



## EOSARDA Board Meeting

*Sunday, 15 September 2019*

*1:30 - 4:30 pm*

*Chez Pat Gauthier*

*6070 Fourth Line Road*

*North Gower KOA 2T0*

*613-410-7977*

### ATTENDEES:

Gavin Currie  
Teena Clarke  
Gerry Johnson  
Arlo Speer

Jacques Chesnais  
Barb Englehart  
Lamar Mason  
Wendy VanderMeulen  
Cathy Whitty

Geoff Clarke  
Pat Gauthier  
Bob Pitruniak  
Dave Western

### 1. Call to Order

- 1.1. Agenda accepted as circulated – Dave Western  
1.2. Opening Remarks Appendix A – Dave Western

### 2. Previous Records:

- 2.1. Record of 26 May 2019 Special Organisational Meeting  
2.2. Record of 21 July 2019 Special (work plan) Board Meeting  
2.3. Confirmation of Board's secretarial decision to approve Chapter 25 of the Procedures Manual  
2.4. Confirmation of the Board's secretarial decision to hold the November Council of Dancers meeting (and associated Board meeting) at Pretty Street Community Centre, Stittsville on 10 November 2019  
2.5. Confirmation of the Board's secretarial decision for Peter Courdin to serve as EOSARDA representative to the Ontario Square and Round Dance Federation

**MOTION:** Speer/Pitruniak: That the above meeting records be accepted and that the secretarial decisions be confirmed. **CARRIED**

### 3. Reports

- 3.1. Operations Committee
- Trillium Awards Appendix B - Dave Western
  - Treasurer's Report Appendix C - Bob Pitruniak
  - Dave Western will contact TD Bank to update our signing authority.
  - We wait for the report from our financial reviewer who is currently out of town.

**MOTION:** Pitruniak/ T. Clarke that the Board accept the unreviewed year-end report, subject to confirmation from our reviewer. **CARRIED**

- Registrar's Report - Barb Englehart
  - All but 4 of the registration packages have been sent to clubs.
  - We are waiting for clubs to return the packages.
  - The Registrar maintains a spreadsheet of information about club personnel and contacts: Club Contacts for announcements, news, EOSARDA Bulletins; person responsible for registration; dance leader; webmaster; website address.

3.2. Dance Committee

- Shades of Autumn Dance, Pembroke Appendix D - Barb Englehart
- *Swing into Spring* Appendix E - Arlo Speer
- Frosty Fling Appendix F - Pat Gauthier
- We will explore with the Callers' Association, the fee paid when our local callers serve as staff for our local dances.

- 3.3. Publicity Committee Appendix G - Lamar Mason  
 Wendy and Geoff will prepare a series of articles to describe various dance traditions and promotional programmes (purple hearts, dance dangles, and others).

**MOTION:** VanderMeulen/Mason ... that the reports be accepted. **CARRIED**

**4. Business Arising from the Minutes**

4.1. Approval of Work Plans

- Operations Committee -- Appendix H - Dave Western
- Dance Committee -- Appendix I - Barb Englehart
- Publicity -- Appendix J - Lamar Mason
- Technology Committee -- Appendix K - Arlo Speer
- Club Liaison Group -- Appendix L - Geoff Clarke

**MOTION:** Speer/Currie that the work plans be accepted at presented and attached. **CARRIED**

**5. New Business**

- 5.1. 2019/2020 Budget - Bob Pitruniak

**MOTION:** Speer / Mason:~ recognising that the following changes could result in a potential deficit, that the budgeted amounts be revised to incorporate the following amounts:

- Publicity Committee items to show a total of \$2,000
- Frosty Fling budget to show \$1100 cost and \$1300 revenue
- Technology Committee items to show \$131 website costs and \$200 equipment
- New Dancer Celebrations items changed to show \$500.00 for pins, in addition to the existing \$700 currently allocated
- New Dancer Recruitment Subsidies to be increased to \$2,000
- Dance Leader training to be increased to \$1,500 **CARRIED**

- 5.2. Possible Update to New Dancer Subsidy Programme Policy - Jacques Chesnais
- Jacques presented some general thoughts about our current New Dancer Subsidy Programme, currently outlined in Chapter 13 of our Procedures Manual.
  - Jacques will re-draft Chapter 13 and present it secretarially to the Board for consideration.
  - Dave Western stated that no changes to the New Dancer Subsidy Program will be introduced until such time as the changes have been discussed and approved by the Council of Dancers.
- 5.3. Easy Round Dance Night - Barb Englehart
- Deferred to Dance Committee
- 5.4. Items for November Council of Dancers' Meeting - Dave Western
- To be dealt with as much as possible through e-mail discussions among board members.

**6. Next Meeting**

- Dave Western will not be able to attend the 20 October meeting.
- We're hoping that we can operate without holding a face-to-face meeting in October, but if required, the meeting will be:

Sunday 20 October, 2019 – at a time to be determined  
Pretty Street Community Centre, Stittsville

**November Board and Council of Dancers meetings:**

Board Meeting: 11:30 10 November 2019  
Council of Dancers: 13:30 10 November 2019  
Pretty Street Community Centre, Stittsville

## Appendix A – Chairman’s Opening Remarks:

Thank you to Pat and Jack for hosting today’s Board meeting. Your generosity is much appreciated.

Each September I begin our first Board meeting of the new dance year by greeting returning Directors, welcoming 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.”

This year is no exception - except that we have already met twice since this Board was elected; welcomes and thank-yous have already been said; and work on many fronts has already begun. So perhaps I should just begin with a hearty “Good Afternoon” and “Thanks for being here”.

A lot has happened since we met last July. Summer dancing has wrapped up; clubs have started their Fall recruiting drives; dancing has either begun or is about to begin; registration packages have gone out; and the internet is coming alive with dance-related discussions and debates. Well my in-box is at any rate!

Last July, at the Board’s request, we met in St. Albert for a preliminary review of Committee work plans. Most of us, myself included, left with useful suggestions for revisions to our initial efforts. The main task before us today is to finalize our work plans so that we have a common blueprint to guide us through the year ahead. As part of that process we will also have to make any necessary adjustments to our approved budget based on the decisions we take today about where we are going and how we are going to get there.

We also need to begin, and perhaps even finalize, preparation for the November Council of Dancers and on a not-unrelated subject, decide what we are going to do about an October Board meeting.

We do have a lot of work before us, so let’s get to it.

## **Appendix B – Operations Committee Report – Trillium Awards:**

I am very pleased to advise the Board that the Ontario Square and Round Dance Federation has approved all of our 2019 nominations for Trillium Awards.

Geoff and Teena Clarke & Bob and Marguerite Summers are to receive Trillium Merit Awards.

Dorothy Tweed and Dave Hutchinson will each receive a Trillium Long Service Award.

Congratulations to all.

We are in the process of finalizing arrangements with Federation for the presentation of the Awards.

The Trillium Awards give us a not-to-be-missed opportunity to recognize the hard work of some of the outstanding volunteers who keep the Square and Round Dance movement in Eastern Ontario live and well. With so many deserving candidates, the choice can be a difficult one.

This Board does not make the final decision as to whether a nomination for a Trillium Award should be approved. That decision clearly belongs to the Federation. But, we are the gate keepers. Without our consent a nomination cannot go forward.

Therefore, while it is early yet, we need to start turning our thoughts towards the selection of suitable nominees for the 2020 Trillium Awards.

## Appendix C – Treasurer’s Report:

### EOSARDA Treasurer’s Report

15 September 2019

#### 1. Year End Results, 2018-19

I include a report on the final results for the 2018-19 fiscal year ending 30 Jun 2019 in the form of a spreadsheet listing transaction totals by month. NOTE that our auditor has been through our financial records and had no unanswered questions but left for Europe before issuing an auditor’s report for the Board. Thus this report must be considered as unaudited.

Since my last report, I received final expenses for the new dancer celebrations and these expenses depressed our year end results to a profit of \$870.

Again, print this report in landscape mode.

#### 2. Year End Report, 2018-19

I include the formal year end summary report showing our results measured against the last budget we submitted. Again please note that these results must be considered as unaudited.

#### 3. Revised Budget, 2019-20

I include a copy of a revised budget. I update the projected figures for 2018-19 results to the actual figures. I added a line item for the Publicity initiatives. I tweaked some figures to be closer to what happened in 2018-19. We now have a projected loss of \$2,895.

#### 4. Current results

I include a summary of activity since 01 July and including results up to 12 September 2019. We have had no revenue and the expenses have been the publicity charges for the start of their new initiatives and travel expenses related to attendance at an OSRDF meeting.

Again, print this report in landscape mode.

#### 5. Financial Compliance

I am ready to begin filling out T2 tax forms now that we established a head office. I cannot file any T2 until we obtain a Business Number from CRA. I am still in wait-mode.

#### 6. Online access to bank account

We are still in the process of getting all necessary TD forms signed. I cannot get online access to the bank account until this step completes.

Bob Pitruniak  
Treasurer, EOSARDA

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

## Appendix D – Shades of Autumn Dance Report

**Report to Barbara Englehart,  
Chair of the EOSARDA Dance Committee, September 2019  
Regarding *The Shades of Autumn* –our fall square and round dance event**



### **Venue**

Fellowes High School, 420 Bell Street, Pembroke, as reported in June, has been reserved for us and the insurance certificate and permits have been provided as required. We think the air conditioned venue will provide us with good dance halls and a wonderful place to gather for supper and our after dinner party!

### **Callers & Cuer**

Brian Crawford, Francois Desmarais, Andy Himberg-Larsen and Gerry Sawtell have all signed and returned the Agreement forms, as reported in June.

### **Caller Showcase**

Luke Periard and Ron Gardner originally both agreed to participate in a Caller Showcase, bringing the dancers back to the dance hall after supper. However, due to newly realized commitment, Ron will be unable to attend *The Shades of Autumn*. Our Dance Committee is considering our options at this time and hope to have a resolution within the week.

Nelson Towns and Dean Lapierre, as reported earlier, are looking forward to participating at our event.

### **New Dancer Participation**

We plan to ask that clubs (by EOSARDA Bulletin) encourage dancers who begin this month to come out, not for the dancing but to enjoy the comradery and atmosphere, have supper with us, for \$10 per person.

### **Refreshments**

A Committee member and I met with the Chef at Fellowes High School on September 12. He informed us that the school receives donations of apples at this time of year and so the Hospitality Group will gladly make fresh homemade apple cider for our guests to enjoy as they arrive, along with bite sized pumpkin muffins. We plan to provide tea and coffee, as well as ice water throughout the afternoon and evening in the cafeteria.

### **Supper**

Fellowes High School has its own garden and nursery, and so our supper will be from their garden. After meeting with the Chef to finalize the menu, our meal will consist of a green salad, pasta salad, three-bean salad, chicken breast with whipped potatoes and gravy, seasonal vegetables, fresh tomatoes/cucumbers/radishes and cheese trays and fresh strawberry cheesecake for dessert! He is unconcerned about the number joining us for supper: he'll be sure there's enough food (we'll provide estimated numbers a week prior), and if there is food left over, it is

taken to the Salvation Army, not wasted. We are only charged for the number who join us for supper. The cost will be \$7 per person, plus \$1 per person gratuity.

### **Decorations**

Our 'Décor Diva' is hard at work planning the decorations.

### **Advertizing**

Ribbons for *The Shades of Autumn* were ordered in early May. There have been many delivery dates set, but none that were met. Finally, on September 6 we cancelled the order. I'm working on a design for a paper ticket, which should be ready by the time of the Board meeting this weekend. I have created a 'control envelope' (using Lamar Mason's envelope from the Meri Squares 50<sup>th</sup> Party as an example). The Swallows plan to visit as many clubs as possible, beginning the week of September 16, but may need to request assistance from EOSARDA Board member to complete the task, and we may have to mail packages to a few clubs.

We have secured special rates at three hotels and a B&B in Pembroke. This info was sent out by e-Bulletin. We have links to a few scenic routes for dancers to take home if they choose to stay Saturday night in Pembroke, and we have a couple of interesting things to do on Sunday morning for those who choose to explore our area. We plan to send out an EOSARDA Bulletin within the next week or so to provide all this information to the dancers.

### **Budget**

Since my last report there haven't been any actual expenses to report. We will save the \$173 that was to be for the ribbons, but there will be some expense for the printing of the tickets. Our staff expenses may rise a bit, depending on what we decide about changes to the Caller Showcase.

### **Club Involvement**

The Dance Committee has asked that all the Swallows come out on the evening of October 18 to assist with the set up and decorating of the area of the school that we've rented, and that everyone stay after the party to help put everything away. We will also have five students helping who will be working on their Volunteer Hours, required in order to graduate. We will be wrapping the 'gift trees' on the dance night prior to *The Shades of Autumn*. We have a couple of Swallows who are leading the Prize initiative, and one of our dancers who no longer dances much along with our 'Wannabee Swallows' (Robert & Rosie) to act as our Welcome to Pembroke group. We are asking for volunteers to visit EOSARDA clubs to deliver and sell *The Shades of Autumn* tickets.

Gloria Bateman, Chair of *The Shades of Autumn* Dance Committee

## Appendix E – Swing into Spring Report



Plans are well underway for *Swing into Spring* 2020 to be held Friday 01 May to Sunday 03 May 2020 at the South Grenville District High School in Prescott, Ontario. Callers for the event will be **Tom Miller** from western Pennsylvania and **Todd Fellego** from Meriden, Connecticut. **Phil Gatchel** and **Marilyn Rivenburg** from Melrose, Massachusetts and Ocean Park, Maine will teach and cue round dancing. The committee has also started exploring staff for the 2021 event.

The transition toward *Swing into Spring* 2020 has included some changes to committee membership. As they depart the committee, we wish to express our sincere thanks to **Rosie Schurr** and **Robert Milburn** (Village Squares) for their participation on last year's committee and for their help during last spring's event. The committee welcomes **Kathleen** and **Bob Pitruniak** (Grenville Gremlins) who join returning members: **Carole Lauzon** (Glengarry Tartans), **Gloria Bateman** (Swinging Swallows), **Regina Gerhard** (Harbour Lites), the committee's Treasurer, **Wendy VanderMeulen** (Charmin' Promenaders) and the Secretary, **Arlo Speer** (Capital Carousels).

The committee is assessing some of the changes made last year for the 2019 event, including the on-site lunch Sunday (rather than an off-site brunch) and the alternate location for round dancing. Further decisions on these matters will be made over the coming fall.

With only a minimal number of basic dancers attending Friday nights over past years and in response to concerns expressed by other dancers, the 2020 event will offer a Friday night programme featuring plus and advanced square dancing, with rounds. The remainder of the weekend will continue with our customary square dance programme of basic, mainstream, and plus, with a limited amount of advanced level dancing. The round dance programme will continue to provide phase 3 and 4 dancing with a limited amount of phase 5 dances.

*Swing into Spring* 2020 will offer young dancers and those who begin dancing in September 2019 a reduced registration fee. We hope this opportunity will encourage new and young dancers to attend *Swing into Spring* and, after that, feel welcome and comfortable at other open dances.

In accordance with section 27.4 b) of the *Swing into Spring* procedures, the committee's 2020 operating budget is attached to this report. This budget anticipates a 5% reduction in attendance and projects a break-even event in 2020.

Submitted September 2019, by  
Carole Lauzon, Liaison to SVSRDA & Arlo Speer, Liaison to EOSARDA

## Appendix F – Frosty Fling Report

Frosty Fling: February 2020

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2019-09-15

**Date/Time:** 9-Feb-20 2:00 to 4:30 pm.

**Venue:** St. Mother Teresa H.S. is tentatively booked

**Callers:** Dave Hutchinson (Caller) & John Charman (Caller / Cuer) – confirmed  
**Signed contracts received**

**Advertising:** Flyers – **Sample page 3**  
Tickets – Dave is designing **Sample on Page 2 ... actual size is business card**  
**Email package of flyer, free tickets, regular tickets to clubs; contacts**

**Special:** Purple Hearts **26.33 from Sandy's Badges / 9 – need 2 weeks lead time**

- Remind Wendy to invite me to the October 1 callers meeting to pitch the idea
- We will provide the Purple Hearts rather than the calling Caller
- Geoff suggests they be given at the dance from danglers the callers have and we will reimburse or replace them after.

**Volunteers needed** Registration table (2)  
Share the Wealth (1)  
Set up / Take down

**Refreshments:** Snack / dessert table  
Coffee, tea & water

**Decorations:** **Review what Barb has and decide purchase additions.**

**Taggerware:** Will attend. Need 4 large tables and 2 chairs  
James Careless [sales@taggerwear.com](mailto:sales@taggerwear.com) or [taggerwear@gmail.com](mailto:taggerwear@gmail.com)

### Budget Projections:

| Revenue                          |                | Expense                                | Mother Teresa  |
|----------------------------------|----------------|--|----------------|
| 125 tickets                      | 1250.00        | Venue                                  | 350.00         |
| 50 tickets for new Basic Dancers | 0.00           | Callers: Dave H (150.00) John (200.00) | 350.00         |
| Share the Wealth                 | 50.00          | Flyers email                           | 0.00           |
|                                  |                | Tickets email                          | 0.00           |
|                                  |                | Purple Hearts (2.50 + HST x 20 +.90)   | 56.50          |
|                                  |                | Refreshments                           | 200.00         |
|                                  |                | Decorations                            | 100.00         |
| <b>Total</b>                     | <b>1300.00</b> | <b>Total</b>                           | <b>1056.50</b> |
|                                  |                | <b>Profit / Loss</b>                   | <b>243.50</b>  |

## Appendix G – Publicity Committee Report

### 1. Byward Market Promo Event – August 11, 2019

- Five callers, one cuer and one line dance leader volunteered their time (John Charman, Wendy VanderMeulen, Geoff Clarke, Ron Gardner, Francois Desmarais, Dave Western)
- Location was good – good visibility, sufficient space, good volume of pedestrians
- Some 60 dancers attended: 15 clubs represented
- Lots of flyers handed out and EOSARDA business cards
- Map of club locations was helpful
- Positive feedback from participants

#### Lessons learned

- Separate info table from callers table to allow pedestrians easier access to info
- Do not take lunch break- continuous calling
- Have dedicated people at info table or circulating among crowd
- At Byward Market, make sure business contact has confirmed power supply
- Free lessons draw needed better promotion/visibility: 3 people signed up, no one accepted the offer (all three contacted, no one responded)
- Need to encourage use of modern(ish) music by callers, if possible, to attract younger dancers and get away from stereotypes for square dancing
- Greater effort to advertise event in local media ahead of time and perhaps follow-up article

### 2. Efforts to date

- Summer Fun Guide: Entry regularly updated: Carole Lauzon is regularly posting information, events, videos. Posted generic open house information (eodance.ca) on events pages
- Free advertising: Generic open house information (eodance.ca) in local papers around Cornwall to Prescott (Coffee News – Cornwall, Seaway News)
- E-bulletin follow-up on Byward Market

### 3. Next steps

- Article in Square Times (Gloria Bateman)
- Publicity Committee planning meeting – October 5
- Continue implementing 2019-2020 Work Plan
- Submit budget request to Council of Dancers – November 2019

## Appendix H – Dance Committee Report

### DANCE COMMITTEE WORK PLAN 2019/2020

Person responsible: Barb Englehart

Early Summer 2019

- Meet with Dance Committee to determine what dances we want to plan, organize and run in 2019-2020
- Who will be the dance co-ordinator for each dance
- Timeline for initial plan to Chair of Dance Committee

Early Summer 2019 – January 2020

- Planning of Frosty Fling 2020- Pat Gauthier  
Initial plan & proposed budget has been submitted to the Dance Committee Chair.
- Frosty Fling will be held February 9, 2020 at Mother Theresa High School

Summer 2019- Fall 2020 Co-Sponsored Dances

Support for Shades of Autumn. Contact Swinging Swallows to see what they need from us. Pat to contact Gloria Bateman.

- Encourage Clubs to co-sponsor future dances. – Dave
  - Reach out first week of June 2019
  - Follow up in September 2019

Summer 2019

- Report on Swing into Spring 2019 to be submitted by June 30, 2019
- EOSARDA Rep for Swing into Spring 2020 – Arlo Speer
- Schedule next dance committee meeting.

Fall 2019

- Review of Dance Leader compensation. Wendy to discuss at next Caller's meeting in October.
- Swing into Spring Committee to report monthly to EOSARDA
- Look into options on how to promote round dancing. ie Hold an Easy Round Dance Night combined with squares
- Look into options for a dance that would include lines as well as square and rounds.

Winter 2019-2020

- Update Dance Manual – Barb will submit a draft for board review and comment no later than March 2020.

## Appendix I – Operations Committee Work Plan

### **Treasurer**

Person responsible: Bob Pitruniak

- Prepare a Year-end Financial Report for Fiscal Year 2018/19 for the Board's approval and presentation to the November Council of Dancers.
- In February 2020 begin drafting a budget for 2020/2021 for approval by the Board in March 2020 and by the Council of Dancers in April 2020.
- Ensure that an independent audit of the Association's books for Fiscal Year 2019/2020 is conducted; and report the results of the audit to the Board and to the November 2019 meeting of the Council of Dancers.

### **Registrar**

Person responsible: Barbara Englehart

- In August prepare and issue registration packages to all EOSARDA Dance Clubs
- Review completed registration packages as received and ensure that any required revisions are made by the club
- Deposit all club payments in EOSARDA's bank account as they are received
- By October 31, 2019 submit a complete Registration report to the Ontario Square and Round Dance Federation along with payment of all appropriate fees
- Through out the year, receive and review any additional dancer and club registrations as they are received
- Through out the year, submit any additional dancer and club registrations to the Ontario Square and Round Dance Federations with appropriate payments
- Make regular reports to the Board and to the Council of Dancers on club and dancer registrations

### **Trillium Awards Program**

Person responsible: Dave Western

Late summer 2019

- Receive Federation decisions re nominations for 2019
- Ensure that nominators are aware of the outcome and congratulate recipients
- Make arrangements with nominators, recipients and Federation for presentation of Awards.

At the November 2019 Council of Dancers remind Club Delegates to submit any Trillium Award Nominations to Dave Western on or before the deadline of March 1, 2020

On or before January 15, 2020 issue an EOSARDA Bulletin reminding clubs of the Trillium Award Program, the criteria for each type of Award and the nomination deadline.

January - February 2020

- Review nominations as they are received
- As necessary discuss possible amendments with the nominators and ensure that nominations have been properly formatted
- Circulate compliant nominations to the Board for comment
- Seek a Board decision for each nomination
- Advise nominator(s) of the Board's decision in respect of each nomination
- Forward approved nominations to Federation for consideration and advise nominators accordingly

March - June 2020

- Respond to any request for additional information from Federation

Late summer 2020

- Receive decisions on 2020 nominations from Federation
- Ensure that nominators are aware of the outcome and congratulate recipients
- Make arrangements with nominators, recipients and Federation for presentation of Awards.

## Appendix J – Publicity Committee Work Plan

Committee composition: Lamar Mason (EOSARDA Director)  
Gloria Bateman  
Carole Lauzon

### OBJECTIVES

1. Raise the visibility of square, round and line dancing in Eastern Ontario to assist in dancer recruitment
2. Support clubs with recruitment and retaining dancers
3. Raise the visibility of EOSARDA and [www.eodance.ca](http://www.eodance.ca) among member clubs

### POTENTIAL MEANS TO ACHIEVE OBJECTIVES

1. Organize/coordinate regional promotional initiatives
2. Renew EOSARDA Publicity Network or create similar networking mechanism
3. Support clubs in their own initiatives by sharing ideas, materials, etc.
4. Develop materials for use by clubs (social media clips, articles, quotable quotes, PowerPoint presentation, video, etc.)
5. Create a central repository for promotional/publicity materials and ideas provided by clubs or from other sources
6. Recognizing the increased importance of social media and websites, work with the Technical Committee to create a new/improved page on eodance.ca for new dancers, available year-round, that provides useful information for new dancers and is easily accessible on the eodance.ca website
7. Investigate new advertising mechanisms (especially online/social media) to raise the visibility of square, round and line dancing.

### JULY TO SEPTEMBER 2019

1. E-bulletins: introduce committee, seek input, provide promotional ideas, etc.
2. Organize a regional promotional event in August 2019 in Ottawa
  - August 11, Byward Market, Ottawa (50,000 visitors on weekends)
  - Square, round and line dancing
  - Develop promotional materials (banner, map)
  - Obtain advertising/open house materials from member clubs
  - Encourage participation of all clubs (dancers) and callers/cuers

**Budget: approx. \$700**
3. Advertising mention in Glengarry Highland Games program  
**Budget: \$25**
4. Create Publicity Committee email addresses: [publicity@eodance.ca](mailto:publicity@eodance.ca) (for club publicity exchanges) and [info@eodance.ca](mailto:info@eodance.ca) (for advertising and promotional materials)
5. Investigate online and print mechanisms to advertise EOSARDA and clubs (eodance.ca)  
(a) **First initiative – August 2019**  
[www.summerfunguide.ca](http://www.summerfunguide.ca)

- **Online version:** Full profile page listing, can add websites (club/EOSARDA websites), photos, clips, managed by us and update throughout the year to reflect upcoming dances, events, etc.
  - Available listing any 3 months or annual
  - Creates visibility, is consulted by people with interest in music, activities, online version attractive to younger demographic
  - Timing: Can be created anytime (if we create now(August 2019) and we can add and edit until August 2020 so it could include materials covering 2 sets of Open Houses)
- Budget: \$349** (plus HST?) for one year (**approved**)

### **SEPTEMBER 2019 TO MAY 2020**

1. E-bulletins to clubs: continue to seek input, provide promotional ideas and materials, gather feedback on effectiveness of promotional efforts
2. Collect promotional/publicity contacts from each club. (October)
3. Organize face-to-face meeting with interested club publicity people to discuss collaboration, share ideas, identify needs and strengthen networking. (November or March?)  
**Budget:** \$200 (room rental, refreshments)
4. Enhance New Dancer information on eodance.ca: provide updated materials for people interested in dancing.
5. Work with Technology Committee to investigate ways to enhance overall appearance of webpage (eodance.ca) and especially to make information for potential new dancers more readily visible.
6. Develop new promotional materials: identify mechanisms to attract younger dancers, enhanced use of social media. Determine any potential budget requirements for 2020-2021
7. Continue to investigate online and print mechanisms to advertise EOSARDA and clubs (eodance.ca). Develop budget for CoD in April
8. Identify and begin organizing two regional promotional events for summer 2020 (2020-2021 budget)  
**Budget: \$400 per event** (may not be needed until after April)

### **LONGER TERM AND ONGOING**

1. Increase EOSARDA/club use of social media: identify club needs, provide materials for posting, provide training
2. Organize caller appreciation event
3. Work with Canadian Society to develop national advertising campaign/tv ad
4. Prepare PowerPoint presentation for clubs to use at demos, info tables, etc.
5. Identify ways to retain dancers
6. Identify ways to attract younger dancers

**Budget request for 2019-2020: \$2000** (includes Byward Market and future activities to April 2020)

## Appendix K – Technology Committee Work Plan

### Committee Composition:

Geoff Clarke

Arlo Speer, Chair

Bob Summers

### Ongoing throughout the year:

- Maintain EoDance.ca website
- Issue EOSARDA Bulletins
- Update Calendar of Events
- Co-ordinate among *EOSARDA Bulletins*, *eoDance.ca calendar*, *Square Time*, and *Liaison Committee* regarding Scheduling Conflicts (Procedures Manual, 26.5)  
**Projected Cost:**     **\$131** for domain registrations and other website-related costs

### Fall 2019 through winter 2020:

- Identify steps to deal with future phishing e-mail occurrences  
**Cost:**             to be determined, based on action required
- Identify needs with respect to EOSARDA's sound equipment  
**Projected Cost:**     **\$200** for replacement cables and accessories  
                              Other costs -- to be determined, based on discovered needs
- Identify need for co-ordination with the Club Liaison Committee with respect to Conflict Policy (Procedures Manual, Chapter 26)
- Identify needs with respect to eoDance.ca
  - Workload for SVSRDA portions of the site
  - Workload for *Swing into Spring* portions of the site
  - Workload for other expansions of the site**Cost:**             for identification, **nil**  
                              for solution, to be determined based on needs
- Launch a campaign to promote the use of hearing assistance equipment throughout EOSARDA  
**Cost:**             for campaign, **nil**  
                              for equipment, to be determined
- Review EOSARDA's needs for hearing assistance technology
  - Evaluate EOSARDA's hearing systems for functionality & condition. **Completed**
  - Reach out to the EOSARDA Clubs to determine equipment that is currently in place, the need for it, its usage, and any associated issues.
  - Identify the number of systems that we need
  - Investigate new hearing assistance technology (such as Bluetooth)
  - Confirm and report on functionality of alternate systems**Cost:**             for evaluation, **nil**  
                              for solution, to be determined
- Explore potential for teleconferencing meetings  
**Cost:**             for investigation, **nil**  
                              for solution, to be determined

### Winter 2020 to June 2020:

- Revising Procedures Manual Chapter 19 relating to Hearing Assistance.  
**Cost:**             **nil**
- Implement actions resulting from our earlier research and investigation  
**Cost:**             to be determined, depending on the fall's decision

## Appendix L – Liaison Committee Work Plan

### Conflict Resolution:

#### EOSARDA Liaison Committee - **Scheduling Conflicts** **Overall Work Plan for 2019-2020**

The following are my plans & focus for this dance year:-

##### August 2019

- Purchase a 5 year Calendar for posting & tracking of all Dance Events to monitor for conflicting dates & potential impacts.
- Ensure that all events that are received for Web posting, eBulletins & Square Time are also routed to me for tracking purposes.

##### September 2019

- Review section 26.4 (grand-fathered) and....
  - a. Reach out to the clubs to determine confirm their 'Grand-fathered' dates?
  - b. Remove dates that are defunct (dance no longer held)
  - c. Reach out to the clubs to determine if there's any other dates that have been missed or should be included?
  - d. Reach out to the clubs to determine any 'special events' that may arise in the next 2 years? (eg: up to the 2021-22 dance year)

##### Sept - Nov 2019

- Working with the existing 'team' (Arlo, Gerry, Bob), determine & review the number of conflicts that have occurred over the past 2 years since the last policy 'review' was made.
  - a. How many have occurred? - Could they have been prevented?
  - b. If so, How? If not, why not?
  - c. Should we change the 'process'??

##### Oct - Nov 2019

- Examine sections 26.2 (Definitions) & 26.3 (Policy) to see if they're still valid & functional?
- Review 26.6 (Guidelines) - section (c) - concerns as to validity of what's there.

##### 2019 November Board & Council of Dancers Meeting (if any changes are proposed)

- Having reviewed 26.5 (Implementation) and revisited the concept of a SINGLE Coordinator (contact) rather than 3 "co-coordinators" (eg: Bob, Arlo, Gerry), be prepared to make any recommendations to the Board & Council of Dancers for changes.

##### Nov 2019 thru to April 2020

- Ongoing 'monitor' of incoming schedule requests & evaluate just how well the current process is working
- Be prepared to 'take action' should break-down occur. (see above)

Submitted by: Geoff Clarke

Last Update: September 1, 2019

## Dance Dangle:

### EOSARDA Dance Dangle Program - Draft Work Plan for 2019 -2020

#### **BACKGROUND**

Last Spring, I presented New Dancer Certificates at two Clubs on behalf of SVSRDA. At both of these I extended the usual congrats to recipients for their achievement and then asked the question "What Now?" The obvious answer to that is encouragement to people to continue their learning at their respective Clubs at the higher level and I followed that with encouragement to them to begin visiting other Clubs. I outlined benefits they would/could receive:

- Meet new people, make new friends
- Increased dancing opportunities
- Benefits of dancing to different callers. They all "do the same things differently."
- Benefits as well in seeing how Clubs also "do the same things differently."
- Receive Incentive badges and dangles
- etc

I was surprised at both Clubs, when people approached me afterwards telling me that they had never heard of "Club Visitation, Incentive Programs". These were not just the new graduating dancers, but also "experienced dancers", who should have known.

#### **SO WHAT DO WE DO?**

I personally do not have any issues about the programs themselves (Either EOSARDA, or SVSRDA). I don't think they need changes procedurally, although I would happily receive suggestions from people about that. My phone: 613 253 2960 or my email: hsgoodman@rogers.com., can be used for that purpose.

We need to promote our visitation incentive programs so that dancers:

- Know of them
- Know procedures to follow
- Know where Clubs are, and their contacts
- etc

#### **HOW DO WE PROMOTE?**

- Articles in "Square Time" and the SVSRDA Calendar
- Develop a pamphlet for placement on Club Flyers tables
- Request that Club announcements
  - include reference to incentive programs and
  - that forms are at the table

Nothing is well developed at this time. We can't force people to visit other clubs, but we can try and make people "want to".

#### **COSTS?**

- It looks like dangles cost \$2.00 x 25 = ~ \$50
- Pamphlet printing about another \$50 (I'll tuck it in with the SVSRDA Calendars when they are printing) I'll be able to send them around the country, using the Calendar "Pony Express"
- Maybe need some other contingency funding \$25

Helgi

Submitted by: Helgi Goodman

Last Update: July 18, 2019

**EOSARDA Club Liaison - New Dancer Celebration**  
**Work Plan for 2019-2020**

**Fall 2019**

1. Purchase 150 Society pins as soon as they're available for a purchase price of \$3.00 each (or \$450 + shipping) [**Note:** last May 2019, 116 pins were required]
2. Have a "Welcome letter from EOSARDA President" prepared & 120 copies made in preparation for the New Dancer Celebrations in the Spring of 2020. This letter will also contain a 'cut-out coupon' for free admission to the 2021 Frosty Fling.
3. Purchase 150 long white envelopes for the letter (@ \$3.99 / 50 + tax)
4. In accordance with the Procedures Manual Section 10.1(b&c), clarify the criteria regarding who qualifies to receive these envelopes in the Spring.

**In late February 2020**

1. Contact the Clubs to determine the number of dancers & the dates of their respective Celebration/Graduation.
2. Prepare envelopes (containing the welcome letter) for distribution.

**In early April 2020**

1. Set up dates of the Club Celebrations that require EOSARDA visitation.
2. Request volunteers from the EOSARDA Directors to make the club visitations to hand out the envelopes.

**Note:** last season (April/May 2019), there were 14 clubs having Celebrations as early as April 12<sup>th</sup> & as late as May 31<sup>st</sup>. Total of 109 dancers being celebrated)

**Summary :- "I will do the following":-**

1. Request approval to cover the costs of pins, letter, envelopes.
2. Assemble the envelopes
3. Contact Registrar (Barb Englehart) to request the contact person in each of the clubs that will have new dancers
4. Contact those clubs & request the number of new dancers that are graduating /celebrating and the date/time of their graduation/celebration.
5. Request assistance from other Board Directors to visit & hand out envelopes. I will be one of the Directors who will be visiting.

**COST (estimates)**

|   |                   |
|---|-------------------|
| • 150 NEW Society Pins @ \$3.00 ea. + \$50 shipping | = \$500.00        |
| • 120 copies of letters on quality paper (tax incl) | = \$ 54.00        |
| • Stationary & supplies (150 envelopes tax incl)    | = \$ 13.50        |
| <b>Totals</b>                                       | <b>= \$567.50</b> |

**Notes:**

- there may be further costs if a club requests that we mail the envelopes rather than a visitation (eg: Quinte Twirlers in 2019)
- Figures do not include any travel expenses associated with Club visitations by Directors (By-Laws - 2003 Administrative Guidelines - Directors Expenses)

**REVENUES - None**

Submitted by: Teena Clarke

Updated: September 4, 2019

## **Schedule;**

We will publish on the following dates;

Oct 7<sup>th</sup> with a submission deadline of Sept 30<sup>th</sup>

Dec 1<sup>st</sup> with a submission deadline of Nov 15<sup>th</sup>

Feb 10<sup>th</sup> with a submission deadline of Jan 30<sup>th</sup>

Apr 10<sup>th</sup> with a submission deadline of Mar 30<sup>th</sup>

## **Material;**

We will continue the 'meet our dance leaders' series, but I need to get material for other callers and cuers. We might do some bios on leaders who have now stepped away. We will start with Geoff Clarke and then Dave Hutchinson

I will do an article on what is available on the EODANCE web site. I think many dancers have not taken the time to review what is available. I may add this as an addendum to the editor's section and do some aspects of the web site for each issue.

I would like to get back to articles on dancing. Both Geoff Clarke and Dave Hutchinson have helped in the past. I would like to have something from the round dance community. I have reached out to Susan Connor.

I am going to publish an article about the benefits of dancing that Geoff found. I also have input from the Skirts & Flirts club to include, even though they are not officially a OESARDA club.

I will see if I can get input from some of the clubs that have not been submitting material.

I want to get input from the dance community; what they would like to see. Perhaps we could reprint articles from other dance publications.

## **Budget;**

The budget for this year is a income of 1,700 and expenses of 1,000. So we should have a profit of 700. I will attempt to acquire additional advertising and hopefully add to this.

Gerry Johnson

Square Time Editor

## Dance Leader Subsidies:

### **Dance Leader Bursaries**

#### **Work Plan & Timeline Updated 15-Sept-2019**

Chairperson: Wendy VanderMeulen  
EOSARDA Board Contact: Wendy VanderMeulen

#### ***Preamble***

[WV Note: The title of the work plan was changed from the July version of “Dance Leader Training Subsidies” to “Dance Leader Bursaries” to jive with the text in chapter 14 of the EOSARDA Procedures Manual. In the text below, any reference to “Subsidies” in the July document were changed to “Bursaries”.]

Dance Leader Bursaries exists in the form of funds which are available to persons who attend Leader Training Workshops or Schools. They can be existing Leaders working at improving their skills or dancers who are interested in becoming Leaders. “Leaders” is understood to be Square Dance Callers, Round Dance Cuers, and Line Dance Leaders.

Leaders of other dance forms may be considered as long as that dance form has a club that is- or intends to start a club which would be- a member of EOSARDA. The other dance forms to be considered would be Contra and Clogging, as these are dance forms considered to be part of the “Square Dance Family.”

#### ***Fall 2019***

- Update the EOSARDA Procedures Manual chapter 14, “Dance Leader Support”. It was deemed necessary to have this document updated and accurate prior to sending out any information to the clubs advising them of the program. As the correspondence to go out to the clubs will refer them to the Procedures Manual, it seemed unwise to do that without ensuring that the information in the Manual is updated and current.
- A copy of the suggested updated chapter is attached for the Board’s perusal and comment.
- The Committee also requests that, as per the Procedures Manual, the amount of \$1,500 be added to the 2019-2020 Budget in the line item “Club Leader Training”.

#### ***November 2019***

- Distribute, through the eoBulletin system, a notice of the existence of the Support program and encourage interested parties to contact the Chairperson for more details. The letter will explain some detail of the requirements for the subsidies.

#### ***January 2020***

- Prepare an article for Square Time to further encourage dancers and leaders to take advantage of the subsidy program.

#### ***April 2020***

- Prepare a report for the Council of Dancers meeting to further encourage dancers and leaders to take advantage of the subsidy program.

#### ***November 2019 through April 2020***

- Monitor incoming applications and/or inquiries for more information.

#### ***April 2020***

- Report to the Council of Dancers on the numbers of people who took advantage of the program and those who asked for more information.
- At the same time, continue to encourage people to consider the possibilities of going to a Leader Training Workshop or School.

## **Club Recognition Committee**

### **Recognition of Major Anniversaries and Accomplishments**

Chairperson: Helen McCallum  
EOSARDA Board Contact: Wendy VanderMeulen

There are no changes from my original plan (included below). I have contacted all the EOSARDA Member Clubs. And have had a response from about 90% of them.

There are only 2 clubs at this time who are celebrating anniversaries. The Riverside Gypsy Squares and the Harbour Lites anniversaries are set and the certificates have been created and arrangements have been made for presentations.

One Club has approached me about a special award for a member who has contributed so much to the club (and EOSARDA). In discussion with Wendy, I would like to propose that EOSARDA bring back the 'Unsung Hero' Award that apparently was in place several years ago. This would be a special way to recognize EOSARDA members who might not qualify for a Trillium Award but still deserve some sort of special attention.

I will be continuing to create dialogue with each of the EOSARDA Member Clubs, and to keep on top of anniversaries.

Respectfully,  
Helen

### **Work Plan**

#### ***Preamble***

The Club Recognition Committee ensure that major milestones for Clubs, Club Members, and Club Leaders do not go unrecognized. These milestones consist of, but are not limited to:

- Club Anniversaries (e.g., 20 years, 30 years, etc.)
- Dancer birthdays (50, 60, 90 ...)
- Dancer recognition of years danced
- Leader Anniversaries of Calling/Cueing/Prompting or Retirements

A Club may request recognition for any event it feels is worthy. The Chairperson will do her best to ensure nothing gets missed but recognizes that input from Clubs is of the utmost importance to accomplish that. In order to help the Clubs, the following timelines have been set:

#### ***August 2019***

- Distribute, through an EOSARDA Bulletin, a "letter of introduction" from the Chairperson to all EOSARDA member Clubs, explaining the purpose of the Committee.

#### ***September 2019***

- Send out, through an EOSARDA Bulletin, a request to all EOSARDA member Clubs to identify when the Club was established, so as to calculate how many years the Club has been dancing, and determine if any have significant anniversaries in the current dance year.
- At the same time, ask if there are members within the Club who have significant occasions coming up in the current dance year that deserve to be recognized.
- Prior to the Callers Association first Fall Meeting, send a letter to the Association President asking if any Callers have significant milestones in the upcoming year that deserve to be recognized.

#### ***October 2019 through April 2020***

- Ensure special events, as outlined in the responses from Clubs and Leaders, are recognized and an EOSARDA Board Member is available to present the certificate of recognition for each event.

## New Dancer Recruitment:

### NEW DANCER RECRUITMENT SUBSIDY PROGRAM

#### WORK PLAN 2019/2020

Person responsible: Jacques Chesnais

#### OBJECTIVES:

- Ensure the program is an efficient and cost-effective way for EOSARDA to support member clubs in their promotional and recruitment activities.
- Ensure that all member clubs are aware of the program, and encourage its greater use within the financial limits set by EOSARDA.
- Ensure that the program rules are clear and the same in all EOSARDA documents, and that the application process is as simple as possible.
- In cooperation with OSRDF, investigate the possibility of using the same application form for the EOSARDA and Ontario Federation programs.

#### SUMMER 2019 (TO SEPT 15, 2019)

- Review the program
- Develop a work plan for review by the EOSARDA Board at their September 15 meeting.
- Review Chapter 13 of the Procedures Manual and prepare a new version of it for review by the EOSARDA Board at the same meeting.
- Liaise with OSRDF to obtain more information on what is expected from applicants to the Federation recruitment program, and on the success rate of past applications to that program.

#### MID SEPTEMBER TO OCTOBER 1, 2019

- Update the EOSARDA Web site to reflect all changes (and make Financial Aid tab more visible?)
- Send emails to EOSARDA member clubs to explain the EOSARDA program rules and application process approved at the September 15 Board meeting, and to provide information on the requirements and success rate of applications to the OSRDF subsidy program.

#### OCTOBER 1 TO OCTOBER 31, 2019

- Review EOSARDA and OSRDF applications from member clubs, and communicate with applicants as necessary.
- Forward approved EOSARDA applications to the Treasurer if the total budget for the program has not yet been exceeded.
- Present other EOSARDA applications to the next Board meeting for review.
- Screen OSRDF applications and submit them to OSRDF so they receive them before the end of December.

#### NOVEMBER 2019 TO APRIL 2020

- Explore ways to make other, possibly long-term, improvements to the program.
- Present options to the EOSARDA Board, and if approved, to the Council of Dancers.

#### MAY 2020 to AUGUST 2020

- Update Procedures Manual and other documents accordingly
- Enjoy the Summer