

**E.O.S.A.R.D.A. Board Meeting Minutes  
January. 18 2015  
Citizen Newspaper Conference Room,  
Baxter St., Ottawa**

In attendance: Dave Western, Bruce Warner, Andy Himberg-Larsen, June Tripp, Billi Langtry, Chuck Langtry, Pierre Reinhard, Gavin Currie, Mary Anne Reinhard, Jim Sawtell, Richard Sharman Barbara Englehart, Charlene Gardner and Ron Gardner

**1.1 Call to Order**

**1.2 Regrets**

, Bill Abelson and Bob Summers

- Dave Western

**1.3 Approval of agenda**

Add Agenda items

6.3 Chairs of IT, Club Liaison and Publicity

- Dave Western

6.4 60 anniversary of EOSARDA

- Dave Western

Changed 6.5 to

5.1.10 Swinging B's

- Bruce Warner

**2. Opening Remarks**

- Dave Western **See Attached #1**

Summary of events, 200 new dancers, still a -10% decline over all.

**3. Previous Minutes**

3.1 Approval of Minutes - November Board Meeting - Ron Gardner

Passed

3.2 Acceptance of Minutes - November Council of Dancers - Ron Gardner

Tabled

**Action: To be reviewed by members any actions and amendment will be sent to Secretary for changes before next board meeting.**

**Dave Western will have the Intro to operations committee for next meeting**

**4. Reports**

4.1 Operations Committee

4.1.1 Treasurer's Report

- Bruce Warner – **Available on request**

4.1.2 Registrar's Report

- Barbara Englehart **No Report**

11-14 + line dancers added, 32 clubs

Q: Andy – Returning dancers joining can we still send in the registration even this late?

A: Barbra – yes any time of the year the registration and money will be accepted, NO PRO RATING done.

4.2 Dance Committee

4.2.1 Committee Report

- Pierre Reinhard **See Attached Report #3**

4.2.1 Swing into Spring 2015

- Andy Himberg-Larsen **See Attached Report #4**

Met yesterday will have registration forms out soon

Gearing Dance to Basic Dancers. 3 Gyms

Only 6 people registered at the moment but still early

Comment: Halfway dance had more basic dancers than any other room.

Q: Marianne – Will there be registration forms and information available for the Frosty fling?

A: Andy – Yes he will bring them

**Action: Andy to bring posters, forms and packets to Frosty Fling.**

4.3 P&P Committee

- Dave Western **See Attached Report #5**

4.3 Club Liaison Committee

- Richard Sharman **See Attached Report #6**

- 4.4 I.T. Committee - Bob Summers **See Attached Report #7**  
We will use the discussion group area on eodance for the upcoming working groups.  
Anyone can use it, "if Dave can anyone can "

**Action: Board Members should go to eodance and look at the forum area and test it out, Let make this work for us.**

- 4.5 OACA - Bob Summers **See Attached Report #8**  
4.6 RDTA - Jim Sawtell **See Attached Report #9**

## 5. Business Arising from the Minutes

~~5.1.1 Certificate template (4.3 para 1, October Minutes) Pierre and Mary Ann Reinhard  
Done  
- Bruce Warner~~

5.1.10 Swinging B's

There were two round dance clubs in Montreal, did they register? Some wanted to join with our Association.  
Discussion about a joint Boarder bootster and RDTA event.

Swinging B's

We approved previously for expenses. They also get money back from Boarder Boosters as well

Q: How much should they get from us?

They are going to try to cover their expenses. They have already received \$300 from Boarder Boosters

The concern is: is it possible for someone to make money( more then their expenses ) from claiming to different associations?

Usually the Association check with us to the amount we have paid out.

If they would have come to us first we would have paid 50% of a higher amount. So it was better for them and us since we had a \$250 limit.

Q: Should we make changes to our Criteria?

Boarder booster have a lot of money to spend on promoting dancing so they have a surplus to use they don't mind giving more money to those that apply.

**Consensus: We should still pay our 50% of the net requested on the application      Vote: Accepted**

~~5.1.2 Club Summary in Square Time (4.3 para 2, October Minutes) Richard Sharman~~

5.1.3 eodance Listing of Directors (4.4 October Minutes) - All Directors  
In progress

5.1.4 Review of Procedures Manual - All Directors  
Have you checked all the areas, please review

**Action: Board to Review procedures Manual**

5.1.5 Chapter 24 - EOSARDA Dance Dangle (6.1 October Minutes) - Pierre Reinhard

Q: Marianne – some people were looking for forms and could not find the new forms. There are a couple that have been trying to get visiting dangles but on our old system. The time frame is different from our new program, we need to decide what to do about this couple that has been using the old system to get a dangle. In light of the new program.

Action: We should recognize this couple and give the dangle at the Frosty Fling.

Q: Do you have to attend any EOSARDA dances to qualify for the new dancer program?

**Action: Amend the Document to include a change (stars) to OR's  
5 separate dances Sept 1 2014 to Aug 31 2015**



Action: Marianne to print out forms and packages of information to promote this at dances.

**Motion - Richard: Authorize the expenditure up to \$100 to club Liaison to cover cost on printing and preparing packages for Dangle program. Moved by Richard 2<sup>nd</sup> Andy Accepted**

~~—5.1.6 High lighting action items in Minutes (4.1.1a November Minutes) — Ron Gardner~~

5.1.7 Clarification of “Cloggers” in Registrar’s report (4.1.3 Nov. Minutes) - Barbara Englehart

5.1.8 Communications Project (4.3 November Minutes) - Dave Western

5.1.9 Recruiting Subsidy (6.3 November Minutes) - Dave, Billi and Chuck

## 6. New Business

6.1 Trillium Nomination for Don Cowan - Dave Western

Society Award to Don Cowan award of Excellence asked Dave Western to sign

6.2 Trillium Nominations for Rob and Linda Harrison - Dave Western

1) Don and June – reviewed application for nomination

Read Email Oct 19 review application and read the Requirement for this nomination.

Board Agrees and Accepts this Nomination

2) Rob and Linda Harrison

Read applications review, there were 4 pages of signatures supporting them for this award. They received a recognition award last year because the timing was off to get the trillium award papers filed.

Board Agrees we with this nomination.

**Action: Dave Western to send in the applications for these two nominations**

**Dave will also advise the applicants that these nominations were accepted.**

6.3 Chairs of IT, Club Liaison and Publicity - Dave Western

Bob Sommers will be I.T. Chair

Richard Sharman will be Club Liaison Chair

~~—6.4 Swinging B’s — Bruce Warner~~

6.4 60 anniversary of EOSARDA - Dave Western

This year is EOSARDAS 60<sup>th</sup> anniversary

What do we want to do?

We could ask the Society for some certificates

Action: Think of things we can do to celebrate this

We should put a notice in Square Time by the end of February for mid-march release.

Should we hold a special dance?

We use to have the jamboree dance, we could hold this at the same time as that. Prototyping our 60<sup>th</sup>.

Will discuss this more next meeting.

**Action: Dave Western to ask Federation and the Society for Certificates and or support.**

## 7. Other Business –

Next meeting Feb 15 , 2015 1:30 pm

Missing will be Barbara, June, Marianne Pierre Gavin

Reports:

Attachment #1

**2. Opening Remarks**

- Dave Western

Well, here we are, halfway through the 2014/15 dance year. The Gremlins' New Year's Eve Dance, the Bay Waves' Masquerade Ball and Mississippi Squares' Halfway Dance are behind us. From all accounts they were very successful.

Looking ahead, with apologies to any I may miss, there's Barry Clasper's Advanced dance in a couple of weeks, Frosty Fling in February, a Mid-Winter Dance in Johnstown, a cancer benefit dance in memory of Donn Cowan tentatively scheduled for late April, a Valentine's Dance in Cornwall, a St. Patrick's Dance in Kingston and one in Cornwall the very next day, Belleville's Apple Blossom Dance in April and of course Swing-into-Spring in May.

For those willing to venture just a little farther away, there's a big Round Dance event in Montreal on January 24 and the Maple Sugar Dance in Vermont on March 20/21.

We are very lucky in Eastern Ontario to have so many opportunities to dance. And if attendance at the Open Dances so far this year are anything to go by, it seems that our newest dancers have caught the dance fever.

Recruiting this year has also gone very well with approximately 105 new square dancers plus a number of new round dancers and line dancers. That means that in the last two years we have recruited over 200 new dancers at a time when our older dancer population is rapidly depleting. To put this in perspective, even if we allow for some drop off in new dancers, over 1/5 or 20% of our current registered dancers were not dancing three years ago. That is a remarkable accomplishment by any standard.

But all is not well in all corners of our region. Some of our long-established clubs are struggling with reduced attendance, especially in the winter season when so many snow birds have flown south. And despite a very successful recruiting drive this year, the fact remains that our overall numbers have dropped once again by 10%.

Paul Adams is doing great things with school aged kids in a couple of schools, but we continue to be largely a senior's activity with relatively few members under 40 years of age. Frankly, our efforts to attract significantly younger dancers have been unsuccessful. However, a full square of university-aged student did attend the Masquerade Ball. Every effort was made to make them feel welcome and to encourage them to keep on dancing. But attracting and keeping new dancers in that age group will mean making changes that many of us may not be willing to make. Are we as an association ready for this?

So the challenges remain despite the successes. As a Board we need to stay focussed on our twin aims of retention and recruitment. With that in mind, we are currently examining in depth the Association's contribution to the annual recruiting drive with a view to determining what

changes are needed to make it more effective. I will be providing an up-date on this latter I today's meeting.

In terms of retention, by next meeting we will be focussing our attention on recognizing the accomplishments of our newest dancers as we prepare for Graduation 2015. But what about our more experienced dancers? What are we doing or can we do to improve our retention rate in the face of on-going age-related attrition? That's a good question with no easy answer.

One element in the latter is the public recognition of those who have contributed significantly to the square and round dance movement. Today we will be turning our attention to this as we consider two Trillium Award nominations.

So without further ado, I call the meeting to order.

Attachment #2  
4.1.1 Treasurer's Report  
Available on request

Attachment #3  
4.2.1 Committee Report

- Pierre Reinhard

Frosty Fling is soon approaching. Meri Squares were asked if they would volunteer and help at the registration and share the wealth tables. We also the Collin & Shirley Brown from the Limestone dancers whom also volunteered to help us out.

On Friday, January 16th, Mary Anne and visited the Stonebridge Square Dance club in Russell to encourage them to come out to Frosty Fling. We both had positive feedback from some of the dancers and hopefully we will see at the dance. John Charmin did emphasized that all basic dancers would be at the same level.

Let's hope for good weather and a good turn out from all our dancers.



Attachment #4

4.2.1 Swing into Spring 2015

- Andy Himberg-Larsen

SiS board met on January 17, 2015.

It was decided that the following was to be added to the registration form :

- a. A \$15.00 administration fee for cancellations prior to April 15, 2015
- b. No refunds after April 15, 2015.

Tickets will be given to registered individuals for lunch on Saturday May 2 and brunch on May 3. The programming for has not been finalized yet in regards to the actual content of the work shops or teaches. An attempt will be made to have at least one session in Rounds and Squares to have a session where all levels will in one room.

Halls have been assigned as follows :

- a. Friday night Gym A will be Plus and A1 Gym B will be Basic and MS: with rounds between square dance tips
- b. Friday night round dance party in Gym A
- c. Saturday round dancing in Gym B
- d. Saturday squares in Gym A and C
- e. Sunday morning squares in Gym A/B

A list of accommodations (hotels, B&B's Camping) will be available.

A Facebook page has been set up for SiS 2015

Attachment #5  
4.3 P&P Committee

- Dave Western

The focus of activity for P&P over the past two months has been on setting up a Publicity Working Group with representatives from every club in the region (see attached).

As stated in November to both this Board and to the Council of Dancers, the Working Group is to be tasked with helping this Board to develop a comprehensive, effective, consistent and affordable publicity program for the whole region that will complement the recruiting activities of our member clubs.

That's quite a challenge and it will take some time to work this through.

Although a request was made at Council for each club to name a representative to the Working Group, no action was taken in this until I contacted each club president with a direct request to name a representative. There was a great deal of surprise among the club presidents when my request was received and not a little resistance despite the fact that no objections had been raised when this idea was put forward to the Council in November. This raises some concern about the way in which Council issues are being shared with club executives and the degree of attention that is given to issues discussed at Council.

Anyway, at the present time all clubs are represented (some rather reluctantly) with the exception of the Cornwall Carousels.

Since many members of the working group have no experience at the regional level and may not be aware of what we have done in the past, I am currently developing a Background paper to bring them up to speed.

The working group will make extensive use of electronic media, including the new discussion group facility on eodance that Bob has developed. I do not anticipate the group having any face-to-face meetings.

Hopefully the group will have recommendations for the Board to consider by this March so that the Board can make its recommendation to the April Council of Dancers. This will enable the new policy to be in place prior to commencement of the Fall 2015 recruiting drive.

Attachment #6

4.3 Club Liaison Committee

- Richard Sharman

Club Liaison Committee Report to EOSARDA Board Meeting 18 January 2015

EOSARDA Broadcast Messages:

Since Nov 16th, 14 Broadcast messages were sent out via Mailchimp.

On average about 70% are marked as "opened". I think that means that the message has been displayed by a mailreader, as opposed to being deleted before even being read. (I would expect it to be higher; even if people immediately delete it before reading it I would expect it to show up as opened.)

I'm still not convinced that the overhead necessary for sending as a mailchimp message as opposed to simply forwarding a message to a list is worth the effort.

Square Time

The December issue went to press and was ready for pickup on time. However, two out-of-town groups did not get theirs until January: the Kingson Limestone Dancers and the Napanee Pioneers.

Dave Currie picked up the copies for the Limestone Dancers and brought it to the HalfWay dance. I don't know how Napanee got theirs. Napanee will probably order theirs by mail next year; (I said I would mail the next two for this year.)

The January/February issue is in progress. I'm still waiting for a few articles but plan to meet the original schedule.

Bursary Applications

There was one application for bursary, the Swinging B's, for \$115.13.

Richard Sharman

Attachment #7  
4.4 I.T. Committee

- Bob Summers

### **EOSARDA Facebook Presence**

I had a short phone discussion in December with Karen Nikischer about her Facebook account: “Square Dance – Eastern Ontario”. Karen, who was a dancer and at one time a Board member, started this Facebook group several years ago to encourage communication in the square dance world. At the time, EOSARDA didn’t really understand what Facebook was, how it could be used or how it would fit in with other endeavors (like the old EOSARDA website). As such, the Facebook account continued as a “private” offering by Karen. My discussion with her was whether she would allow “her” Facebook group to become EOSARDA’s official Facebook presence. It would follow the same adoption criteria that was offered to me to have eoDance become EOSARDA’s website, ie, Karen would continue to run the Facebook group as she has in the past with the only proviso being that EOSARDA wanted “veto rights” if they saw something that they felt was not appropriate.

Karen said that she always felt that this was for EOSARDA but that she often felt abandoned because no information was ever given to her for publication. She thought about canceling the group but has continued to support it because of the members (“friends”) of the group. We need to talk more about this at the Board and with Karen. Because of her busy schedule, Karen is no longer Square Dancing ... does this matter? Can we provide information to her? I believe that Facebook account names can be renamed – if so, I would definitely recommend that EOSARDA’s Facebook account be named “eoDance” ... rather than the big mouthful “Square Dancing – Eastern Ontario”.

### **EOSARDA Discussion Group**

I had initially set up a Discussion Group linked to the eoDance website during the early part of 2014. To save me having to install software on the eoDance website, I had the discussion group hosted on a third party server “BoardHost.com”. (This is similar to the Events being hosted on KeepAndShare.com but displayed through the eoDance pages).

I spent a lot of effort setting up the forum, creating topics areas to group any discussion, having it tested by a few friends, seeding it with information, etc. Despite that, when I tried checked out the discussion group several months later, I found that it had been removed by BoardHost.com. According to their terms of service, they remove discussion groups that have had no activity 90 days.

In December, a letter was sent in by the Otonabee Squares in Peterborough. They have had a good couple of years creating a new club, recruiting new dancers and being generally successful. The letter described some of their best practices and Dave Western wanted to use the Discussion Group to create some discussion and “buzz” over things clubs can do to recruit and retain dancers.

I resurrected a new discussion group on eoDance’s servers to this end. I had to go through all the same efforts of setting up the forum, creating topics, seeding it with information, etc. So there is a “new” discussion group available. To make it work, we need some active involvement from dancers ... and that won’t happen (like the last time) unless we get some active involvement from the Board members. (hint, hint).

Although the emphasis here was to see if we needed to put this topic on a future agenda to discuss more formally, the group continued to an adhoc discussion of what we could/should do.

- Bob Summers mentioned that sometimes you just have to be lucky ... like the 5 new dancers that had expressed personal interest in square dancing and who were brought up to class level in 2 nights in my basement and who then joined the Grenville Gremlins the next week.

- Bob also mentioned several attempts to offer square dancing at the Kemptville Youth Club but with no interest shown by them ... even though last year Bob had a relatively successful multi-night session with the Lanark Highlands Youth Club (and 4H club)

- Paul Adams described his success with teaching at several schools, mentioning that one student (“liked square dancing more than Zumba”), that students created had their own choreography from a list of moves that Paul had taught during the alternate weeks that Paul wasn’t teaching and that one girl wanted to ... and got the chance to ...

call to the students. It was a very rewarding experience according to Paul.

- Al Hipkins said that in his part of Maine, a survey showed that over half of the new dancers saw the information about dancing in an ad or article in the press. He indicated that there might have been some long running ads that caught people's attention, not just one short campaign.

- François suggested that CallerLab has a "best practices" document on their website and that we should perhaps send this to EOSARDA; Bob suggested that this document could be a good document for the OACA to discuss and perhaps pass on the "practices" that might work best in our area. This will be a topic for an upcoming meeting.

Attachment #8  
4.5 OACA

- Bob Summers

### **From the OACA meeting Dec 7 2014**

#### **Discussions:**

##### **Peter Courdin's ... do callers discuss recruitment or retention of dancers ("we're the experts")**

Several times now, after I'd given the OACA report to the Council of Dancers, Peter Courdin would ask if our association ever discusses how we should be recruiting or retaining dancers. The assumption is that "we" are the experts.

So this was put the OACA members at the last meeting. The group noted that callers are always planting the seeds for new people to join square dancing, whether at events like Wendy's Saturday Squares or when a caller does a demo or a one night part.

Although the emphasis here was to see if we needed to put this topic on a future agenda to discuss more formally, the group continued to an adhoc discussion of what we could/should do.

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#### **Workshops:**

John Charman gave an interesting workshop on Dixie Grand, including the little used Dixie Circle. He suggest the formations where it was easy to add a Dixie Grand.

John had a variety of song choreography that had something wrong with each and gave us time to work our checkers through on them. Not everyone received the same choreo to work on. Some let out a groan after realizing the the only thing wrong with a few of them is that they were too long for dancers to execute in time.

Attachment #9  
4.6 RDTA

- Jim Sawtell

The next RDTA meeting will be held in Montreal on Saturday, January 24<sup>th</sup>, 2015 in conjunction with an all level Round Dance hosted by Bill Cibula's club "Shall We Dance". The dance is called "Carnival of Rounds" and is being held that afternoon with guest cuers from Montreal area as well as Ottawa. All round dancers are invited and encouraged to attend. Flyers are on line, advertised in a MailChimp from EOSARDA yesterday.

The RDTA is hosting a Cancer Benefit Dance in memory of Don Cowan to be held the last Saturday of April (April 25<sup>th</sup>). It is an all-level Round dance. Details will be available in the near future. Dancers of all levels are encouraged to attend. If awarded, we would like to present the Trillium Award to June Cowan at that time and we hope some of her family will also attend. I have no reports from RDTA Cuers. Bill Cibula and Claudette Ranger continue teaching and dancing at their club "Shall We Dance" in Montreal. Jean and Don Clingin continue to teach and dance with their clubs. They also cue and teach for Mississippi Square Dance club who began a Round Dance Club for beginners in 2014 and continue to encourage new dancers to that Club. Gerry and myself are resident cuers at the Trackers Plus Club and have been teaching mini-lessons twice a month. Our group is small but active.

Submitted by Jim Sawtell