

Minutes - Council of Dancers
Sunday, 18 November 2018

1:30 - 4:30 pm
Pretty Street Community Centre
2 Pretty Street, Stittsville, Ontario

Present:

Bay Waves	Charles Henderson	
Capital Carousels	Gavin Currie	
Charmin Promenaders	Wendy VanderMeulen	
Got Lines	Dave Western	Pearl Western
Grenville Gremlins	Wayne Kerr	
Kanata Squares	Dave Currie	
Meri Squares	Ann Davelaar	Barbara Englehart
Mississippi Squares	Nick Burn	George Newton
Stone Bridge Squares	Bob Summers	
Sunshine Squares	Jim McSavaney	Shirley McSavaney
Village Squares	Bob Forsyth	

1. Call to Order - Dave Western

The meeting was called to order at 1:30 pm

1.1 Confirmation of a quorum - Barbara Englehart

A quorum of the Council of Dancers is 25% of the Member Clubs. There are 30 Clubs registered with EOSARDA this year, so a quorum would equal 8 or more clubs. Eleven clubs had representative present at Council. The Registrar confirmed that a quorum was present.

2. Opening Remarks - Dave Western

Appendix A

3. Approval of Agenda - Dave Western

Item 7 e) Club Liaison Recognition and Awards was amended by the insertion of a new item I) New Dancer Celebrations and the subsequent renumbering of the original items as follows:

- ii) Dance Dangles
- iii) New Dancer Recruitment Subsidies
- iv) Federation Bursary Program
- v) Recognition of major anniversaries and accomplishments
- vi) Trillium Awards

A Motion to adopt the amended agenda was proposed by Bob Summers, seconded by Wendy VanderMeulen and unanimously accepted by the Council.

4. Approval of Minutes 28 April 2018 Council of Dancers - Dave Western

Motion to adopt the Minutes as circulated made by Gavin Currie, seconded by David Currie and unanimously accepted by Council.

5. The Board's Mandate as Revised by Council of Dancers April 2018 - Dave Western

In light of the on-going difficulty in recruiting a sufficient number of Directors to allow it to fulfill all of its duties, last April the Council of Dancers decided that the Association's Board of Directors would have 5 "necessary functions" for Dance Year 2018/19. These are:

- publishing Square Time,
- distributing EOSARDA Bulletins,
- maintaining the eodance.ca website,
- registering dancers, and
- representing EOSARDA at the Ontario Square and Round Dance Federation.

At the same time, Council approved a budget for Dance Year 2018/19 that provides for spending above that required to accomplish these five priority tasks, thereby providing the Board with the authority to undertake additional tasks, time and resources permitting.

6. Board's Amended Work Plan - May 2018 - Dave Western

Subsequent to April's Council meeting, the number of Voting Directors increased to 10. In light of this increase in personnel, in addition to the five priority tasks established by Council, the Board has determined that it will be able to continue to administer the following programs in 2018/19:

- The Dance Leader Training Subsidy Program
- The New Dancer Recruitment Subsidy Program
- Association participation in New Dancer Celebrations
- EOSARDA's Dance Dangle Program
- Processing of Trillium Award nominations
- The Publicity Network discussion group
- Association recognition of major anniversaries and accomplishments
- Co-sponsorship of Swing into Spring
- Regional publicity initiatives
- A review of the number and nature of Association sponsored dances.

7. Reports

a) Revised Board Structure - Dave Western

Traditionally, EOSARDA's Board of Directors has consisted of a President, Vice-President, Secretary, Treasurer, Registrar and from time-to-time a Past President). In addition, for the past several years, the day-to-day business of the Board of Director has been carried out by 5 standing Committees, these being:

- Operations
- Publicity and Promotions
- Dance
- Club Liaison Recognition and Awards
- Information Technology

However with only 10 Board members - instead of the 20 mandated by the Constitution and By-Laws, the Board felt that this structure was no longer tenable and decided to set it aside, at least temporarily.

In terms of the Officers of the Association:

- the Board has asked me to continue as President;
- Arlo Speer (who could not be here today) will continue as Secretary;
- Bob Pitruniak (who also could not be here today) remains the Association's Treasurer;
- Barbara Englehart has agreed to continue as Registrar.

There is no Vice-President and the position of Past President will remain vacant.

In place of the five Standing Committees, individual Directors have volunteered to take on specific duties and responsibilities.

Duties related to the five priorities identified by the Council of Dancers:

- Bob Summers has agreed to continue maintaining the eodance.ca website
- Rene Dick offered to continue editing Square Time (more about that later)
- Arlo Speer will continue managing the EOSARDA Bulletins program
- Barb Englehart, June Tripp, Jim and Gerry Sawtell will be EOSARDA's representatives to the Ontario Square and Round Dance Federation.

As reported earlier, due to the increase in the number of Directors, the Board has expanded its work plan beyond its 5 core functions.

- I am co-ordinating Trillium Awards Nominations this year; the recognition of significant anniversaries and special celebrations; and a review of the regional dance program
- Bob Pitruniak is responsible for the Dance Leader Training Subsidy program
- Ann Davelaar will look after the New Dancer Subsidy program; the Dance Dangle program; and the Association's role in new dancer celebrations
- George Newton is working with a number of interested dancers to develop a regional approach to publicity and promotions
- Arlo Speer is EOSARDA's representative on the Swing into Spring Organizing Committee

b) Treasurer's Report - Bob Pitruniak

I) End-of Year Report 2017/18

Appendix B

In response to a question from the floor, the President explained that the money set aside for Legal Expenses in last year's budget was not expended partially due to the intervention of higher priority work items and the lack of personal time on the Treasurer's part and partially because the Treasurer believes that the problem with regulatory compliance can be resolved without the use of legal counsel.

A question was asked from the floor as to why we needed to have a GiC of \$10,000

The President replied that we did not "need" to have a GiC in this or any other amount. The money in question is unallocated and as such was sequestered in a GiC rather than being left in an interest free bank account. However, the money is available if required.

The amount expended on New Dancer celebrations was also questioned. The President explained that unlike in previous years when a local volunteer represented EOSARDA, this year a representative had to be sent from Ottawa to both our eastern-most and western-most clubs. This entailed mileage, meals and an over-night stay. All expenses incurred were consistent with the provisions for travel in the By-Laws. The presence of an EOSARDA representative was much appreciated by the clubs in question.

The fact that no money was expended on advertising last year was also questioned. The President explained that we are in the process of determining how best to support clubs' advertising efforts at the regional level. George Newton will be speaking further on this issue later this afternoon (see below).

A Motion to adopt the Year-end Report as submitted was made by Nick Burn and seconded by Wayne Kerr. The Motion was passed unanimously

ii) Year-to-Date Financial Report 2018/19

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

c) Registrar's Report- Barbara Englehart

Appendix D

The decrease in dancer registration is 5% this year as opposed to 10% over the past several years, so perhaps the age-related attrition rate is beginning to decline.

Council felt that it would be helpful to know the age distribution of our dancers. Clubs are encouraged to try to determine the average age of their dancers by way of an anonymous survey and to pass this information to the Registrar.

d) Regional Dances

i) Harvest Hop - Dave Western

Harvest Hop was held in Cornwall on October 14. It was co-sponsored by EOSARDA and the Swinging B's and was by all accounts a great success with dancers coming from Ottawa, Montreal, Kingston and all points in between.

While attendance was a little lower than hoped, the dance made a profit of \$115.00 which was divided equally between EOSARDA and the Swinging B's.

ii) Frosty Fling 2019 - Barbara Englehart

Frosty Fling 2019 will be held at St. Patrick's High School in Ottawa on Saturday, February 2, 2019. This will be an afternoon dance and will be geared to our newest dancers. Dancing will be Basic and Mainstream with Easy Rounds. Admission will be \$10 per person payable at the door. There will be no advance sales and light refreshments will be served.

Dave Western pointed out that over the past few years, Frosty Fling has attracted less than 10% of the new dancers and encouraged clubs to work at getting their new dancers to attend the dance.

Council suggested that Clubs should take their new dancers to Frosty Fling (instead of sending them) and make it a social event by having a club lunch before or supper after the dance.

Wayne Kerr made a Motion that all new dancers be admitted to Frosty Fling free of charge. The Motion was seconded by ??? and was passed unanimously after some discussion.

Dave Western will design a Free Ticket for new dancers and will circulate it to clubs electronically. The use of the tickets will be on an honours system with new Dancers signing in on a separate sheet.

Graduate Dancers who received a free ticket from EOSARDA last Spring and have not yet used it, may use the ticket for free admission to Frosty Fling 2019.

iii) Other Regional Dances - Dave Western

Over the past few years there has been a shift in the geographical distribution of our membership. The majority of our registered dancers, and indeed the majority of our member clubs, no longer reside within the City of Ottawa. Yet with the exception of Swing into Spring which is held in Prescott, all of our regional dances have traditionally taken place in Ottawa.

With this in mind, the Board decide to look into the possibility of moving Regional Dances closer to where our dancers are located. However, to do this successfully, would require the active support and involvement of the local dance club. To make this more attractive to the local club, EOSARDA would cover all dance-related expenses, would assume responsibility for any deficit incurred by the dance and would share any profit from the dance on a 50/50 basis with the club.

In return, the club, in cooperation with EOSARDA, would do much of the planning, organizing and running of the dance, including: selecting a suitable venue; establishing a suitable dance program; and selecting appropriate Dance Leaders. Promotional activities for the dance would be shared between the club and EOSARDA.

It was hoped that, in addition to Swing into Spring in Prescott, we would be able to have at least one such Dance in the eastern part of our region, one in the west-end of the region and one in the Ottawa area and that these dances would be sprinkled across the dance year.

As reported, the first such co-sponsored dance, the Harvest Hop, was undertaken this Fall in cooperation with Cornwall's Swinging Bees.

Efforts to interest other clubs in co-sponsoring a dance in their area, are on-going. However, I can report that all of the Ottawa-based clubs have said that they are not prepared to accept this challenge at this time.

The Board is willing to consider any serious proposal by any of our clubs in this regard. If your club would like to explore the opportunity to co-sponsor a regional dance, please let me know.

**iv) Addendum - Swing into Spring Report
Appendix E**

**e) Club Liaison, Recognition and Awards - Ann Davelaar
I) 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, 81 packages were prepared

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	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.

ii) 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	<u>2 G</u>	<u>= 2</u>
	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 at Harvest Hop.

iii) EOSARDA Subsidies - New Dancer Recruitment, Promotional Activities

On June 6, before the end of the EOSARDA 2017-2018 fiscal year (June 30, 2018), the Glengarry Tartans submitted an Application package for **both** an EOSARDA Subsidy **and** a Federation Recruitment Bursary for their newly-formed club. A Subsidy of \$114.00 was added to the to the amounts already granted to the other 6 participating clubs, for a total of \$1,249.32.

The application for a Federation Bursary was reviewed and passed to Federation. On July 28, I learned that Federation could not approve the 2017-2018 Recruitment Bursary Application, because the OSRDF fiscal year had ended on March 31, 2018. (It runs from April 1 of one calendar year to March 31 of the next calendar year.) Federation suggested the Glengarry Tartans apply again this fall, which they did.

In the fall of 2018, six clubs applied for **both** an EOSARDA Subsidy and a Federation Recruitment Bursary. 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 application packages to Federation.

EOSARDA Subsidies totalling \$952.01 have been awarded as follows:

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

This total represents slightly less than 50% of the \$2,000 available under this program. 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

N.B - If your club wishes to apply for **only** an EOSARDA Subsidy, the club may apply **at any time during the current fiscal year** (July 1, 2018 to June 30, 2019). I have called this a **stand-alone** application, because it is **not combined** with the Federation Recruitment Bursary. The maximum for a Subsidy is \$250.00. Exclusions are indicated in Chapter 13 of the Procedures Manual, e.g. hall rental and caller fees.

iv) Federation Bursary Program

Applications under Federation's Bursary Program must be filed with Federation through EOSARDA and must be received by Federation on or before December 31. To allow EOSARDA to process these applications, they must be received by EOSARDA on or before October 31. And they must be submitted on an application form downloaded from Federation's web site (<http://www.squaredance.on.ca/>)

The maximum for each Bursary is \$200 and the criteria for obtaining a Federation Bursary are different from the criteria for obtaining an EOSARDA Subsidy.

**v) Recognition of Major Accomplishments
Certificate of Achievement**

On May 6, 2018 at the Mother's Day Dance, the culmination of Swing into Spring, 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.

vi) Trillium Awards

At 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.

vii) Addendum - Sunshine Squares 60th Anniversary

Shirley McSaveny reminded Council that on this coming Wednesday, November 21, the Sunshine Squares would be celebrating their 60th Anniversary and all are invited to attend.

f) Information Technology Committee - Bob Summers

Over the summer, the Seaway Valley Square and Round Dance Association (SVSRDA) lost their former webmaster and website and asked if I could help with their website needs. Since there was a lot of overlap between their website and eodance.ca website, I suggested that eodance could be modified to cover their needs as well and would only require a small number of additional pages to be added. The result is that these changes were made over the summer and SVSRDA adopted eodance as their website. Typing svsrda.ca and svsrda.com into a browser will go to a eodance page telling users to use "eodance.ca" instead.

Only 5 new pages to hold SVSRDA-specific information were added, the Associations menu was expanded to access these pages, and some minor changes to Contacts Page and Caller's page was needed.

On-behalf of the SVSRDA Wendy VanderMeulen thanked Bob for taking on this challenge.

g) Publicity and Promotion

1) Publicity Up-date - George Newton

Appendix F

Some concern was expressed that we not allow Square and Round Dancing to be portrayed as a Senior's Activity. While it is an activity that Seniors can enjoy, it is an activity for all age groups.

In a previous e-mail, Wendy VanderMeulen stated:

“ I think the approach can be that Square Dancing is for all ages - yes it is all the things you said for the 55+; but for the 35-55 crowd, it's an opportunity for socializing away from the Club Scene - and fitness that is more fun than the gym!; for the 18-35 crowd, it can be the PUZZLE aspect of square dancing - how fast can they be on their feet, interpreting the often-complicated calls (we can make it that way!!) into correct movement so that the team of 8 continues to dance without breaking down the square. And if you even want to go younger than that, it's good for attention retention, learning to listen, coordinating brain-to-feet movement.”

ii) Fall Issue of Square Time - Dave Western

The Fall issue of Square Time has been published albeit later than scheduled. For more on Square Time see “The Future of Square Time” below.

h) Ontario Square and Round Dance Federation - Barbara Englehart

The Ontario Square and Round Dance Federation last met September 30, 2018. At the meeting, It was reported that the Canadian Square and Round Dance Society has voted to keep the membership rate the same for the 2019 dance year. A reminder is to be sent to all Associations for circulations to all Clubs identifying the liability issues to Clubs that could result if membership to Society has not been paid. Peter Piazza is taking over as Treasurer for Society.

Convention 2020 is set for Surrey, B.C. with a maximum of 800 people. Convention in London had 830 people register.

Applications for Professional Development are to be submitted on OSRDF letterhead. Changes to the application will be made to say “Use Web Application Official Letterhead only”. New callers are allowed to apply for a bursary 2 times in 3 years. Application routing: Association - Federation- Society.

Regarding New Clubs - the Club and Executive need to be registered members.

Clubs need to be more receptive to Singles dancing to allow those who may have lost a partner to continue dancing as well as encourage new people to try the activity.

Federation has decided to allocate \$500.00 for promotion of Square and Round dancing at large events during the 2018-2019 dance season.

Trillium Awards. A discussion took place with regards to people who don't qualify for 25 years, to state “long service with added distinction”. SWOSDA has a Certificate of Merit which they give to people who don't qualify for other awards, but still can get recognition. Each Association is to receive a copy as a template that could be used.

Next meeting will be April 13, 2019.

I) Ottawa Area Callers' Association - Wendy VanderMeulen

The OACA has 16 member callers, 1 of whom is retired, 1 lives in B.C., and 3 are not actively calling for a club.

At the last OACA meeting, there was a good discussion on the benefits of membership in CALLERLAB, the International Association of Square Dance Callers. All callers were encouraged to become members of the organization without which we would not have square dancing as we know it today.

j) Seaway Valley Square and Round Dance Association - Gerald & Marlene Casselman

Harbour Lites held their food bank dance on Saturday, November 3 in Prescott. They raised \$2100.00 for the local Food Bank.

There were 140 dancers in attendance, and 9 callers donating their time as well as one of our cuers Dorothy Tweed. All money raised goes to the food bank as well as 553 non-perishable food items. SVSRDA will have their Christmas Dance on Dec 9 with Brian Crawford & John Charman as callers and since we were unable to get a cuer, John will be cueing as well.

We noticed that some clubs are still booking their dances back to back, and clubs need to check the SVSRDA calendar or eodance website.

All new dancers are welcome to the Christmas Dance.

We were also approached by a school to teach square dancing to the grade 5-6 students. We have asked two callers and they declined. Maybe this could be mentioned and see if we should pursue this or decline. This would be sometime after the holidays.

h) Acceptance of Reports

A Motion to accept the Reports was made by Nick Burn and seconded by David Currie. The Motion was approved unanimously.

8. New Business

a) Future of Square Time - Dave Western

The latest issue of square Time could also be the last issue of Square Time. The editor of Square Time has resigned, and so far, no one has come forward to take on the job.

Square Time originated with a group of volunteer dancers getting together with a typewriter, a Gestetner duplicating machine, some blank paper and a bunch of staplers in a garage or basement to put together a regional newsletter. Over time it evolved into a professionally printed and bound magazine. A little over a year ago, it migrated to the internet although a hard copy continued to be produced for dinosaurs like me who prefer books to electrons.

The magazine is a useful communications tool that ties clubs together by sharing club news; provides information about up-coming dance events; provides a discussion and information forum for dance-related matters; and produces a small revenue stream for the Association.

Does any of this matter? Can we live without Square Time? That is up to you to decide. But one thing is certain, if a new Editor cannot be found then Square Time will cease to exist. The latest issue will in fact be the last issue.

Editing the magazine does not require a great deal of expertise. There is very little writing involved. Articles and ads are submitted electronically, converted to pdf format as necessary and placed in a suitable order. Of course they should also be carefully proof-read to ensure that such things as the names of prominent Dance Leaders are spelled correctly, that pages are in the proper sequence, that pictures are placed in the corresponding article and so on. Since even the submission of the final draft to the Printer is done electronically, the work can literally be done from anywhere in the world.

Its not rocket science, just those rarest of qualities - common sense and good judgement oh and the willingness to take the time to ensure that the job is done on time and well done.

If you or anyone you know is interested in taking on this challenge, please let me know. The need is urgent.

Council agreed that it would be unfortunate to lose Square Time but it was pointed out that much of the communications gap that this might create is attenuated by the existence of our Bulletins System and web site.

b) Ratification of Board motion on quorum for Board meetings

Article 9 of EOSARDA's By-Laws provides that:

A minimum of ten Directors shall form a quorum for the transaction of business.....

This presents a problem at this time since it means that the entire Board of 10 Directors must be present for any business to be conducted, and that is not practical.

Article 34 (a) of the By-Laws provides that:

The Board may pass By-Laws to regulate the affairs of the Association as permitted by the Corporations Act. By-Laws passed by the Board and any repeal amendment or re-enactment of the By-Laws passed by the Board of Directors, except as otherwise provided by the law, become effective on passing, but unless in the meantime confirmed at a General Meeting called for such purpose

At the October Board of Directors meeting, the Board unanimously passed a motion redefining a quorum of the Board as being 50% of the Board members with voting status. In keeping with the By-Laws, this Motion is now being referred to Council for consideration and confirmation.

A Motion endorsing the change in the definition of what constitutes a quorum of the Board was made by Gavin Currie, seconded by Wendy VanderMeulen and unanimously approved.

9. Round Table

(Deferred from 28 April meeting as minimal time remained for meaningful discussion.)

- a) How can we encourage more people to attend Council of Dancers meetings?
- b) How can we encourage more people to join the EOSARDA board?

There was a spirited discussion on both of the suggested topics. All present agreed that it is proving increasingly more difficult to find volunteers. This problem is not limited to the square and round dance community. A number of reasons for this were put forward including: the aging of our dancer population; the increasing reliance on technology; a lack of desire to commit to anything and a general desire just to be entertained rather than getting involved in organizing and running things.

The suggestion was made that Board members make an effort to visit all clubs in an attempt to get more people interested in EOSARDA. Directors already visit a number of clubs over the course of a dance year but they are reluctant to commit to a program of recruiting visits due to the press of other commitments. However, all Directors are encourage to “talk up” EOSARDA and the Council of Dancers at every opportunity.

10. Next Meeting

Date and location of next Council of Dancers

The 3rd Sunday in April is Easter Sunday in 2019. Therefore the April Council of Dancers will have to be re-scheduled. Both the date and location of the April Council meeting will be announced at a later date.

Date: to be determined

Location: to be determined

Appendix A
Opening Remarks - Council of Dancers

November 18, 2018

Good afternoon and welcome to EOSARDA's November 2018 Council of Dancers.

If any of you have not yet signed in, would you please do so now and if you are representing a club, please make sure that the name of the club is clearly indicated. (PRINT legibly please, the recording secretary has to try and read it later.)

We will take a fifteen minute break around 2:45 at which time we will have tea/coffee and snacks. Please resume your seats promptly at the end of the break.

Under EOSARDA's Constitution and By-laws:

- Any registered dancer may attend Council and speak at the meeting,
- But only Club Representatives have a vote.
- Each registered club may have up to 2 representatives both of whom may vote on any issue before Council.
- However, no individual Club Rep may vote more than once on any issue (you don't get two votes if you are the only rep from your club)
- Directors cannot vote unless they are also Club Reps.
- The Board is bound by any decision or direction issued by this Council.

When addressing Council for the first time, please keep in mind that, no matter how infamous you think you are, you are not necessarily known to everyone in the hall. Please clearly state your name and club affiliation before contributing to the discussion. The Secretary in particular needs to know who you are and what club you represent. That way she will know who to blame when making up the Minutes and also who to contact if there are any questions about what was said. Those of you with prepared texts are asked to send a copy to me electronically as soon as possible after the meeting.

This afternoon we will:

- bring you up to date on how we are doing in regards to the revised mandate given to the Board by Council last April;
- present a Year-end financial report for 2017/18;
- get our first look at how registrations went this year; and
- discuss the future of Frosty Fling and other Regional Dances.

I also want to leave enough time for a Round Table discussion about Council attendance and Board participation.

So let's get down to business.

Appendix B
2017-2018 Year End Report

NOTE: Some information has been omitted from the on-line version but is available upon request.

Appendix C
Year-to-Date Financial Report 2018/19

NOTE: Some information has been omitted from the on-line version but is available upon request.

Appendix D Registrar's Report

EOSARDA 2018-2019								
Registrar's Report as of November 18, 2018								
New Dancers Diff (2018/Nov 18, 2018) - (2018/April 2018)								
New Square Dancers	132	1131		SQ	RD	LINE		
New to activity 90	Harbor Lites			2				
Returning Square Dancers	Glengarry Tartans	-2650		5				
	Got Lines					13		
New Round Dancers	Grenville Gæmlins	311		12				
New to activity	Meri Squares			11				
Returning Round Dancers	Mississippi Squares	-1751		5	14			
	Ottawa Date Squares			11				
New Line Dancers	Quinte Twirlers	-527		22				
New to the activity 13	Stone Bridge Squares			11				
Returning Line Dancers	Swinging B&B	5924						
	Village Squares	2						
	TOTAL	90	14	13				
Total to Date	860	-3894						
Cuers, Callers, Leaders and Partners	23							
Total Membership to Date	883							
Total Clubs to Date	31							
Total Associations to Date	3							

Appendix E **Swing into Spring**

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

2019 Operating Budget - Swing Into Spring

NOTE: Some information has been omitted from the on-line version but is available upon request.

Appendix F Publicity Report

My wife and I have been square dancing at Mississippi Squares since 2012. I joined the Mississippi Squares board in 2013 and became Publicity Director in 2014, During that time I have had many discussions with Dave Western regarding declining membership and what might be done about it.

I voluntarily joined the EOSARDA board in October with one task in mind. That task being to see if I could be of help in growing the membership.

Comment on the value of the PUB-NET and how the exchange of info has helped to professionalize posters etc.

In 2014 there were 1020 members and 34 clubs and 4 associations. This year, as Barbra has reported, there are currently 883 members in 31 clubs and 3 associations. Try as hard as we may to bring in new dancers we are falling behind. This is partly due to the fact that we are facing significant obstacles that are currently beyond our control. The main obstacle being that the traditional demographic group from which the new dancers are recruited is both shrinking and ageing.

The demographic group that I refer to is mainly made up of the siblings of immigrants from Europe, the British Isles and Ireland. These are the countries that traditional square dancing originates from. The causes of the decline can be attribute to include are that:

- Post WW2, Europe was divided thus immigration from Eastern Europe stopped.
- Post WW2 the Canadian government changed its Immigration policy from skill-based to Humanitarian the result being fewer traditional immigrants and more from central Asia, Africa and other countries.
- There was a significant drop in birth rate during WW2 which was not helped by the legalization of the pill in 1969.
- Finally, people now have more choice as to where to find recreation

To sum up the new dancer pool is draining and unless something significant is done, the future looks bleak.

We need help and the Board has decided to apply for an Ontario Trillium Foundation Grant. 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 of potential dancers;
- Using social media to focus on a younger group;
- Re-brand the product;
- To have sufficient funds to roll out the program to all clubs that offer the Basic programme.
- And, whatever else comes up during the development of the Grant Application.

Our product is not dancing.

Dancing is the vehicle we use to deliver our product.

Our product is fitness both physical and mental.

The product is delivered in a non-competitive, drug and alcohol-free, friendly social environment.

So where do we go from here?

I met with a partner of One Marketing and Branding on Tuesday No. 13th. EOSARDA has worked with this group in the past. One Marketing has a creative team that is dedicated to Not-For Profit and Member based organizations.

We agreed to a working relationship where in they would mentor me through the finalization of the Trillium Foundation's Registration Application which is the first step in the process.

Once registered, One Marketing would then assist with the subsequent Grant Application. This would be done on a pro-bono basis with the understanding that if the Grant Application is successful, One Marketing would, in conjunction with EOSARDA and its member clubs, develop and implement the agreed to marketing plan.

Hopefully the registration Application will be filed next week.

We have until May to file the Grant Application and if successful we will know by October if the grant Application is approved.

I leave you with one word of caution.

During the process there will be those among us who will want to accomplish multiple objectives at the same time. But there can only be one Vision at a time. Multiple Visions only tend to consume time and resources needed to guide the prime objective,

“GROW AND DIVERSIFY EOSARDA MEMBERSHIP”.

Who knows at this time but, maybe multiple visions may require multiple Grant Applications? In the meantime, keep up the good work. The change that we are talking about will take time.

George Newton
Publicity and Promotions Co-ordinator