

Minutes
EOSARDA Board Meeting - Sunday, March 20, 2011

Attendance:

Cora Calwell, Don Clingin, Jean Clingin, Gavin Currie, Barbara Dennison, Paul Dennison, Andy Himberg-Larsen, Billi Langtry, Chuck Langtry; Nancy Morgan, Bob Summers, Bruce Warner, Dave Western, Pearl Western

Regrets:

Karin Nikischer, Linda Warner

1) Call to Order and Approval of Agenda

a) The meeting was called to order at 1:30 PM.

b) Approval of Agenda

The draft agenda was amended by the addition of "Nomination for a Trillium Merit Award" under "Other Business". (**Appendix 1**)

2) Opening Remarks - Dave Western

I am pleased to see you all here today. We have another busy agenda.

We have received word that at least two Ottawa-based entry-level square dance clubs - Spinettes and Kickers - will be folding at the end of the current dance season. That will leave only one small entry-level club, Kanata Squares, in the west-end of Ottawa and will leave a significant gap in our coverage of central Ottawa. I am also advised that two of our outlying clubs may not operate next year.

This situation underlines the urgent need to develop new recruiting strategies. At our current rate of decline, I estimate that we will be out of business as an Association within 5 years.

Barb will discuss some of the efforts being made to turn things around, but finding a solution that works is proving difficult. Bob is going to help us finalize graduation arrangement, and we need to determine a provisional agenda for next month's Council of Dancers. Today we will also begin discussing possible amendments to our Constitution and By-laws.

It's a large agenda so let's get to it.

3) Approval of Minutes, February Board Meeting - Pearl Western

The minutes for the Board meeting of February 20 were amended to properly reflect the title of the P, P and P Committee, and to include the OACA report for February.

4) Reports

a) Operations Committee

i) **Financial Report** - Bruce Warner

-- available on request.

ii) **Registrar's Report** - Linda Warner
Nil report

b) **Dance Committee** - Gavin Currie

FALL FEST 2011

With respect to Fall Fest 2011, the dance will be held at Sir Robert Borden on Oct 29. We have been in touch with Don Moger and he has agreed to call. The Dance Committee is currently working on details of the program and is looking for a Round Dance leader.

JAMBOREE 2012

Jamboree 2012 will be considered on the same basis as Jamboree 2011 i.e. it will be a dance organized jointly by EOSARDA and a member club, with EOSARDA covering any loss and any profit being split between EOSARDA and the club. A joint organizing committee would be set up to run the dance. Expressions of interest will be accepted by the EOSARDA Dance Committee up until June 15, 2011. Meri Squares has indicated an interest, and follow up discussions will be held.

FROSTY FLING 2012

Mother Teresa High School has been booked for this event.

c) **P, P and P Committee** - Barb Dennison

Nil report

d) **Club Liaison Committee** - Bob Summers

On March 13 a certificate in recognition of their 35th anniversary was presented by Barb and Andy to the Swinging B's at their St. Patrick's Day Dance. On May 7th there will be a celebration of Capital Steppers' 50th anniversary.

e) **IT Committee** - Bob Summers

Nil report

f) **Festival 2014** - Dave Western

- The contract for the Ottawa Convention Centre (OCC) has been signed.
- Nancy Morgan has agreed to be the Program Book Editor.
- We are moving ahead on blocking hotel space, the Lord Elgin is on board and we are negotiating with two other hotels.
- The first international ad went into the New England Convention's Program Guide (Convention dates: April 29-30, 2011).
- Registrations continue to trickle in. As of early last week we were up to 253.
 - If people want to help with the planning and organizing of the Festival, they can, even if they are not yet registered.
 - We have received the \$5,000 "forgivable loan" from Society

g) **OACA Report** - Andy Himberg-Larsen

The OACA will be holding a graduation celebration dance at St. Patrick's High School

April 30, 2011 from 7:00 to 9:00 PM. There will be refreshments and snacks available. Cost will be \$7.00 at the door.

Summer basic dancing will be held at the Churchill Senior Centre commencing in May 5 and running through to July 21 (note no dancing on May 19). Dancing will be from 7:30 to 9:30pm. Please encourage all basic dancers to attend and also encourage others to come out and help.

h) RDTA Report - Jean Clingin
Nil report

I) Hearing Assistance Working Group - Barb Dennison

All of the transmitters ordered are in the hands of their owners. \$64.47 CAD is to be returned to EOSARDA from the original campaign.

Three or four more people are asking for transmitters (outside the blitz period). Barb has contacted the supplier. He will consider these transmitters as part of our initial order – with the same bulk discount. The price will be \$147.00 U.S. + HST.

Receivers:

To date we have received payment for 20 receivers. Village Squares believe they have 7 requests that should be in the mail shortly.

Warranty for Transmitters & Receivers

The Warranty on the new hearing assistance equipment states:

“Proof of purchase in the form of a bill of sale, invoice number or receipted invoice which is evidence that the unit is within the Warranty period must be presented to obtain warranty service.

“The warranty is not transferable, the only person who can exercise this warranty is the original purchaser.”

Since Barb, on behalf of EOSARDA, would be considered the purchaser, she will contact Landmark Audio Technologies in order to register each dancer and caller as purchasers.

Barb would like a pause before the next blitz. The Board agreed to defer any future collective purchases until this Fall. Bob will follow-up on the price for tele-coils.

Andy will put a blurb in the next **Square Time** about the availability of hearing equipment for club use. Dave will write an article for **Square Time** about the success of the Hearing Assist Program

j) EOSARDA Eagles - Dave Western

The Eagles now have 31 dancers and 2 callers. Membership will be cut off at 32, after which a waiting list will be established.

The Eagles' first engagement is May 28 at the Cumberland Museum. Four more people are needed for this. The first team meeting is scheduled for March 27 at the Heron Community Centre at 1:30.

Bob asked if some Eagles would go to clubs needing motivation for their new dancers, to show that square dancing is fun. (A boost of energy for 4 weeks). Dave said he would bring this up at the Eagles' meeting.

5. Old Business

a) EOSARDA Web Site Renewal Project - Bob Summers

Bob has purchased his own web site to test new ideas for the EOSARDA web site. The four members of the Web Site Renewal Working Group have been given access to this test web site in order to provide Bob with comments regarding items being tested. Bob will send the address to all Directors with an invitation to join this discussion group.

b) Use of Groupon or equivalent for recruiting new dancers - Billi Langtry

The philosophy of Grouponomics is direct sale of a product via social networking. Groupon is a corporation which will provide an editorial team to work with a business to help them advertise their product through the media of social networking. They prepare an offer for the business aimed at increasing the "flow through the door" of the business. They do not charge for their services, but instead, receive a percentage of each Groupon that is sold. In other words, they only win if the business wins.

Their demographic is single, female, urbanite, college graduates, who have the money and the time to try new things with their friends.

Would this type of advertising work for EOSARDA?

It is Billi's opinion that this methodology will not help EOSARDA increase its dancing population. EOSARDA does NOT have a specific address, nor a specific product and most of our dancers do not fit the demographic nor do they receive their information via the social networking devices.

However, if someone (caller?) were to think about starting a beginner class aimed at this specific demographic, in a specific location, then Groupon might be a plausible consideration.

c) Graduation 2011 - Bob Summers

It appears that there will be 48 new dancers graduating in our region this year. A schedule of graduation celebrations to be attended by Board members has been drawn up as follows:

Club	Dancers	When	Who
Gremlins	5	11-Apr	Nancy
Kanata Sqs	5	05-May	Barb & Paul

Limestone	11	18-Apr	Caller (Bob)
Meri Squares	6	26-Apr	Cora
Mississippi Squares	4	26-Apr	Andy
Quinte Twirlers	6	20-Apr	Pearl & Dave
Seaway Squares	5	18-Apr	Jean & Don
Swinging B's	7	8 Apr	Caller (Andy)
Village Squares	8	13-Apr	Bruce & Linda

Total

52

Society pins have been distributed to the presenters. Bob is in the process of printing cards offering new dancers free admission to Fall Fest 2011.

d) Use of outside Sponsor to Promote Square Dancing - Barb Dennison

Item withdrawn from the agenda.

e) Roles and duties of Club Liaison Committee - Bob Summers

Amended as follows:

“The Club Liaison and Recognition and Awards Committee is responsible for maintaining up-to-date contact lists for all member clubs; ensuring that the Board is aware on a timely basis of all significant club activities occurring in the region; ensuring that significant club anniversaries and other significant occasions are identified in a timely manner and duly recognized by the Board by presentation of a suitable certificate or other memento at the time that the club marks that event or anniversary; and that member clubs are kept informed of significant Board activities.”

Operations Committee will assume responsibility for proposing to the Board nominations for honours and awards from the Ontario Square and Round Dance Federation, the Canadian Square and Round Dance Society and such other organizations as may be judged appropriate.

6. New Business

a) Date and Location of May Board Meeting

Due to the timing of this year’s Toronto and District Weekend, most Board members will not be able to attend the regularly scheduled May Board meeting. It was agreed that the meeting will be rescheduled to Sunday, May 29.

Bruce Warner offered his house (**6 Brenda Crescent**) for a barbecue on May 29 at 1:30. Barb suggested we all bring our own meats to barbecue.

Andy will cancel the May booking of the Citizen Board Room.

b) Phase 3 to Phase 4 Conversion Workshop - Dave Western

Dave stated that a number of Round Dancers have approached him requesting that

EOSARDA sponsor a series of conversion workshops to facilitate moving from Phase 3 Round Dancing to Phase 4. After some discussion there was agreement that this idea merits further consideration.

Gavin and Jean agreed to explore the idea with the RDTA and to report back to the Board in April.

c) Agenda Council of Dancers

Regular reports and chairs to present them. Items suggested:

- Success of hearing enhancement.
- Eagles
- Election of Board members
- Election of Federation Representatives
- Report on loss of clubs and the fragility of this movement
- Use of Eagles to motivate clubs
- Recruiting dancers
- Report on Board Initiatives
- Plea for more Board members
- Jamboree problems may continue
- Declining enrolment
- Club Round Table
- Equipment availability for dances

The clubs will be asked again for agenda items.

d) Project Young - Dave Western and Barbara Dennison

Barbara Dennison has been working for some time on a project intended to involve school-aged children in square dancing activities. (**See her report, Appendix 2**)

Nancy suggested talking to the Home Schoolers' Association as their parents get involved in physical activities outside the home with their children. Barb suggested having a hoe-down for all the school-age children who have had square dancing instruction.

David stated that a group of adults would have to organize and run any such program. The problem is the availability of callers.

Pearl built on Barbara's idea by suggesting that a program could be based in Middle Schools and could be called "**So You Think You Can Square Dance, Ottawa**". Participating schools would offer Square Dance instruction as part of their Phys Ed program and would hold a dance-off to select their best square to take part in a city-wide dance-off for a monetary prize to be awarded to the winning school or schools.

The Board felt that this idea was worthy of further consideration and agreed that Barb and Dave would organize a Working Group to further develop this concept.

Dave will contact both Paul Adams and Graham Ingram to discuss this idea and to seek

their input. Both Callers will be invited to join the new Working Group.

e) A first Look at the EOSARDA Constitution - Dave Western

The Constitution and By-laws are the foundations of EOSARDA. They set out the rules by which we operate and prescribe accountabilities and responsibilities. But the current documents are woefully out of date. They do not reflect our current operating environment.

For example:

- There is no provision in the Constitution for membership by Associations, yet we have 3 member associations (OACA, RDTA and SVRSDA);
- There is no recognition of the Council of Dancers in either the Constitution or the By-laws;
- The procedures for election of Directors do not reflect reality;
- The procedures for election of Officers are contradictory

Both documents are overly prescriptive, and there is an imbalance between Constitution and By-laws with the latter sometimes taking precedence over the former.

We cannot hope to review and revise both documents in one meeting. We will begin the process with the Constitution and work our way through the document clause by clause. We will take 30 minutes today and continue at subsequent meetings. Once have finished both By-laws and Constitution, we will take the revised document to Council of Dancers for revision/approval.

After some discussion, it was decided that Cora will follow-up on the “incorporation” aspect of this document.

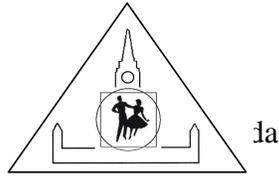
During the clause-by-clause review, it was agreed that

- the provision governing the mailing address of the Association should be amended to stipulate that the mailing address should be “the Province of Ontario”;
- the words “shall endeavour” should be dropped from the clause describing the role of the Association.

7. Other Business

a) Trillium Nomination

We have received a nomination for a Trillium Merit Award, accompanied by a request that the nomination be treated confidentially in order that the intended recipients not be aware of its existence. The Board agreed unanimously with the proposed nomination, but felt that it was lacking specificity. Bruce and Chuck seek more detailed information about the nominees’ dancing careers and their contributions to Square Dancing. If necessary, David will seek additional information about the nominees from Wendy Sauve.



Agenda - EOSARDA Board Meeting B March 20, 2011

Date: Sunday, March 20, 2011

Time 1:30- 4:00

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

1a. Call to Order

b. Approval of agenda

2. Regrets and Opening Remarks – Dave Western

3a. Approval of Minutes, February Board Meeting – Pearl Western

4. Reports

a) Operations Committee

i) Financial Report - Bruce Warner

ii) Registrar's Report - Linda Warner

b) Dance Committee - Gavin Currie

c) P, P and P Committee - Barb Dennison

d) Club Liaison Committee - Bob Summers

e) IT Committee - Bob Summers

f) Festival 2014 - Dave Western

g) OACA Report - Andy Himberg-Larsen

h) RDTA Report - Jean Clingin

i) Hearing Assistance Working Group - Barb Dennison

5. Old Business

a) EOSARDA Eagles - Dave Western

b) EOSARDA Web Site Renewal Project – Bob Summers

c) Graduation 2011 - Bob Summers

d) Use of GROUPON or equivalent for recruiting new dancers – Billi Langtry

e) Use of outside Sponsor to promote Square Dancing – Barb Dennison

6. New Business

a) Roles and duties of Club Liaison Committee – Bob Summers

b) A First Look at the EOSARDA Constitution – Dave Western

c) Phase 3 to Phase 4 Conversion Workshop – Dave Western

d) Project Young – Dave Western and Barbara Dennison

e) Date and location of May Board Meeting

7. Other Business

a) Nomination for a Trillium Merit Award

Appendix 2

Report on Project Young - Barb Dennison

This plays an important role in keeping square dancing alive for many years to come.

In surfing the net I came upon the website of Caller Paul Adams. His achievements are many. I also, today, had a conversation with Caller Paul. This is the information he has provided:

Intermediate schools are very interested in square dancing and they love it. Paul is currently teaching and calling at St. Peters, St. Marks, Frank Ryan and is moving into Fisher Park. He teaches and calls several weeks during the year. He teaches in one week increments & during these weeks he teaches 6 classes each day. He has the students sit while he takes a few minutes to demonstrate a couple of moves. Then they dance to these moves and continue to do so until the end of the class.

Some of the schools consider square dancing to be part of the curriculum for physical education and the youth receive a credit for dancing - as this is considered part of the Physical Education Program.

Paul does request that a teacher be present in each class. This teacher is responsible for overseeing the student's behaviour and ensures that the students show the Caller respect etc. The teacher deals with any issue in this regard. Caller Paul also holds classes in some schools once a month & the grade 8 students, especially, look forward to square dancing.

The criteria for Callers, he feels, is the following:

- The caller must be willing to spend time working with the students
- The caller should be positive and have a fun personality
- Callers must be experienced (not for new callers)
- Callers must have patience

Paul Adams has been doing this for years & has taught square dancing to approximately 1800 youth.

Paul feels that the Schools are excellent resources as well as the Cities.

Paul has offered to attend an EOSARDA meeting to "talk it up".

As I read his website and spoke to this gentleman, personally by telephone, I couldn't get over his enthusiasm, the time spent and his desire to keep on teaching children the art of square dancing.

In respect to Paul Adams, I would like to see him invited to an EOSARDA board meeting to share his knowledge re youth programs.