

**Minutes of EOSARDA Board Meeting, February 17, 2013**  
**Main Floor Boardroom at the Ottawa Citizen's Building in Ottawa**

Attendance;

Dave Western, Bob Summers, Paul Adams, Judy Adams, Elizabeth Wollaston, Peter Wollaston, Barb Dennison, Bruce Warner, Andy Himberg-Larsen, Gavin Currie, Nancy Morgan, Lauraine Smith.

**1.1** The meeting was called to order at 1:30 p.m.

**1.2** Regrets were: Roger Frappier, Linda Warner, Chuck Langtry, Billi Langtry

**1.3 & 3** Moved by Bruce Warner and seconded by Andy Himberg-Larsen that the agenda (as amended) and the minutes of the January 20, 2013 meeting be approved. Carried

**2. Opening Remarks – Dave Western**

This afternoon we are going to discuss an issue that has raised strong opinions on both sides of the debate. Such strong emotions are not wrong, in fact they can lead to a healthy debate. But I would ask that you keep a few things in mind during the course of the discussion.

First of all, the fact that someone else may disagree with you doesn't make them incompetent, unscrupulous or stupid. It just means that they see things differently than you do. So let's do our best to keep the discussion on an even keel.

Secondly, we are all here with a common purpose, to do what we can to promote Square and Round Dancing in our region. It is normal and natural that there may be different opinions on how this can best be done. There is nothing personal in this. So please keep your comments professional and avoid any personal insults. I will rule anyone out of order who crosses the line.

Thirdly, losing a vote doesn't justify resigning from the Board. Regardless of the outcome of our discussions this afternoon, this Board needs to remain focussed on the common goal to which we all subscribe. We need to keep moving forward and consolidating the gains that we have made over the last few years. You are all needed if this struggle is to succeed.

We will have a fulsome and open debate. All will have the opportunity to express their opinions. But whatever the Board decides collectively, I expect that all of us will respect the decision and act accordingly.

**4 Reports**

**4.1 Operations Committee**

**4.1.1 General – Dave Western**

The RDTA still has not appointed a representative to the Board.

**4.1.2 Treasurer's Report – Bruce Warner**

Information available on request.

**4.1.3 Registrar's Report – Reported by Bruce Warner**

To date we have 984 dancers registered.

**4.2 Dance Committee**

#### **4.2.1 General – Gavin Currie**

**FROSTY FLING 2013** Frosty Fling was held at Mother Teresa High School on Feb 2. The callers were John Charman and Brian Crawford and the cuers Jean & Don Clingin and Gerry & Jim Sawtell. Approximately 140 dancers attended the event and were treated to a lively evening of dancing. Numbers were up about 15% from the 120 who attended in 2012, an encouraging development. We identified 16 new dancers. The price was \$8 per person in advance and \$10 at the door. The dance made a profit of approximately \$300. Dancers contributed generously to share-the-wealth and three envelopes with \$40 in each were distributed.

*Note: A survey was taken to see if dancers wanted to change the time and day of Frosty Fling for next year. They voted overwhelmingly in favor of keeping it on Saturday in the evening. Bruce Warner reported that a refund of \$114.00 was being paid out to the clubs whose dancers attended the Frosty Fling.*

I would like to thank the Dance Committee and all those who helped to plan and run the event. Special thanks to Nancy Morgan for preparing a very attractive poster to publicize the event; to Marguerite Summers for organizing the purchase and distribution of ribbons; to Lauraine Smith and Robert & Jean Read for organizing the refreshments (including Lauraine's very popular mini cupcakes); and to Bruce Warner for handling the financial aspects. A special thanks also to Helgi and Sharen Goodman and their team from Mississippi Squares who looked after the registration and share-the-wealth tables; and to our two students, Taylor and Dana. Thanks also to all our cuers and callers for putting on such an entertaining program.

**FALL FEST 2013** Fall Fest will be held on October 26 at Mother Teresa High School. The following leaders have agreed to participate: callers Tim Crawford (Burlington, ON) and Geoff Clarke; cuers David Goss & Ulla Figwer (Westford, MA) and Gerry & Jim Sawtell. The program is tentative at present, but we plan to have dancing in the afternoon from 2-4 pm and in the evening from 7-10 pm.

#### **4.2.2 Swing into Spring – Dave Western**

Following receipt of confirmation from federation that we will not lose our insurance coverage, we have decided to incorporate an Old Time Square Dance workshop into the Swing into Spring 2013 program. It will take place during the first half of Saturday's lunch break.

It is time to begin promoting Swing into Spring 2013, big time. Nancy is trying to put together a schedule for club visits, and needs every member of this Board to do their part to contribute to the success of the weekend. *Nancy reported that clubs should be visited within the next 2 to 3 weeks. She also indicated that a mail chimp will be going out on SIS.*

Nancy has revised the Swing into Spring web site to up-date the information, but some problems are being encountered. Hopefully they will be resolved shortly.

Following queries from a number of dancers, we have also decided to offer an early booking discount for Saturday only passes. Until April 1, 2013, a Saturday Only pass will be \$45. After April 1, the price of the Saturday Only pass will increase to \$50. The early booking price of the Full Weekend pass is \$55 prior to April 1, 2013 and \$60 thereafter.

#### **4.3 P & P Committee – Barb Dennison**

##### **Radio Media**

Further to last month's report regarding Radio & Newspaper advertising the costs are now available.

The radio advertising will be trialed for the 10 days prior to our "open houses" from August 23, 2013 to September 2, 2013.

The radio stations discussed were Magic FM100.3 & CFRA.  
Maps are available identifying the coverage areas throughout Eastern Ontario & part of Quebec.

Bell Media has recommended CFRA as it has been proven that this station attracts couples 45+. CFRA has many talk shows & a dedicated listener group. It would seem that CFRA has less advertising so our commercial would not be lost in the maze.

Magic 100.3 is mostly music & attracts more female listeners – ages 35 - 54. Magic 100 also has a great deal of commercial advertising.

Non profit rates do not apply to radio advertising. However our application for advertising would be submitted & since we are a non profit group we could receive additional time spots.

Bell Media strongly recommends advertising our “open houses” 4 times” per day for 10 days. Our commercial ads would be 30 seconds each. It is amazing how a 30 second commercial can provide all the details required.

The radio station is responsible for placing our commercial on the station for the 10 days.

#### Pricing:

Magic FM 100.3 – Each 30 second commercial is \$115.00  
For a 10 day campaign - \$4600.00 + HST

CFRA                      Each 30 second commercial is    \$90.00  
For a 10 day campaign - \$3600.00 + HST

#### Benefits of advertising – Radio

CFRA has a listening audience of 60% of radio listeners.  
It is a live commercial that will “catch the attention” of listeners.  
Our commercial would be between different talk shows. This would attract different audiences.  
These talk shows attract many callers to call in from many areas outside of Ottawa.

#### Newspaper Advertising (EMC)

Areas covered – most areas of EOSARDA

Advertising: 1 week – One issue per week

Advertising Costs:

Black & White	One week	Size
EMC	\$ 2700.00	¼ page

Our Contact is: Annette Leclaire, Bell Media

**4.4 Club Liaison Committee – Nancy Morgan**  
No report

**4.5 I.T. Committee**

**4.5.1 General – Peter Wollaston**

There has been a good deal of activity this month:

This is a busy time of year for upcoming club events and open dances. I hope everything has been posted accurately – please let me know if not.

On the EOSARDA website there is an item entitled “insurance” which takes you directly to the insurance tab on the Canadian Square and Round Dance Society website. This information, of course, is no longer accurate for Ontario.

I have asked our webmaster to remove this link. In its place, we intend to post the accurate insurance information as it applies to clubs in Ontario. However, the regular link to CSRDS will remain.

#### **4.5.2 Website Renewal Committee Project – Peter Wollaston**

First of all, I'd like to compliment all the members of the **Website Renewal Committee**, on their constructive, business-like approach, their cooperative spirit, their dedication, and in particular their positive contribution and open discussion of ideas and possibilities. I can honestly say that I think we are all on the same page.

As I've said before, our **Website Renewal Project** is part of our overall **marketing plan**, and a major part of our Trillium Foundation application. This is now being written, and our goal is still to have it complete for the March 1<sup>st</sup> deadline. When the application has been completed, I will make copies of the Marketing Plan, so that it can be referred to whether or not our Grant Application is successful. Our Plan will also include one essential element, and that is feedback and measurement of how well it is working. This will give us the opportunity for modification if and when required. It should be noted that a large part of the Plan falls under P,P & P, has been developed by them, and to the extent possible, will be implemented by them.

One thing I have mentioned, and want to reiterate, is that we are expected to make a contribution in cash and/or in kind, to the project. My intention is to use the \$1,500 that has already been earmarked for this project as a cash contribution. \$1,000 from this \$1,500 will go toward the logo that we desperately need. If we manage to get the Trillium Grant, the logo will become an in-kind contribution to the project. So later on, when you are studying the motion for the logo, please bear in mind that if you vote YES, the work on the logo can start right away. If you vote NO, the work will be delayed until the Fall, and will possibly be too late to contribute to August/September 2013 recruiting season.

The work continues... *The Marketing Plan will be circulated to the EOSARDA board for approval. If concerns are raised by the board then the submission will be delayed until July.*

#### **4.6 Festival 2014 – Dave Western**

As of this morning, there are 454 persons registered to attend Festival 2014.

There is still no replacement for the Chair of the Finance Group. Wendy is filling in as best she can in the interim.

Wendy, Bob Petruniak and I spent a big chunk of yesterday morning at the OCC. We had yet another walk around of the facility and discussed a number of issues with a representative from the OCC.

#### **4.7 OACA Report – Paul Adams**

The first meeting of 2013 for the OACA was held Feb. 3<sup>rd</sup>. 2013.

Nine Callers and four with Partners attended this meeting.

- It was noted, that the OACA had not, at this time, received any correspondence from the Ottawa Mission in regard to the substantial donation to them from the Mission Dance. Andy is going to investigate.
- All Callers voted in favour of a Date change for the Mission Possible Dance to November 16, 2013.
- Summer Dancing for New Graduate Basic Dancers has not been finalized at this time because of lack of appropriate venue time and affordable rental rates.
- To date we have three Callers conducting Teaching or Dancing Sessions this Spring.

- Wendy VanderMeulen –Plus Dancing, Tuesday evenings , June 4<sup>th</sup> to Aug.27<sup>th</sup> .
- Geoff & Teena Clarke –Plus Teaching, Tuesday evenings May 7<sup>th</sup> to June 11<sup>th</sup> .
- Paul & Judy Adams –Adv.(A2) Practice, Wednesday evenings May 1 to June 12<sup>th</sup> .

#### **4.8 RDTA Report**

No report

#### **5. Old Business**

##### **5.1 EOSARDA Procedures Manual – Dave Western**

I have re-formatted and amended Dance Committee's draft Dance Manual and returned it to Dance Committee for their review.

Bruce has up-dated the chapter on the Annual Registration Process.

I have sent a draft of a Chapter dealing with Trillium Awards to Club Liaison for comment

At my request, Geoff Clarke has submitted a chapter on SoCan licences.

Still outstanding are:

- Recognition of major Anniversaries and Accomplishment
- Maintenance of EOSARDA's not for profit status
- Posting information on EOSARDA.ca

It may be some time before we can write the last two chapters, but to the degree possible, I would like to be able to present the Procedures Manual to the April Council of Dancers. I would like to be able to give a hard copy to all the new Directors following the AGM and to each registered club. This will require printing the manual and purchasing binders.

How would the Board like to proceed? *It was decided that the Procedures Manual will be presented at the Council of Dancers meeting.*

##### **5.2 Not-For-Profit Status –Dave Western**

Dave was unable to contact the Minister's office as promised due to the Liberal Convention. Now that the new Premier has named her cabinet, I will follow up.

##### **5.3 Graduation – Nancy Morgan**

An e-mail from Chuck and Billi Langtry has gone out to the clubs. Nancy will do a follow-up

#### **6. New Business**

##### **6.1 Contract for new EOSARDA Logo – Peter Wollaston**

Everyone we have spoken to agrees that we need a new logo. The old one just doesn't work for us. We have been saying for years that a new website must include a new logo.

A while ago, I came across a proposal from a company that was supposedly submitted to EOSARDA some years ago. Although the proposal pushed the merits of a professional image and a well-designed logo, it offered no details, no method of working with EOSARDA to develop a design that would suit our needs, and offered a price of nearly \$3,000. I can see why there is resistance to hiring a designer.

The present proposal is not the same. We have met the designer; she is very attentive to our needs and our ideas. We all feel that she will produce an excellent product that will put us on the path to re branding our image to be attractive and effective. Her portfolio is very impressive, and

she will work with us each step of the way. She will offer us choices, and not just dump us with her idea of “what we ought to have.” Her pricing is far more realistic than the previous proposal. We are working to build a total marketing plan to recruit new dancers and retain the ones we have. We will involve the clubs in rebuilding our image, focus our campaign through our new website, and reflect our updated image in a modern, attractive logo. We cannot do this by simply fudging an existing logo from another organization. You get what you pay for, and it shows. It does not portray a professional image. EOSARDA is an important organization representing a large number of members over a large geographical area that includes the nation’s capital. We must be able to look professional if we are to be taken seriously. Otherwise, we will merely help to perpetuate the death spiral that square dancing has been in for years. A new professionally-designed logo is not a magic bullet, but it is a small step in the right direction.

**A motion was brought forward by Peter Wollaston that: “we hire a consultant at a cost of \$895 plus tax to design and produce a new logo for EOSARDA”. Seconded by Bruce Warner.**

After a lengthy discussion the motion was **DEFEATED** by the following votes; **Against:** Gavin Currie, Judy Adams, Paul Adams, Andy Himberg-Larsen, Bob Summers, Lauraine Smith. **For:** Barbara Dennison, Nancy Morgan, Peter Wollaston, Elizabeth Wollaston. **Abstained:** Bruce Warner

**6.2 Application for Membership – Napanee Pioneers. Nancy Morgan – Bruce Warner**

As there are no grounds in our Constitution to reject their application, the registrar will prepare and send the package to the Napanee Pioneers, to register.

**6.3 Council of Dancers \_ Nancy Morgan**

It was suggested by Nancy that something be done to recognize the volunteers who represent the clubs at the Council of Dancers meetings. Nancy will send an e-mail with suggestions to the Board.

**7. Other Business**

None

**8. Adjournment**

The meeting adjourned at 3:55 p.m.