Sunday in April is Easter Sunday and therefore the 2019 AGM will have to be re-scheduled.

**Appendix A**  
**President's Opening Remarks**

November 18, 2018

Good morning and welcome to the 2<sup>nd</sup> Board meeting of 2018/19.

I would like to thank Pearl for agreeing, in Arlo's absence, to take Minutes for both this morning's Board meeting and for this afternoon's Council of Dancers.

Last April, as you know, Council of Dancers gave this Board a mandate consisting of 5 essential tasks. After we acquired two new Board members, we added some additional duties to this list. This afternoon we will be briefing Council of Dancers on how well we have done in accomplishing these tasks.

I believe that to date, we have successfully carried out the 5 essential tasks that were given to us.

- \$ although it was a little late, the October issue of Square Time has been published
- \$ our Bulletins system has become a major communications vehicle for clubs and dancers
- \$ the [eoDance.ca](http://eoDance.ca) website is a vital and reliable source of club and Association information
- \$ the annual dancer registration process is well in hand
- \$ EOSARDA is well represented on the Ontario Square and Round Dance Federation Board.

In terms of the additional duties we assigned ourselves, we are also doing quite well.

- \$ as we will hear from Ann this morning the New Dancer Recruitment Subsidy Program is alive and well
- \$ as is our Dance Dangle Program
- \$ the Dance Leader Training Subsidy Program, is active, if a little under utilized
- \$ two of the Trillium Awards approved for this region have been presented to the recipients, and plans are in place for presenting the 3<sup>rd</sup> Award early in the new year
- \$ George is working on a number of publicity initiatives
- \$ Requests for Certificates of Recognition have been accommodated
- \$ we continue to be active partners on the Swing into Spring Organizing Committee
- \$ we successfully co-sponsored Harvest Hop and are pursuing other possible co-sponsorship opportunities

The most serious problem we are facing right now is the resignation of the Editor of Square Time. Unless we can find a replacement for Rene the latest issue of Square Time may be the last issue of Square Time, which would be regrettable to say the least.

Our principal task this morning is to be sure that all is in order for this afternoon's Council of Dancers, so let's get to it.

**Appendix B**  
**EOSARDA 2017-2018 Year End Report**

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

## Appendix C Registrar's Report

EOSARDA 2018-2019							
Registrar's Report as of November 18, 2018							
	As of April 2018	As of November 2018	Difference November 2018 vs April 2018	New Dancers by Club (new to the activity)			
New Square Dancers	131	132	1		SQ	RD	LINE
New to activity 90				Harbor Lites	2		
Returning Square Dancers	650	629	-21	Glengarry Tartans	5		
				Got Lines			13
New Round Dancers	11	14	3	Grenville Gremlins	12		
New to activity				Meri Squares	11		
Returning Round Dancers	51	34	-17	Mississippi Squares	5	14	
				Ottawa Date Squares	11		
New Line Dancers	27	22	-5	Quinte Twirlers	22		
New to the activity 13				Stone Bridge Squares	11		
Returning Line Dancers	24	29	5	Swinging B's	9		
				Village Squares	2		
				<b>TOTAL</b>	90	14	13
<b>Total to Date</b>	894	860	-34				
Cuers, Callers, Leaders and Partners		23					

Total Membership to Date		883					
Total Clubs to Date		31					
Total Associations to Date		3					



**Appendix D  
Club Liaison Report**

**i) EOSARDA Subsidy and Federation Bursary Programs**

In the Fall, six clubs applied for **both** an EOSARDA Subsidy and a Federation Recruitment Bursary **together**. All clubs met the **EOSARDA October 31 deadline**, so that any necessary changes could be made by those clubs to meet the OSRDF deadline of December 31, by which EOSARDA has to transfer the packages to the Federation.

A total of \$952.01 was awarded to the clubs listed:

Glengarry Tartans	\$174.39
Swinging B's	\$250.00 (maximum)
Grenville Gremlins	\$ 89.27
Mississippi Squares	\$250.00 (maximum)
Swinging Swallows	\$129.31
Napanee Pioneers	\$ 59.04
<b>Total EOSARDA Subsidies</b>	<b>\$952.01</b>

This total represents slightly less than 50% of the \$2,000 available. The hope is that more clubs will take advantage of this financial reimbursement opportunity in the future.

The 6 packages will be forwarded to Federation for consideration of a Recruitment Bursary for 2018-2019.

## **Appendix E Director Promotion Coordination Report**

Nov 18, 2018

I met with Jud Rasmussen a partner at One Marketing and Branding on Tuesday No. 13<sup>th</sup>. One Marketing has a creative team that is dedicated to Not-For Profit and Member based organizations.

During the 1 to 1-1/2 hour meeting I outlined the: organizational structure; nature of our problem; efforts taken thus far to grow membership; the structure of the association and its member base and etc.

We agreed to a working relationship where in One Marketing would mentor me through the finalization of the Registration Application and the subsequent Grant Application. This would be done on a pro-bono basis with the understanding that if the Grant Application was successful One Marketing would, in conjunction with EOSARDA and its member clubs, develop and implement the agreed to marketing plan.

With a handshake I provided Jud with a copy of the Registration Application. (I had not yet filed it because I still wasn't completely satisfied with the final product).

He has subsequently got back to me with some, "initial thoughts". These thoughts and suggestions are in line with some of the concerns that I was having with the registration application and in particular with section 10.

**Jud's "Initial thoughts" as per his e-mail to me today.** (I have simply copied and pasted his communication as received. Note, sections 8, 9 & 10 are provided as separate pages at the end of this report)

### **JUD'S comments.**

#### **Point 8:**

In paragraph four you note there are thirty-one square dance clubs at the beginning. At the end of the paragraph you reference 'all thirty-four clubs'. I'd double check the numbers. *(I will finalize this now that I have the 2018-2019 registration results)*

In the list of what the Association provides, and again I recognize this is draft copy, I would write it as:  
The Association:

- Provides training subsidies to new dance leaders
- Provides recruiting subsidies to its member clubs
- Plans, organizes and runs...

and so on

*(Basically this is just a matter of restructuring)*

#### **Point 9:**

In this area we begin to look at, and justify, why the organization exists. Answering the 3 fundamental questions of who are you, what do you do, why should I care?

I suggest shifting away from the 'shall endeavour' to a more present tense and fact based tone. You don't want to suggest that you hope to do something, but rather you DO something and already add value to the community.

i.e. The Association promotes, organizes and co-ordinates modern square and round dancing in an effort to improve the social, physical and emotional well-being of key members of our society. While many have heard the term 'square dancing' EOSARDA offers square dancing, round dancing, line dancing, contra dancing, clogging, Western dancing and related dance services.

The Association encourages and works to grow the square and round dance movement within Eastern Ontario and Western Quebec by:

*(Currently section 9 is a direct quote from the Associations Constitution. I feel that I will need the Boards agreement to make revisions)*

**Point 10:**

I think this section needs to become more focussed. As you begin to flesh out the 2nd paragraph I would re-work the copy that states “The dance programs provide people of all ages...”. While this may be true, your target audience is what? 55+? i would focus on that and the value it brings to this increasingly large segment of society. It tackles health issues, loneliness, depressions...builds community and gives people purpose. It makes people laugh and gives them energy. I bet some people count down each day until the next event.

You have to go for the hearts strings on this one (my opinion). Two years ago we shot a fundraising video for St Patrick’s Home in Ottawa. I interviewed 15+ residents along with members of their families. The last gentlemen we spoke with, out of the blue, looked into the camera and said ‘let’s talk turkey. Don’t kid yourselves. If you live long enough you’re coming to a place like this’. It was pure gold. Everyone at the fundraising gala had to take a moment to think about their parents AND their own lives. We are all on the same journey.

What EOSARDA is doing is providing a fun, valuable service to people on that journey. I wouldn’t use any fluffy marketing language here...I’d stick it right in Trillium’s face. Yes it’s fun...but it’s also extremely valuable.

*(I can’t agree more. What is currently stated is what we do not what our product is. The main message that we have been trying to get across is not the dance itself but, rather the benefits of the dance. I also strongly believe that we have to take this early opportunity to start educating the trillium Foundation staff on what we are really selling. What is our product, the dance itself or the results of the dance?)*

*Something to reflect upon is the question, in pioneer days why did people dance at the end of harvest? Was it a way to escape the days of hard work, sacrifice, renew acquaintances, have fun once a year, etc.?)*

The next step is that I will provide Jud with a final draft which he will edit to correct grammar, spelling structural changes and provide final recommendations for change.

Sections 8, 9 & 10 of the OTF draft Registration Application

**8. Brief Background on your organizations typical activities, services, or programs (max 500 words);**

EOSARDA was established in 1979 as an independent offshoot of the Ontario Square and Round Dance Association which had been in operation since shortly after the end of World War II. The association has operated continuously and successfully since its establishment.

The association was formed in 1979 by its member clubs to with the aim of promoting the growth of square and round dancing in Eastern Ontario.

The association provides:

- Training subsidies to new dance leaders;
- recruiting subsidies to its member clubs;
- plans, organizes and runs regional dances in various locations across Eastern Ontario;
- maintains a web site (eodance.ca) to facilitate inter-club communications and to keep dancers up-to-date on regional, provincial and national dance-related activities;
- publishes a quarterly magazine;
- provides advice and guidance to its member clubs as needed'
- promotes square and round dancing through a regional advertising initiative' and
- acts as the liaison between member clubs and the Ontario Square and Round Dance Federation and the Canadian Square and Round Dance Society
- provides recognition of major accomplishments and anniversaries to member clubs and dance leaders

**9. Your organizations mission statement/principal mandate/overarching goal (max 200 words)**

The Association shall endeavour to promote Modern Square and round dancing.

"Square and round dancing" includes, but is not limited to modern square dancing, round dancing, line dancing, contra dancing, clogging, and Western dancing, and/or related dance activities.

The Association shall encourage the growth and advancement of the square and round Dance movement within eastern Ontario and western Quebec by:

Providing assistance in the organization, development, and promotion of Clubs when requested.

- \$ Encouraging and assisting the development of square and round dance callers, Cuers, and leaders.
- \$ Organizing and co-ordinating square and round dance functions for the Dancing community.
- \$ Serving the member Clubs of the Association and dancers of member Clubs in the advancement and encouragement of modern square and round dancing.

**10. Briefly describe how your organization's work impacts your community (max 200 words):**

EOSARDA works through its member clubs to provide a safe, healthy activity to communities across Eastern Ontario. Our member clubs are active and vital community-based organizations that support local events such as the: West Fest in Ottawa, the Dandelion Festival in Kemptville, and Maple Fest in Perth. Through fund raising dances, our clubs also support local charitable organizations such as the Prescott Food Bank and the Lanark Animal Welfare Society (LAWS),

Our dance programs provide people of all ages with a low-cost opportunity to take part in an activity that promotes both fiscal and mental health in a non-competitive, drug and alcohol-free, friendly, social environment.

Our national and international links and the dance standards they provide ensure that our dancers can dance at clubs across Canada and around the world.