

Minutes of EOSARDA Board meeting, November 18, 2012
Main Floor Boardroom at the Ottawa Citizen's Building in Ottawa.

Attendance:

Judy Adams, Paul Adams, Gavin Currie, Barbara Dennison, Roger Frappier, Andy Himberg-Larsen, Billi Langtry, Chuck Langtry, Nancy Morgan, Lauraine Smith, Bob Summers, Bruce Warner, Linda Warner, David Western, Elizabeth Wollaston, Peter Wollaston

1. Call to Order and approval of Agenda
 - 1.1 The meeting was called to order at 11 h 00.
 - 1.2 Approval of Agenda

2. Opening Remarks - Dave Western

Good morning

Unfortunately, I have to open this meeting by confirming that Jean and Don Clingin have resigned from both the Board and the Swing into Spring Organizing Committee for personal reasons. I would like to thank them for their many years of dedicated service to the Board. Their contributions and insights will be missed.

The departure of Don and Jean leaves us without an RDTA rep on the Board. I have been in contact with the RDTA to solicit a replacement for the Clingin's. Don Cowan, Chair of the RDTA has advised me that no one has come forward to accept the nomination. At a time when the future of Round Dancing in our region is not free from doubt, this is a most unfortunate situation indeed.

I also need to acknowledge that over the past few weeks there has been, shall we say, some inter-personal difficulties among some Board members.

I would ask that you all keep in mind that we are all volunteers on this Board, giving our time for the betterment of an activity in which we all believe passionately. If we are to succeed we need to work as a team to make it happen.

Playing on a team doesn't mean just going along with the crowd or just doing what the boss wants. No one can be right all of the time, no one has all of the answers. Certainly I don't. That is why teams of "Yes People" are not good teams. They are at best dull and mediocre, creating few new ideas and plodding along in the same old way.

The best teams are made up of bright, hardworking individuals who are not afraid to put forward new ideas and to challenge old ones. Sure this will create a few sparks, but you never know which sparks will catch fire and create a new and better way of doing things.

So, I don't expect any of you to just sit there and keep quiet. If you don't like what is being said or what has been proposed. Please speak up. Your thoughts and ideas are essential if we are to keep moving forward.

And we are moving forward.

- We have changed our regional dance mix, dropping dances that had become old and stale and adding a new world-class dance event. And through Dance Committee we continue to look for ways to improve our dance offerings.
- In IT Committee work is progressing on an interim web site and we are pursuing a longer range web site strategy at the same time.
- Through our MailChimps and broadcast messages, Club Liaison has greatly improved internal communications within the region and Square Time has a bold new look and feel.

- Thanks to P&P, we have increased our financial support for club advertising and recruiting efforts and are continuing to look for new and better ways to attract new dancers; and
- Our clubs' recruiting efforts seem to be paying off as we will hear from Linda shortly.

But there is still a lot to do and frankly, we need more help to do it. We need more Directors on the Board and we need to continue to sharpen our focus and increase our efforts. This afternoon, I will make yet another pitch to Council for help, but I am not optimistic that it will be forth-coming from that source. So we all need to keep up our efforts to recruit from the larger dancer population.

We also need to keep in mind that no one wants to join a Board that is riven with dissent and disagreements. As I said at the start of my remarks, I encourage open and frank discussion within the Board. Speak your mind in committee, put forward your ideas and defend them to the best of your abilities, and if you disagree with a recommendation, don't hesitate to let the Board as a whole know what you think and why. Don't sit and brood and then walk away in anger leaving us all wondering what is going on.

At the same time, recognize that you cannot win every battle. If you lose, you are still part of a team and it is part of your job to reflect the will of the Board to the wider dancer community. Publicly, the Board needs to speak with a common voice and provide a common message. Either we all hang together or we will all hang separately.

3. Approval of Minutes, October Board Meeting as submitted.

Moved by Chuck and Seconded by Barbara.

4. Reports

4.1 Operations Committee

4.1.1 Treasurer's Report as of NOV. 18/12 - Bruce Warner

Information available on request.

4.1.2 Registrar's Report as of NOV. 18/12 - Linda Warner

A new system of completing registration forms this year was initiated calling for a list of all members including callers, cuers, leaders and partners to comply with a request from the insurance company. There was also an eleventh hour fee increase of \$ 1.00 per individual voted on and carried at the Federation meeting in July 2012. This took many by surprise as some clubs had already advised their members that there would be no increase. It is the recommendation of the registrar that next year and subsequent years that an electronic copy of the list of names in the standard format of last name, first name be submitted when registration documents are mailed in.

As of this date there are 34 registered clubs, 4 registered associations
And 978 registered dancers including callers, cuers and leaders

Revenues from all registrations have been forwarded to the treasurer

4.2.1 Dance Committee - Gavin Currie

FALL FEST 2012 The dance was held on Oct 27 at St Patrick's High School. Full report on the dance below.

FROSTY FLING 2013

Mother Teresa High School has been booked for the event on Feb 2. The callers will be John Charman and Brian Crawford and the cuers Jean & Don Clingin and Gerry & Jim Sawtell. Nancy Morgan has prepared a poster and Marguerite Summers has kindly agreed to purchase and distribute ribbons. More information is available on our web site. The price will be \$8 per person in advance and \$10 at the door.

The Dance Committee looked at possible changes to the format in an attempt to make the dance appeal to a larger number of dancers, but concluded that it was important to retain the focus on new dancers. The program will be basic with mainstream tips and easy rounds. We also considered the idea of holding the dance on a Sat or Sun afternoon, but the school was not available on Feb 2. We would be interested in the views of the Board on moving the dance to the afternoon.

4.2.1.1 Report on FALL FEST 2012

Fall Fest 2012 was held at St Patrick's High School on Oct 27. The dance was moved to this school in an effort to provide a better floor for round dancing by using the triple gym as three separate halls each with a wooden floor. When we arrived at the school, however, we found that the dividing partitions in the gym had been changed. Instead of a substantial partition between the sections there was only a thin plastic sheet which provided no sound proofing. Consequently, it was not possible to use all three sections of the gym. Our solution was to use the two outer sections for square dancing leaving the middle section unused. The cafeteria was then cleared of tables to allow it to be used for round dancing. Unfortunately, the cafeteria floor is covered with vinyl tiles and so there was in fact no improvement in the round dance floor.

The callers for the event were Don Moger and Paul Adams; the cuers Jerry & Bonnie Callen and Jean & Don Clingin. There was dancing in the afternoon from 1:30 to 4:00 and in the evening from 7:00 to 10:00. The Square Dance program featured plus, A1 and A2 levels in the afternoon; and basic, mainstream, plus and A1 in the evening. The Round Dance program featured a clinic on West Coast Swing in the afternoon and Ph II-V dancing in the evening. The cost of ribbons purchased in advance was \$15 per person for the day and \$8 for the evening. At the door the

cost was \$10 for the afternoon and \$10 for the evening. Village Squares kindly agreed to provide volunteers to staff the registration and share-the-wealth tables, and a number EOSARDA directors also helped out.

According to the registration sheets, we had 196 dancers registered including the leaders. This is a decrease from the 215 we had registered last year. In the afternoon, we had about 40 round dancers and approx eight squares in the square dance halls. Five dancers used certificates for complimentary entry. According to preliminary financial results from Bruce, it would appear that we have a surplus of approx. \$450 on the event. Although the numbers attending were less than hoped, dancers were treated to a lively program which they clearly enjoyed.

I would like to thank the Dance Committee and other volunteers who helped to plan and run the event. A special thanks to Village Squares, led by Bob and Gabrielle Forsyth, for their well-organized assistance. Special thanks also to Peter Courdin and Karen Remy for handling the refreshments; to Marguerite Summers for purchasing and distributing ribbons; and to Nancy Morgan for designing an eye-catching poster. Thanks also to all our cuers and callers for putting on such an entertaining program.

4.2.2 Swing into Spring - Dave Western

Good news is that we have confirmed that we will be able to use 6 rooms at South Grenville High School in Prescott, so all activities will remain within the school.

Bad news is that Jean and Don Clingin have resigned from the Swing into Spring Organizing Committee, leaving us without a Round Dance Program Coordinator.

6 rooms will be used within the school.

4.3 P and P Committee - Barb Dennison

Please note: Publicity reaches out to both new dancers & to all our current dancers. Our goal is to attract new dancers and to retain all existing dancers.

Plans - Completion of a new & professional website
- Continue with "mailchimp"
- Continue to email & circulate dance flyers to clubs at the beginning of the dance season.

Please Note: Club Presidents need to "talk it up" with their clubs.

Continue to provide an opportunity for clubs to promote their clubs through open houses & advertising.

Offer the clubs an advertising tool that is inexpensive & may be of assistance.

Continue to accept invitations to square or round dance at events.

Clubs to be visible in their communities.

4.4 Club Liaison Committee - Nancy Morgan

Awards, Anniversaries and Celebrations:

No anniversaries or celebrations were reported to me; thus no certificates were presented.

A new application form for the Trillium Merit Award is being worked on by Elizabeth Wollaston. Once completed it will be circulated for Board approval and submitted to the website for the clubs. Elizabeth will be encouraging all the clubs to seriously consider the people around them for this award.

Note: our deadline for nominations is February 15. Federation's deadline is April 30th.

MailChimp: Three MailChimps have been sent since our last meeting. Despite weeding out the "non-openers" our open rate remains at 65%. The good news is that our forward rate is up with more people sending the message on.

New Dancer Recruitment Subsidy: A request for subsidy has been received from the Swinging Swallows, Grenville Gremlins & Meri Squares. They have been reviewed and given to Bruce for subsidy.

Graduations: A new brochure has been printed for our new dancers to be included in their EOSARDA package upon completing the Beginner Basic program in April. Thanks to dancer participation at Fall Fest, we were able to include pictures of EOSARDA members in the brochure. Thanks to my son Peter for coming to the dance to take pictures for me.

Square Time: We distributed 330 Square Time in October and many thanks to the ever efficient Gavin Currie. No complaints were reported with the exception that it was questioned by Geoff Clarke that Montreal Acey Deucy's were included in the Club listings. They were included after it was reported to me that they had joined EOSARDA. This was deferred to Dave for clarification.

NEW BROCHURE WAS ALSO CIRCULATED.

4.5 IT Committee

- Peter Wollaston

There have been a number of updates and changes of club information and flyers posted in the last few weeks.

Now that club registrations are concluded, I shall make sure that the website reflects any changes and additions.

List of updated active clubs with revised contact names to be forwarded to Peter by registrar.

4.6 Festival 2014

- Dave Western

- 338 registrations as of last week
- Wendy is sending a letter out to over 100 cuers inviting them to Festival 2014
- Have finally received information from Freeman re cost of booths, are preparing to approach potential vendors.
- Request for volunteers at Festival elicited good response
30 NEW VOLUNTEERS REPLIED TO REQUEST TO HELP DURING THE FESTIVAL.

4.7 OACA Report

- Paul Adams

The OACA continues to hold their monthly Meetings at All Saints Anglican Church on the first Sunday of each month.

What takes place at these meetings is, an open discussion on the status of our collective experiences which have been encountered within "Square Dance Movement" in our area on a month to month basis, as well as any business pertaining to Square Dance Calling brought forward from the EOSARDA Board Meetings, this is followed by either a workshop on a particular Call or a presentation on any topic associated with the craft of Calling and Teaching Modern Square Dance.

DAVE EXTENDED CONGRATULATIONS TO OACA ORGANISERS OF THE MISSION DANCE.

4.8 RDTA Report

- New representative to be appointed

No written report.

Verbal report on insurance situation.

5. Old Business

5.1 Budget 2012/13 - Bruce Warner

Power Point presentation on last year's budget.

5.2 EOSARDA Procedures Manual

Note: Following are still pending

Gavin Currie - Draft Received

Peter Wollaston - Partially complete

Registration Process - Work in Progress

Nancy Morgan - Recognition of Major Anniversaries and accomplishments.

We are still questioning how and what is the best way of publishing and distribution.

5.3 Not-For-Profit Status - Peter Wollaston

Non-Profit Registration Status

I should state right up front that I do not believe in the "head in the sand" approach. If we are in default of our obligations, they will not go away just because we ignore them. However, I also agree that it would be wise to approach this issue as cautiously as possible.

At the last meeting, I told you how I tried to find out on line whether we were registered and in good standing, but my search returned "No Match", which I took to indicate that we might not be in good standing. However, since then, I sent my query to Jibeau Corporation, an accredited Legal and Business Resource company.

They say:

"It looks like you are already incorporated based on the Ontario Ministry Records, and the file appears active. If you require a copy of the documents we can order it and send it by e-mail. The cost is \$50 plus \$1 for each page of the copies on file."

We asked for an explanation of the \$50, and they replied:

“In order to obtain copies of any documents filed with the Companies Branch, Ministry of Government Services, we are required to order a copy of the microfiche and make copies of each document contained on the fiche which would include Letters Patent and any amending Supplementary Letters Patent and all government notices. Our fee to order and make the copies is \$50, which includes the government disbursement, and then we charge \$1 per copy.”

I have found no other way to access this file, and this would seem to be the most unobtrusive way of doing it at this stage.

The only alternative I see would be to wait and see whether our grant application is rejected by the Trillium Foundation. This would take several months at least, and I believe, could red flag us with both the Trillium Foundation, and with the Companies Branch.

Therefore I am requesting the Board to approve an amount not exceeding \$150 to obtain these documents.

My calculation is: \$50 basic cost

\$35 based on one page per year since 1979, + 2 pages Letters Patent and cover.

\$11.05 Taxes

Moved by Peter and seconded by Gavin that we allocated up to \$150.00 to request, from the Ontario Government, documentation relating to our not for profit status.

Motion carried unanimously.

5.4 Web Site Renewal Project - Peter Wollaston

The website renewal committee met on November 7th.

There were two items on the Agenda:

- 1) We are building a proposal for submission to the Ontario Trillium Foundation for funding. After preliminary discussion with the OTF Program Manager, we agreed to include the new website as part of a recruitment and retention marketing program.

Recruitment and retention was one of the primary elements of the new website's orientation, arising out of the committee's discussions last winter. A complete marketing program that includes a website will allow us to give a real purpose to our application, and will satisfy some of the essential elements that are required to meet the Foundation's Sector Priorities. It will also enable us to include the cost of engaging a professional to help us with designing a new logo and "rebranding" our image.

Members of the Team are now researching material for our proposal, and we intend to meet and discuss our findings and suggestions in the first week of December.

2) With regard to the "Interim, stop-gap" site circulated by Bob Summers, we invited Bob to submit his proposal to the committee and to join our meeting to discuss it. He declined, and so the committee has no comment to offer on this issue.

5.5 Agenda for Council of Dancers - Dave Western

Reviewed.

5.6 Dance Passes for New Dancers - Barbara Dennison

Moved by Bob and Seconded by Roger that EOSARDA refund respective clubs \$1.00 per ticket for all dancers who sign in at the Frosty Fling. Motion carried.

6. New Business

6.1 Geographical Limits of our region – Dave Western

To be brought back on the agenda for the January meeting.

6.2 RDTA Representation on Board - Dave Western

A volunteer is required for representation on the Board.

7. Other Business

7.1 Fund for caller training.

Bring forward to the January meeting

8. Adjournment at 13 h 15