

**E.O.S.A.R.D.A. Council of Dancers Meeting Minutes**  
**Nov. 16 2014**  
**Citizen Newspaper Conference Room,**  
**Baxter St., Ottawa**

Represented Clubs and Representatives at COD

Adams Aces	Bruce Warner	
Bay Waves	Ron Gardener	Charlene Gardner
Capital Carousels	Gavin Currie	Zig Segstre
Charmin Promenaders	Wendy VanderMeulen	
Got Lines	Dave Western	
Harbour Lites	Regina Gerhard	
Kanata Squares	Marie Currie	
Limestone Dancers	Colin Brown	Shirley Brown
Limestone Dancers	Bob Summers	
Lockits	Geoff Clarke	Teena Clarke
Meri Squares	Martha Summers	Linn Davelaar
Mississippi Squares	Jim Trach	Jane Trach
OSRDF	Peter Courden	Karen Remy
Ottawa Date Squares	Richard Sharman	Robert Dunlop
Round Tuit Dancers	Jim Sawtell	Gerry Sawtell
Seaway Squares	Harold Moore	Marion Moore
Sunshine Squares	Jim Kearns	
Swinging Swallows	Eleanor Paterson	Renton Patterson
Take a step Rounds	Arlo Speer	
Trackers	Pierre Reinhard	Mary Anne Reinhard
Village Squares	Bob Forsyth	

- 1) Call to Order – Dave Western
- 2) Confirmation of a quorum – Barbara Englehart (Registrar)
- 3) Opening Remarks Dave Western:

Good afternoon and welcome to the November 2014 Council of Dancers. Its good to see so many old friends and also so many new faces. If any of you have not yet signed in, would you please do so now and if you are representing a club, please make sure that the name of the club is clearly indicated. (PRINT legibly please, Ron has to try and read it later.)

If you don't have one, a few copies of the agenda are available on the back table.

A few house-keeping items before we begin:

To access the washrooms, go through the door on the side wall and turn left.

We have reviewed the sign in sheets and can confirm that we have the necessary quorum to conduct Council business.

I am pleased to advise Council that Trillium Merit Awards have been presented to Rusty Saunders and Bill and Chuck Langtry. A Trillium Long Service Award will shortly be presented to the Maitlands. Council members are reminded that nominations for 2015 Trillium Awards should be submitted to Etne Baord in the next few months.

As for the business part of the meeting:

- Under the Constitution and by-laws, any registered dancer may attend and speak at the meeting,

- But only Club Representatives have a vote.
- Each registered club may have up to 2 representatives both of whom may vote on any issue before the Council.
- No individual Club Rep may vote more than once on any issue.
- Directors cannot vote unless they are also Club Reps.

The Board is bound by any decision or direction issued by this Council.

When addressing Council, please keep in mind that, no matter how infamous you may think you are, you are not necessarily known to everyone in the hall. The Secretary in particular needs to know who you are and what club you represent. That way he will know who to blame when making up the Minutes and also who to contact if there are any questions about what was said. So when addressing the meeting for the first time, please clearly state your name and club affiliation before contributing to the discussion.

Those of you with prepared texts are asked to submit them to the Secretary electronically as soon as possible after the meeting.

This afternoon we will be taking a look at the final and admittedly somewhat disappointing results of Festival 2014. In doing so, I would ask that you keep in mind that from every point of view, with one very important exception, the Festival was a huge success. Certainly those who were there had a great time. I would like to congratulate all of those who worked so hard to make it the success it was. The only thing that really went wrong with Festival is that not enough of our own dancers came out to support it, and that was their loss.

One final word before Council gets under way.

Under the Constitution and By-laws, we are supposed to have at least 20 Directors on the Board, two of which are supposed to be RDTA representatives . At the present time we have 16 Board Members.

If this Board is going to continue in its efforts to promote the growth of square and round dancing in our region, we need your help. There are only 5 or 6 Board meetings left in the year. If you care about this movement and want to help it to survive, we need you. If you are interested, or know someone who is or might be, please speak to me after the meeting.

And now let's get down to business.

- 4) Amendments to and approval of the draft agenda - Dave Western
- 5) Approval of Minutes of the April 2013 Council of Dancers
- 6) Reports:
  - 6.1 EOSARDA board for 2014-15

➤ **Officers**

- President - Dave Western
- Vice President Couple - Billi and Chuck Langtry
- Treasurer - Bruce Warner
- Co-Treasurer - Charlene Gardner
- Secretary - Ron Gardner
- Registrar - Barbara Englehart

➤

➤ **Committee Chairs**

- Publicity and Promotions - Vacant (me pro-tem)
- Club Liaison, Recognition and Awards - Bob Summers and Richard Sharman
- Dance Committee - Pierre Reinhard

- IT Committee - Bill Ableson
  
- **Directors**
- Gavin Currie
- Andy Himberg-Larsen
- Mary Anne Reinhard
- Jim Sawtell
- June Tripp
  
- Only half the story
- All Directors serve on at least one of the 5 standing committees, some on more than one
  
- **Special Tasks**
- Editor Square Time - Richard Sharman
- Web Master - Bob Summers
- OACA Rep - Bob Summers
- RDTA Rep - Jim Sawtell
- Northwest Rep - Andy Himberg-Larsen
- Southwest Rep - Bob Summers
- South-East Rep - Richard Sharman
- Equipment Manager - Andy Himberg-Larsen
- ST Invoice Manager - Mary Anne Reinhard
- SiS 2015 Rep - Andy Himberg-Larsen

## **A) Operations Committee**

### 6.2 Treasurer's Report

- i) This year's Board - Dave Western
- ii) Financial Report - Bruce Warner

\$10,089.93 Balance

Go Dancing Ad cost us 1125, how effective was it, was it worth the money?

Question: Did anyone see the AD, No response.

Discussion on the amount we pay to the federation.

**TREASURERS REPORT AS OF (Nov 16) FOR**

**BOARD OF DIRECTORS MEETING**

Information available on request

- 6.3) Registrar's Report - Barbara Englehart  
 Question was posed if the cloggers were being counted  
 All clubs should be registering their regular pay by night dancers.

EOSARDA 2014-2015		
REGISTRAR'S REPORT AS OF NOVEMBER 13, 2014		
NEW SQUARE DANCERS	105	
RETURNING SQUARE DANCERS	675	
NEW ROUND DANCERS	4	
RETURNING ROUND DANCERS	64	
NEW LINE DANCERS		12
RETURNING LINE DANCERS		11
Clog	3	
TOTAL TO DATE	874	
CUERS , CALLERS, LEADERS AND PARTNERS		38
TOTAL MEMBERSHIP TO DATE	912	
TOTAL CLUBS TO DATE		33
TOTAL ASSOCIATIONS TO DATE		4

NOTE: A la Ronde and Purple Slipper expressed interest but never registered nor did they respond to my follow up messages.

ISSUED: NOVEMBER 13, 2014

**Q: Peter Courden**

**Do we know how many Pay by nights don't pay?**

**A: No we will ask the clubs to follow-up on this.**

**Q: Gerry Sotel**

**Is there a running list of dancers?**

**A: Bruce Warer – Yes we have a list of all dancers. Registrar and Trespure both have the complete list.**

**B) Dance Committee**

i) Frosty Fling & Fall Fest

– Attached Report by Pierre Reinhard

**Dance Committee Report (Nov 16)**

Frosty Fling: Poster has been made and sent to Bob Summer to be added on the events calendar on the EODance web page. A copy was also sent to Richard Sharman for the next issue of Square Times. The dance will be held on Saturday afternoon, February 7th, 2015 at Mother Theresa HS. This the dance will in the afternoon instead of the evening and will be from 2 to 4. The callers are, Andy Himberg-Larsen and Wendy VanderMeulen. The cuers are Jean&Don Clingin and Susan & Doug Conners

Fall Fest 2015: At the Nov 2013 COD, an informal vote for dropping Fall Fest 2014 and those of attendance voted in favour of dropping by 12 to 5. There was e-mail traffic between Gavin and Dave at the end of Nov 2013 suggesting to discuss and made a decision at the next board meeting Jan 2014. Looking at the Jan 2014 minutes I do

not see any mention of this discussion or decision. However, we all know that Fall Fest 2014 has been cancelled. This being said, do we go ahead and start planning with Fall Fest 2015? At COD Apr 2014, it was mentioned that "if there is interest in having Fall Fest again in 2015, a decision will have to be made in Oct or Nov this year in order for the necessary planning to be undertaken." We should start thinking as a board should start thinking about and try to get feedback from the dance community.

ii) Swing into Spring 2015

- Andy Himberg-Larsen

No attached Report

**Q: Alo Spear – Will they have round dancing?**

**A: Andy Himberg-Larsen - Yes.**

**Q: Roger Frapper – Will they have workshops?**

**A: yes Basic to A1 every ½ hour.**

**Q: Roxanne Meri squares – What is the Cost?**

**A: \$60 PP**

### **C) Publicity, and Promotions**

**- Dave Western**

#### **External Communications Project (ExCom)**

Except for Dance Year 2013/14, (and perhaps this year) the number of dancers registered with EOSARDA has been declining by about 10% per year.

A few Member Clubs are experiencing healthy growth in membership, but many clubs are experiencing difficulty recruiting new dancers from the non-dancing public.

Dance\_Ottawa was a good point of contact with people looking to learn to dance, but it is now shut down

- EOSARDA does not have a region-wide communications strategy
- Newspaper ads, where used, are club-specific, and usually quite local. They do not cover the whole region.
- The use of ads in periodicals has been sporadic and has not targeted younger people looking to learn to dance.
- There is no way to measure the impact of those ads that are placed in local newspapers and magazines
- We make no use of either TV or radio advertisements
  
- EOSARDA's Internet presence includes:
  - our web site - eodance.ca;
  - @squaretimed - on Twitter;
  - SquareTimeEditor - on Pinterest; and
  - SquareTimeEd - on Reddit; SquareTimeEditor - on Issuu;
- Postings on these sites is largely left to the discretion of a few individuals with no overarching policy or guidelines.
- There is no formal Internet Communications Policy or Protocol leaving us vulnerable in the event of the departure of a few key individuals.

We are looking to create a working group to help the Association develop a comprehensive, effective,

consistent and affordable external communications program for the Eastern Ontario region that will compliment the promotional activities of Member Clubs, with the aim of attracting new dancers to Square, Round and Line dancing across the region.

Given that this project will impact on all of our clubs, I would like a representative from each club to sit on this working group. This may be the person or persons currently responsible for club publicity, or it may be someone else from the club who has an interest in this area.

The working group will do its work via electronic media and will not be required to meet on a regular basis, if at all.

I would like to have the working group in place and fully operational by early this coming January. The goal will be to have an external communications plan approved and operational in time for the start of recruiting for Dance Year 2015/16.

Please let me know the name of your club delegate to the ExCom Working Group by December 1 at the latest.

\*\* Discussion on if anyone has seen the ad in 55Plus. Not much response.

Q: Pierre Reinhard – what format should we use to send in for Bulletins?

A: .jpeg would be the best format.

**D) Club Liaison Committee - Bob Summers/Richard Sharman**  
**Club Liaison Report to Council of Dancers**

The Club Liaison Chairs reviewed expenses for 2 clubs and have recommended that the EOSARDA Treasurer reimburse those clubs. Two new requests for reimbursements have also been recently received.

**New**

The Club Liaison Committee is planning to add a form to the Procedures manual and website which will allow clubs to submit a request to the Ontario Federation for a bursary at the same time as they submit one to EOSARDA.

We need someone to take over this.

**E) Information Technology Committee - Bill Ableson**  
**Report Missing**

We need someone to take over this Bill will step down.

Bill will be stepping down from IT we will need someone to take over.

We have transferred from EOSARDA.COM to EODANCE.CA

Priority: implementation of Dancer database in the upcoming year.

**F) Ottawa Area Callers Association (OACA) - Bob Summers**  
**OACA Report to Council of Dancers Mtg – Nov 15, 2014**

OACA meets 6 times a year (the first Sunday in Oct, Nov, Dec, Feb, Mar, and Apr) for 2 hours.

The first half of the meeting focuses on Business Items: things that affect or are of interest to callers, our dancers, our clubs and square dancing in general. Since the Chair of the OACA is also on the EOSARDA Board, part of the business section includes a report of items discussed at the previous EOSARDA board meeting.

The second half of the meeting is spent on workshops and presentations to the callers by members of the OACA.

This season, the OACA has 19 members consisting of club callers, past callers and new callers. We had one new member join our association this year.

Three callers are on the EOSARDA board –

- Bob Summers as Chair of the OACA, member of the IT committee and co-chair of the Club Liaison Committee, and

- Richard Sharman, as the new editor of Square Time, MailChimp coordinator and the other co-chair of the Club Liaison Committee.

- Andy Himberg-Larsen as Director and Equipment Manager.

### **Recent Discussions at OACA**

Graham Ingram is still not calling due to health issues. This past month he sent an email to callers asking for help to maintain a High School program that he has been calling at for many years now. This is a week of square dancing that Bell High School has during the last week before Christmas. Details have not been finalized yet.

The callers discussed David Western's Challenge to callers in the last issue of Square Time where he challenged callers to make the lower level dancers challenging and fun.

Of course, it's always a dream for every caller to be able to call more interesting "stuff" but as always, the weakness of the floor has us toning everything down. Rare is the opportunity to "really" call; Brian Crawford mentioned that he been able to call a very good Mainstream-only dance in Peterborough 3 Sunday ago, a dance that left him with one of the best feelings after calling that he can remember. Again this is was a factor of the strength of dancers on the floor and something that all callers hope to feel occasionally.

Q: Peter Courden – Have you discussed new ideas?

A: Looking into how to make it more interesting, make it more exciting more fun more competitive.

Q: what are your Ideas on Retention of dancers?

A: Wendy VanderMeulen – we need to talk about it more, need better callers, more callers.

We can't expand at the moment because we are limited to the number of callers available.

Would be nice to have more Mirror clubs. (One club that is competitive one that is not)

How can we get more dancers to visit other clubs?

Dance committee would like to know these ideas.

### **Ga) Round Dance Teachers Association (RDTA) - Jim Sawtell**

#### **RDTA report (Nov 16)**

The RDTA had a meeting on Nov 1 2014 and elected a new executive: Chairperson Gerry Sawtell, Secretary Bill Cibula, and Treasurer Jim Sawtell. We agreed that the organization will continue for at least another year.

Present at the meeting were two cuer couples as well as one teacher with another cuer couple absent due to unforeseen circumstances.

RDTA is planning a Cancer Benefit Dance for April 25, 2015 in memory of Don Cowan our long term chairperson who passed away this past September. This will be an all level dance being held in two halls.

It was decided that dancers be encouraged to attend some Montreal dances and they are invited to attend our dances in order to improve attendance. The first such dance is being held by Bill Cibula's club "shall we dance" on Saturday afternoon in late January 2015 with many cuers taking part.

We hope to attract more cuers to join the RDTA.

Submitted by Jim Sawtell, RDTA rep to EOSARDA

Nov 16, 2014

Q: What if you have independent groups wanting to continue independently?

Just discussed that at RDTA was going to be proceeding regardless.

### **H) Festival 2014 & its financial implications**

#### **for EOSARDA and our clubs**

**- Wendy VanderMeulen/Dave Western**

We have a loss on Festival 2014 of 1044.44 that should equate 348.15 for each.

A large amount was on the flooring and issues arising from that.

A minor loss.

Q: Bruce Warner – What about the forgivable loan?

A: How do we handle this loan? It should be handled like a grant, only stipulation is the report had to go out in fall.

Q: Peter – where was that written?

A: in emails, Nov 7 draft final report would be done by next Wednesday.

Q: Bruce Warner – when will a final report be available?

A: Will be on the website soon.

Q: Shirley – will it be part of the minutes,

A: NO it is too large to attach to the minutes. Will be available on the website.

Q: Dave Western – initially there was a \$300 deficit now over \$1000 why is that?

A: Dangles were \$4 each they thought they would recoup the cost,

Q: Peter – Were the report Audited?

A: Yes they were reviewed (no name was given)



Q: Dave Western – Are we sure both Groups will pay their share of the 1/3 cost?

A: Yes

Q: Colin Brown – what was the difference between us and other areas?

A: # of dancers, we had a lot less, other areas costs were also lower, since we were right downtown and having to rent flooring our costs were much higher.

Q: Geoff – do we get any sense why not many local dancers came out?

**ACTION: We need a survey of the clubs to see why your members did not come out?**

Q: Gerry – Comments about the hotel? Did we have more cost because we reserved rooms that were not used?

A: No we were not penalized by not using the rooms.

Q: Jim Kearns – many did not want to buy 3 days passes, some would have smaller packages if they were offered earlier.

A: Dave Western – they were discussion on when they would announce the sale.

They were trying to sell more 3 day packages first.

The reason they were holding off is they needed to know the # early so they could establish callers needed for rooms. Would be very hard to establish without the numbers.

Q: Arlo Speer – how will Regina know how to improve from us?

A: Dave Western – they will get our report and others reports after they are finalized. They may not get every point but they will get some overall information.

Most of the callers and Quers had to stay down town and some Full time Volunteers. Cost were over 1000\$ each.

Comments:

Roger – our Facilities were much different then other areas. Montreal had not AC etc.

Martha Summers - they tried to promoting festival 2014, some of the comments were cost very high.

Jim Trach – 50% of EOSARDA did not go , seems low. London had 70% Halifax were much better.

Dave Western:

We were hoping we would have made money to promote dancing in our region from this festival. We did not loose , but we did not gain much.

#### **I) SVSRDA**

**- Wendy VanderMeulen**

No Seaway Valley board. They are running with 3 people working to keep it running.

They are running it informally and without a Board at the moment.

Q: Roger – has club in Rushton NY joined?

A: Yes they have.

#### **J) Ontario Square and Round Dance Federation**

**- Peter Courdin**

Need ideas from the Asociations

Q: Richard - Do you see a drop in everywhere?

A: We don't see a drop yet for 2014/15 but not all registrations are in yet.

## **K) Other Business**

**- Dave Western**

EOSARDA Procedures Manual

Manual is on Website,

All information in manual. Clubs should be familiar with it.

Anything missing, please let Dave Western know, it is still under construction.

Budget 2014-15

Slight profit , if anyone needs a copy of the report they can contact Bruce Warner for a copy.

Initiatives

Bob Summers - New Dancer visitation program: See Attached below:

Overview of the clubs using the program.

Q: Shirley Brown – Does this include special dances?

A: No. Regular nights only

Comment: Rogers F – he want to be on this list.

Q: Harold – What do you mean by special nights?

A: Non Regular nights ie: frost fling, special dances etc

**EOSARDA - Club Visit Dangle See Attached:**

Q: Robert – visiting 5 other clubs, should say 5 different clubs.

Comment: Bob summers – Special nights should be separated from regular night to dance

Comment: Arlo Speers – we should keep it simple not complex

Q: Shrlay Brown – outside Ottawa it will be hard to achieve getting dangles.

A: In Ottawa it is also far between clubs

Coment: Marianne – We discussed it and they said we should keep it simple

Comment: Bob Summers: if you go visit a basic or plus club in the same group do you get credit for it?

A: yes

Comment: Roger Frapper – Lets try it this year and see .

Fall Fest 2015 Report

Comments:

Peter – Fall fest is to let new dancers have a chance to go dance to different callers and at different clubs.

Richard – they had round and square dancing at the same time may have been an issue.

Bob summers – Clubs are looking to host special dances, maybe we should leave it out for now.

Q: Dave Western – Do we now have enough dances now in our local clubs, do we still need to hold EOSARDA dances

Also Spears – Q: 2013 problem year for square dancers everywhere.

A: Round dancers were getting good turnouts.

Also Spears – Q: Why Cancel the dance if only square dancers are not showing up, why not have a round dance sponsored by EOSARDA?

Peter – Local dances were affected by Festival 2014.

Ann – commented on having fall fest in a smaller venue

A: Dave Western – We only rent the two halls

Q: Wendy VanderMeulen what if we had afternoon ?

Comment: Bob Summers – Maybe some club would like to co Host, we can offer it to the clubs.

Comment: Kane – There were conflicts with high level Dances around the same time.

Comment: Dave Western – if we are having problems maybe we should let it go?

Comment: Roger – Kils and skirts dance has grown

Comment: Regina Gerhard – a lot of special dances now.

Q: Richard – would EOSARDA help club with putting on a dance and share in the profits or losses?

Motion:

Bob Summers – Move that EOSARDA forgo Fallfest 2015 for another year.

Vote: 22 For 6 opposed                      Passed.                      First: Peter                      2<sup>nd</sup>: Roger

Q: Arlo spears – It is well attended by round dancers, why cancel it?

A: Andy Himberg-Larsen – As a whole the dance was unsuccessful. At \$15 a couple there was not enough to pay for the hall, \$110 weekend for a dance would be too high.

Comment: Geoff Clarke – if square dancers can carry the cost we can run the dance.

E) Website: Need context information verified, some information is outdated and not kept up. Will be working on a new form for clubs to send in.

F) Advertising, getting the word out :

We need to have more focus on communication strategies.

Action: go back to your clubs and have your Publicity person contact Dave Western to discuss new strategies. End of may before the next COD meeting.

G) Recruitment strategies:

9 Round Table

Wendy VanderMeulen Sunday Dec 7<sup>th</sup> Tom Brown Arena. 7-9 Mainstream and Plus

Harold: Xmas potluck

Mississippi squares: Jan 10<sup>th</sup> Halfway dance

Bay Waves Marquerade Dance Jan 3<sup>rd</sup>

Trackers: xmas dinner holliday Inn

Plus teach starting in January 65\$ PP

Bob Summers – Teaching Plus in his basement

Andy Himberg-Larsen: Gremlins NYE dance 9 – 12

Richard Sharman: Alyheimers Dance? No sponsers

Jerry: Calendar of Events

We should have all these on the website.

Peter: Should move to an electronic Square Times.

End 4:30 pm

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## **Attached Reports:**

### **New-Dancer Visitation Program**

Bob Summers presented the program that he and a number of clubs have setup for this fall. The program is to help encourage our new Basic dancers to get out and visit by making any visit to a participating clubs FREE. Since new dancers might need a little more encouragement, the program encourages Angels to bring new dancers by making their visits with a new dancer HALF PRICE.

Details below are from the eoDance website visit page.

The best way for First-Year dancers to become stronger is to dance more often. Besides learning and dancing at the home club, we want to encourage our first year dancers to get into the habit of visiting other clubs -- right from the start. A number of Basic-level clubs have come together to encourage such visits by making them FREE. Here's how it works:

- If you are a new first-year dancer registered at one of the participating clubs (or are re-taking the Basic level again), you are encouraged to visit any of the other participating clubs on their regular club night and dance for FREE.
- You can visit by yourself or with others from your club.

If you bring ANGELS with you, they can dance for HALF PRICE

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## Basic Dancer Visiting Program

A **Basic Dancer Visiting Program** has been implemented by a number of EOSARDA Member Clubs. It is voluntary program that Basic/Mainstream clubs are invited to join by registering with Bob Summers, co-Chair of EOSARDA's Club Liaison Committee.

### Basic Dancers

Clubs taking part in this program have agreed to admit free of charge any Basic dancers from any other EOSARDA club that is participating in the program.

### Angels

Any experienced dancer (Mainstream and above) who accompanies an eligible Basic Dancer on a visit to another club receives half-price admission to the club being visited, (limit 2 Angels per Basic dancer).

The following clubs have agreed to participate in the Club Visit Program during Dance Year 2014/15:

- Bay Waves - Constance Bay - Friday
- Date Squares - Ottawa - Wednesday
- Dynamite Tay Dancers - Perth - Wednesday
- Grenville Gremlins - Kemptville - Monday
- Harbour Lites - Prescott - Wednesday
- Kanata Squares - Canada - Thursday
- Limestone Dancers - Kingston - Thursday
- Meri Squares - Ottawa - Tuesday
- Napanee Pioneers - Napanee - Friday
- Stone Bridge Squares - Russell - Friday

It's always a good idea to contact the club to be visited beforehand to make sure they are dancing that night and at their stated location (sometimes unforeseen circumstances arise that may change their dancing pattern). It's definitely a good idea to contact them if you are coming as a group so that the club can be prepared. However, last-minute visits by individuals are generally welcomed regardless.

Introduce yourself to the caller so that he/she is aware of your visit and your dance level.

Please try to bring with you a list of the moves that you have been taught at your home club.

Most callers follow the same Basic teaching order but will have some personal exceptions and not all clubs are at the same place at the same time. Knowing what moves you have covered will help the caller in fitting you in with his own dancers.

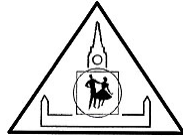
For more information please see [http://www.eodance.ca/SD\\_visits.php](http://www.eodance.ca/SD_visits.php)

### **Awards**

On September 27, Bob Summers presented a Certificate of Achievement on behalf of EOSARDA to the Riverside Gypsy Squares who were celebrating 20 years as a club at their campout dance.

Dave Western attended the Harbour Lites 40th Anniversary on Oct 18 and presented the club with an Achievement Award for commemorating their 40 years. He also presented a Trillium Award for long service to Rusty Saunders at the same dance. Recently Dave was also able to present merit awards to Chuck and Billie Langtry.

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## **EOSARDA - Club Visit Dangle**

### **Overview**

The EOSARDA Club Visit Dangle is intended to encourage visits to other EOSARDA Member Dance Clubs. It is awarded, upon application, to any registered dancer who completes the specified number of club visits during the course of a single dance year (September 1 through August 30).

For the purposes of qualifying for this dangle the term “*club visit*” includes:

- a visit to any EOSARDA Member club on its regular club night
- attendance at any Open Dance sponsored by an EOSARDA Member Club or Association
- attendance at Frosty Fling or Swing-into-Spring

To obtain your dance dangle:

- visit the required number of EOSARDA Member club during a single dance year (only one visit per club per year per applicant please)
- have the application form signed and dated as proof of your visit
- - submit the completed application form to Mary Anne Reinhard, Club Liaison Committee by no later than September 30 of the following year.

### **Achievement Levels**

#### **Silver Level**

To earn a Silver Club Visit Dangle, a dancer must, during the course of a single dance year, visit 5 other EOSARDA Member clubs.

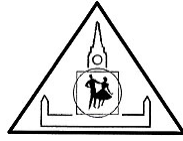
#### **Gold Level**

To earn a Gold Dance Dangle, a dancer must, during the course of a single dance year, visit 8 other EOSARDA Member clubs.

**NOTE**

The Skirts and Flirts in Canton New York are members in good standing of the Seaway Valley Square and Round Dance Association which is a member of EOSARDA. Therefore, a visit to the Skirts and Flirts qualifies as a club visit under this program and any dancer registered with the Skirts and Flirts may qualify to receive a Club Visit Dangle.





## EOSARDA Club Visit Dangle - Application Form

### Please Print

Name:

Club:

Mailing Address:

Phone Number:

### Club Visits

	Name of Club Visited	Date of Visit	Signature of Caller or Club Executive
1			
2			
3			
4			
5			
6			
7			
8			

**EOSARDA-Sponsored Dances**

Signature of member of dance committee or EOSARDA Executive

Frosty Fling

Swing into Spring

Note all visits must be completed between September 1 and August 30 of a single dance year.

Submit completed form to Mary Anne Reinhard of the Club Liaison Committee on or before September 30 of the next dance year.

For more information see [http://www.eodance.ca/sd\\_visits](http://www.eodance.ca/sd_visits)

### 5.1.1 External Communications Project (ExCom)

- Except for Dance Year 2013/14, (and perhaps this year) the number of dancers registered with EOSARDA has been declining by about 10% per year.
- A few Member Clubs are experiencing healthy growth in membership, but many clubs are experiencing difficulty recruiting new dancers from the non-dancing public.
- Dance\_Ottawa was a good point of contact with people looking to learn to dance, but it is now shut down
  
- EOSARDA does not have a region-wide communications strategy
- Newspaper ads, where used, are club-specific, and usually quite local. They do not cover the whole region.
- The use of ads in periodicals has been sporadic and has not targeted younger people looking to learn to dance.
- There is no way to measure the impact of those ads that are placed in local newspapers and magazines
- We make no use of either TV or radio advertisements
  
- EOSARDA's Internet presence includes:
  - our web site - eodance.ca;
  - @squaretimed - on Twitter;
  - SquareTimeEditor - on Pinterest; and
  - SquareTimeEd - on Reddit; SquareTimeEditor - on Issuu;
- postings on these sites is largely left to the discretion of a few individuals with no overarching policy or guidelines.
- there is no formal Internet Communications Policy or Protocol leaving us vulnerable in the event of the departure of a few key individuals.

We are looking to create a working group to help the Association develop a comprehensive, effective, consistent and affordable external communications program for the Eastern Ontario region that will compliment the promotional activities of Member Clubs, with the aim of attracting new dancers to Square, Round and Line dancing across the region.

Given that this project will impact on all of our clubs, I would like a representative from each club to sit on this working group. This may be the person or persons currently responsible for club publicity, or it may be someone else from the club who has an interest in this area.

The working group will do its work via electronic media and will not be required to meet on a regular basis, if at all.

I would like to have the working group in place and fully operational by early this coming January. The goal will be to have an external communications plan approved and operational in time for the start of recruiting for Dance Year 2015/16.

Please let me know the name of your club delegate to the ExCom Working Group by December 1 at the latest.

## **6.3 Bursery and Financial Assistance:**

### **Chapter 13**

#### **Financial Assistance for Recruiting and Club Promotion Activities**

##### **PART 1**

#### **EOSARDA Subsidy for New Dancer Recruitment and Club Promotional Activities**

##### **13.1 EOSARDA's Subsidy Program**

- a) The EOSARDA Board of Directors has approved the establishment of an annual fund of \$2,000 to help Member Clubs with their new dancer recruiting and club promotion activities.

##### **13.2 Eligibility**

- a) Application for an EOSARDA subsidy may be made by any Member Club in good standing.

##### **13.3 Limitations**

- a) Subsidies are allocated on a first-come, first-served basis until such time as the funds set aside for this purpose in any dance year are exhausted.
- b) There is a limit of one application per dance year per Member Club.
- c) Assistance under this program is limited to a maximum of 50% of net expenses incurred to a maximum of \$250 per club.
- d) Eligible expenses must be over and above the club's normal operating expenses. Normal expenses for such things as hall rentals and dance leader fees are not eligible for reimbursement.
- e) All applications must be supported by copies of invoices and expenses must have been incurred within the current dance year. (See Appendix 1 for application form)

##### **13.4 Process**

- a) Application for an EOSARDA subsidy should be made by a duly authorized member of a club's executive body and should be sent to the Chair of EOSARDA's Club Liaison Committee.

- b) Application may be made at any time during the course of a dance year, subject to paragraph 13.3 a) above.
- c) The Club Liaison Chair will review the application for completeness and will ensure that it meets all applicable criteria. Incomplete applications will be returned to the applicant with explanation and may be resubmitted at a later date. For the purposes of determining priority of application, the date of receipt of an amended application will be the date on which it is received by the Club Liaison Chair.
- d) Where the Club Liaison Chair is of the opinion that an application meets the applicable criteria, he or she will:
  - Forward to the Treasurer of EOSARDA a copy of the completed application form submitted by the club with either the original or copies of all receipts submitted with the application.
  - Advise the Treasurer that the application has been reviewed and is in order and request that reimbursement be made to the club.
- e) Disbursements from this fund, up to the limits agreed to by the Board, may be made by the Treasurer upon the recommendation of the Club Liaison Chair
- f) Notwithstanding the foregoing, the Treasurer may, at his or her discretion, refer any application to the Board for its review, approval or rejection.
- g) The Board's decision in any such matter is final.

## **PART 2**

### **Ontario Square and Round Dance Federation Recruitment Bursary**

#### **13.5 Federation Bursary Program**

- a) Clubs applying for an EOSARDA subsidy may also apply for a Federation Recruitment Bursary.
- b) The Federation's Bursary program functions independently from EOSARDA's subsidy program. However, application for a Federation Recruiting Bursary is made via EOSARDA and may be made at the same time as an application for an EOSARDA subsidy.
- c) The criteria for obtaining a Federation Bursary are not the same as those for an EOSARDA subsidy.

d) Clubs are not required to apply for a Federation Bursary in order to obtain an EOASRDA subsidy.

e) For more information about the Federation's Bursary Program please see <http://www.squaredance.on.ca/clubsupport.html>;

### **13.6 Process for Applying for a Federation Recruitment Bursary**

a) To apply for a Federation Recruitment Bursary, a club must

- i) Complete the Federation Recruitment Bursary Application portion of the application form (Appendix 2).
- ii) Submit the completed form to the Chair of EOSARDA's Club Liaison Committee.

b) The Chair of Club Liaison will:

- i) Screen the application to ensure that it meets the basic criteria of the provincial program.
- ii) When satisfied that the application is complete and meets the Federations requirements, forward it, with comments, to the Federation Director specified by Federation.

c) Federation Bursary Applications must be received by EOSARDA on or before October 31 of the dance year in which the expenses were incurred and must be received by Federation on or before December 31 of the same dance year.

d) The Federation has final approval over which clubs will receive a Recruitment Bursary.

**Chapter 13 - Appendix 1**

**Eastern Ontario Square and Round Dance Association**

**Application for Subsidy for New Dancer Recruitment and Club Promotional Activities**

*To be completed if applying for an EOSARDA Financial Subsidy*

**Name of Club:** \_\_\_\_\_

**Name of applicant:** \_\_\_\_\_

**Position:** \_\_\_\_\_

**Address:** \_\_\_\_\_  
\_\_\_\_\_

Telephone Number: (     ) \_\_\_\_\_ - \_\_\_\_\_   Email: \_\_\_\_\_

A: Description and date of activities.

B: Please attach a financial report with copies of all receipts.

C: Total Expenditures	\$
Less 50%	- \$
Balance	\$

Amount of assistance requested \_\_\_\_\_ (Maximum \$250.00)

List of Attachments: \_\_\_\_\_

---

Signed: \_\_\_\_\_

Date: \_\_\_\_\_



**Chapter 13 - Appendix 2**

**Application for Ontario S&RD Federation Recruitment Bursary**

*To be completed if applying for an Ontario Federation Recruitment Bursary*

**Club Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Name of Club President or Contact Person:** \_\_\_\_\_

**Contact Phone Number:** \_\_\_\_\_ **Email Address:** \_\_\_\_\_

What did you do to recruit new members that meet this bursary requirements?

(Note: An evaluation must be done after each activity): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

How do you gather contact information from potential new recruits? \_\_\_\_\_

\_\_\_\_\_

What makes your club outstanding? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Your club must indicate source and amount of any other funding received or applied for. Please give details:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
Applicants Signature

\_\_\_\_\_  
Date

APPLICATIONS MUST BE SUBMITTED TO FEDERATION BY DECEMBER 31.

Please forward your completed application form to the Chair of EOSARDA's Club Liaison Committee for review.

Approval of Association:

Name:

Date:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

For more information about the Ontario Square and Round Dance Federation Recruitment Bursary Program