

## Council of Dancers

Sunday, April 9, 2017

Time: 1:30 - 4:20 pm

St. Andrews Presbyterian Church Hall,

425 Centre St. at Dibble

Prescott, Ontario

### *Clubs and Representatives in attendance:*

<b>Club</b>	<b>Representative(s)</b>
Acey Duceys	
Adams Aces	Karen Remy
Bay Waves	Susan Harford
Capital Carousels	Gavin Currie, Arlo Speer
Capital City Lines	
Charmin Promenaders	
Cookie Club	
Grenville Gremlins	Bob Pitruniak
Got Lines	Dave Western
Harbour Lites	Gerald Casselman, Marlene Casselman, Regina Gerhard, Germain Hull, Shirley Hull, Lee Warriner
Kanata Squares	Dave Currie, Marie Currie
Lift Lock	
Limestone Dancers	
Lockits	Peter Courdin
Meri Squares	Harold Hedley, Wendy McCracken
Mississippi Squares	
Napanee Pioneers	
Opeongo Squares	
Otonabee Squares	
Ottawa Date Squares	Robb Dunlop, Benoit Renault, Richard Sharman
Quinte Twirlers	
Riverside Gypsies Squares	
Saturday Squares	
Seaway Squares	Harold Moore, Marion Moore
Stonebridge Squares	Bob Summers
Sunshine Squares	Diane Kearns, Jim Kearns
Swingin' Bs	Teresa MacInnis
Swinging Swallows	Gerry Sawtell
Village Squares	
Wendy's Elegant Eights	
Ontario Square and Round Dance Federation	Peter Courdin, Karen Remy, Gerry Sawtell, Jim Sawtell
Seaway Valley Square and Round Dance Association	Gerald Casselman, Marlene Casselman, Pearl King

**Board members attending:**

Dora Boersma	David Currie	Gavin Currie	Ann Davelaar
Robb Dunlop	Barb Englehart	Germain Hull	Shirley Hull
Benoit Renault	Gerry Sawtell	Jim Sawtell	Arlo Speer
Richard Sharman	Bob Summers	June Tripp	Dave Western

**Board Members Absent:**

Charlene Gardner      Ron Gardner

**Meeting Record**

1. Call to Order – Gavin Currie
  - 1.1. Recording Secretary for Council Meeting – Arlo Speer offered to take on this role for today’s meeting.
2. Confirmation of a quorum - Barbara Englehart
  - 2.1.1. To enable this Council to make decisions and to elect a new Board, a quorum of 25% of Member Clubs is required.
  - 2.1.2. We currently have 30 (?) clubs registered as Members of EOSARDA, so a quorum is 8 (?) clubs. Madame Registrar, can you confirm that we have enough Member clubs present to allow us to continue?
  - 2.1.3. The Registrar confirmed that a quorum was present.
3. Opening remarks – Gavin Currie
  - 3.1. Gavin’s opening remarks are attached as Appendix “A”
4. Approval of the draft agenda – Gavin Currie
  - 4.1. Addition of Item 9.1
  - 4.2. Agenda accepted as revised
5. Approval of Minutes of the November 2016 Council of Dancers – Gavin Currie
  - 5.1. Correction of spelling of “Speer” in item 6 g. ii
    - 5.1.1. **MOTION:** Diane Kearns // R. Sharman that the minutes be accepted as revised. **CARRIED**
6. Reports
  - 6.1. Operations Committee –
  - 6.2. Financial Report – Bob Pitruniak  
Income Statement, Treasurer’s Report, and Balance Sheet are attached as Appendix “B”
  - 6.3. Registrar’s Report - Barbara Englehart  
Report is attached as Appendix “C”
  - 6.4. Publicity, Promotions and Publishing Committee – Marie Currie  
Addressed under item 7.4
  - 6.5. Dance Committee - Barbara Englehart  
Report is attached as Appendix “D”

6.6.Swing into Spring 2017 – Regina Gerhard  
Report is attached as Appendix “E”

6.7.Information Technology Committee - Bob Summers

Report is attached as Appendix “F”

**Question:** Jim Kearns: -- has an analysis been conducted to see how many users are viewing the on-line Square Time? Answer: No.

**Question:** G. Sawtell: -- Can more than one item be placed on the calendar?

**Response:** Yes, multiple entries can be put on individual date on the calendar.

**Comment:** G. Sawtell: -- concerned over conflict between Swinging Swallows Anniversary dance in September and the previously scheduled Lift Locks’ Fall dance (co-sponsored with T&D) resulting in dissatisfaction by at least one of our clubs. Gerry wanted the Council to know that a club that has been part of our association and a supporter of EOSARDA events for many years is now experiencing difficulties getting EOSARDA to advertise its Anniversary Dance.

**Response:** Bob Summers and Dave Western noted that Swinging Swallows had been offered suggestions for resolving the issue and allowing the club to continue on the date originally planned.

**Comment:** Bob Pitruniak complimented the Square Time staff and eoDance.ca webmaster for a professional-looking website and well-done colour version of Square Time.

6.8.Club Liaison, Recognition and Awards Committee - Richard Sharman  
Report is attached as Appendix “G”

6.9.Ottawa Area Callers Association (OACA) - David Currie

Report is attached as Appendix “H”

Ann Davelaar reported that Wendy VanderMeulen will offer a summer session of PLUS-level dancing (with various local callers) on Mondays from May to August at the Tom Brown Arena.

6.10. SVSRDA - Gerald Casselman

Report is attached as Appendix “I”

6.11. Ontario Square and Round Dance Federation - Jim and Gerry Sawtell

Report is attached as Appendix “J”

Updates to the recruitment form will be available to EOSARDA following a future meeting of the Federation board.

6.12. **MOTION:** Courdon/D. Currie that we accept the reports presented

**CARRIED**

7. Business Arising from the Minutes

7.1. Young Dancer Initiative - Dave Western

7.1.1. Action on the initiative has been limited; if our clubs are not acting on this initiative, we may need to consider reallocation of our resources. Gavin asked if any clubs have activities underway for this initiative.

7.1.1.1. Teresa MacInnis – Cornwall Swingin’ Bs has a member who is actively seeking resources to travel to locations and events that may attract younger dancers. The local club has raised funds in support of the local work. Dancers who are close to Cornwall and wish to participate in an upcoming demonstration dance at the Benson Centre in Cornwall at the CAPE (Cornwall and Area Pop Event—a comic/pop culture convention held in Cornwall each year April – 22-23 April 2017).

7.2. Club Visit Dangles - Richard Sharman

Ann Davelaar has agreed to be the coordinator for this year's Travel Dangles. After September, when the forms are in, she will find how many dangles to order, order them, and hand them to the appropriate clubs.

7.3. Up-date Results of Ad Mail Campaign - Dave Western

The results Dave’s last presentation to Council on this topic, only dealt with the situation up to November of last year. So what happened after Christmas?

There was a significant drop out rate. Some dancers went south for the winter, two had bad accidents and stopped dancing, the pay-by-the-weekers disappeared during the course of the fall session and others simply stopped coming out and did not respond to my e-mails.

Eight of the new dancers registered for the post-Christmas session and three have continued into the spring session. But two of them have brought in three new dancers, people that might not have been attracted otherwise.

Was it worth it? Maybe. Was it expensive? Yes.

Would Dave do it again? He’s not sure; perhaps as part of a collective buy at the reduced per copy price. Keep in mind that with a larger distribution the cost per copy reduces significantly

▶ 2,500 @ 45¢ ea	\$1,125
▶ 5,000 @ 37¢ ea	\$1,850
▶ 10,000 @ 35¢ ea	\$3,500
▶ 25,000 @ 33¢ ea	\$8,250
▶ 50,000 @ 31¢ ea	\$15,500
▶ Plus HST	

And as long as we used a standard background and layout we could modify the wording on the postcards to reflect information about the local club or clubs and the bulk rate will still apply.

#### 7.4.Publicity Network – Marie Currie

Report from the Publicity and Promotions Committee is attached as Appendix “K”

- Gerry Sawtell commented that Recruitment Bursaries are available through the Ontario Square and Round Dance Federation to provide funds to support recruiting activities sparked by results of this initiative.

#### 8. New Business

##### 8.1. Election of Directors for 2016/17 – Gavin Currie

8.1.1. Nominees for EOSARDA Board are:

Gavin Currie  
Ann Davelaar  
René Dick  
Robert Dunlop

Barbara Englehart  
Ron Gardner  
Bob Pitruniak  
Jim Sawtell

Arlo Speer  
Bob Summers  
June Tripp  
Dave Western

Francois Desmarais, OACA Chairman

- 8.1.2. **MOTION:** Peter Courdon / Diane Kearns: That the slate of officers presented above be elected to the EOSARDA Board for the 2017/2018 dance year.

**CARRIED**

##### 8.2.Election of Federation Representatives – Gavin Currie

8.2.1. The Federation is made up of 4 representatives from each of the 4 major dance organisations as well as representatives from Northern Ontario and the Lakehead. Within the Federation, aside from President, Secretary and Treasurer, other members take on work associated with Bursaries, etc.

8.2.2. The Federation Board meets 4 times per year, with individual organisations alternating meeting membership among their representatives. As much as possible, meetings are held in conjunction with dances in the area.

8.2.3. Work includes liaison among the home association, Federation and Society.

8.2.4. **Gerry and Jim Sawtell** agreed to remain as EOSARDA representatives; **Barb Englehart** and **June Tripp** volunteered to fill the positions being vacated by Peter Courdin and Karen Remy.

8.2.5. **MOTION:** Dave Western / Bob Summers: that we accept the above 4 individuals as the EOSARDA representatives to the Federation for the coming year.

**CARRIED**

##### 8.3.Activities on the EOSARDA Calendar & Bulletins - Bob Summers

8.3.1. Bob outlined the issue and described the proposed solution. A detailed description of Bob’s explanation can be found in Appendix “L”

- 8.3.2. Jim Kearns expressed concerns on behalf of small groups that invite non-members to attend what would otherwise be a small dance group.
- 8.3.3. The council presented the consensus that while cluttering the calendar could be an issue, the number of Bulletins currently being sent is not excessive or problematic.
- 8.3.4. The matter is referred to the Board for its consideration and action as needed.

#### 8.4. Ottawa Inspiration Village - Dave Currie

- 8.4.1. The City of Ottawa is establishing a temporary site for 150 days from Victoria Day to Labour Day constructed of cargo shipping containers. The site is intended as a museum and stage area to supplement Canada 150 celebrations in the National Capital Region.
- 8.4.2. Clubs interested in exploring the possibility of dancing in the stage area should contact Denise Benning-Reid at 416-710-3899 or [denise@wendykane.com](mailto:denise@wendykane.com)

#### 8.5. Round Table - Canada 150 Activities - Club Reps

- 8.5.1. Plans or suggestions include:
  - Demonstration dance for local Lions Club
  - A tip with old-style clothing and old-style music; one tip with modern music and clothes
  - Participate in trade fair and co-ordinate with local community events to show that dancing is present in the community

#### 8.6. What if? – Dave Western

As currently structured Square and round dancing is based on a series of gradually more complicated lessons designed to produce reasonably proficient square and round dancers over a period of time, usually around 8 to 9 months. This is then followed by a series of optional lessons designed to increase proficiency and competence over a number of years.

This model appeals to a certain kind of person. I am told that these people - people like us - are people who basically like to solve problems. But there is a large group of other people out there to whom we are not offering a model that they find appealing.

These are the kind of people who like to attend a contra dance night where they are taught just what they need to know for that evening. The dance night features high energy, fast dances using just the moves that they have been taught. At the end of the night, they simply go home and forget all that they have learned. If they decide to come back at a later date, the process will be repeated with different moves being featured. There is no commitment to progressive learning, no obligation to continue, no need to come back next week.

The dancing itself, while high energy and a lot of fun is highly repetitive.

Does it work? I am told that on average the Ottawa Contra Dance group puts between 150 and 200 people on the dance floor twice a month. The age group ranges for 10 to 80+ years of age with a lot of younger people in the mix - lots of high school and college students.

I am not suggesting that we throw away our current model. It works for a lot of us and in my opinion is well worth saving.

But this does not have to be an either/or option, it could be an either/and.

**What if**, without changing anything about the way we operate we also:

- sponsored a square, round and line dance party at a prominent central location in a medium size city in our region such as Kingston, Cornwall, Pembroke or Belleville, with lots of advertising using local dance instructors:
- charged a nominal fee to attend;
- gave all profits to a local charity (with media coverage);
- had all local clubs present with flyers, brochures etc. to talk to interested people about their club
- taught everyone just what they needed to know for a fun two hours or so of fast-paced dancing
- invited them to visit a local club the very next week if interested and
- invited them to come back in three or four months to do it all over again?

8.6.1. Could it work?

8.6.2. Is it worth trying?

9. Other business

9.1.Revision of new or first year dancer visitation to clubs – Bob Summers

9.1.1. Bob outlined the issue and described the proposed solution

A detailed description of Bob's explanation can be found in Appendix "M"

COMMENTS and QUESTIONS:

- Providing free admission could be problematic for clubs, especially those struggling financially
- Initiatives like the EOSARDA dangle programme can encourage dancers to visit other clubs and is likely more effective than a reduced admission charge—new dancers want to get out there and dance.

10. Date and location of next Council of Dancers

19 November 2017

Ottawa Citizen Building

Baxter Road, Ottawa

11. Meeting adjourned at 4:20.

## Appendix “A” – Chairman’s Opening Remarks

Good afternoon and welcome to the April 2017 Council of Dancers. I now call this meeting to order.

My name is Gavin Currie and I am a director of EOSARDA. Many of you already know why I am sitting in this chair instead of our President, Dave Western, but for those of you who do not know I should explain it. Dave has asked me to chair this meeting on his behalf. Unfortunately, Dave received the news on Mon morning that his father in Sarnia had suffered a serious heart attack and was unlikely to survive. So, understandably he decided to go to Sarnia immediately to see him. His father subsequently passed away on Wed. In addition, our Vice President, Ron Gardner, is away this weekend and unable to replace Dave. So here I am. I am happy to note, however, that Dave is now back in town and is with us today. I am sure that we would all wish to express our sympathy to Dave.

### OPENING REMARKS

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 you have inserted your name on the line for that club.

A few copies of the agenda are available on the back table for those who do not have one.

We will plan to take a fifteen-minute break around 2:45 at which time we will have tea/coffee and snacks.

I would like to mention a couple of points from EOSARDA’s Constitution and By-laws:

- Any registered dancer may attend Council 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.
- However, no individual Club Rep may vote more than once on any issue (you don’t get two votes if you are the only rep from your club)
- 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 for the first time, please keep in mind that you are not necessarily known to everyone in the hall. Please clearly state your name and club affiliation before contributing to the discussion. The Secretary needs to know who you are and what club you represent. That way he will know whom to contact if there are any questions about what was said. Those of you with prepared texts are asked to submit them to the Secretary electronically as soon as possible after the meeting.

A few words about the structure of today’s meeting: You will be receiving the usual reports from your Board of Directors plus follow-up reports on a few items carried over from our last Council meeting.

In the New Business portion of the meeting we plan to have a round table on possible Canada 150 Activities. Hopefully we will all leave this meeting with some new ideas to take back to our clubs for further discussion.



Finally, a comment about the flyer advertising this meeting: the flyer offered free admission, free refreshments, free surprise gift and free career opportunity. Well, you have already received free admission; you will receive free refreshments at our coffee break courtesy of Board Members and coordinated by Robert Dunlop; and you will receive a free career opportunity when we come to elect new board members and I hope that some of you will take up the opportunity especially this year since a number of the current members are unable to continue for a variety of reasons. With regard to the free surprise gift, Dave Western has brought them and they are available to pick up.

DRAFT

Appendix “B” – Income Statement, Treasurer’s Report, and Balance Sheet

**EOSARDA Inc Ont 417231**  
**Income Statement (Cash basis) 01/07/2016 to 05/04/2017**

**This information has been omitted from the on-line version but is available upon request**

DRAFT

**Appendix “C” – Registrar’s Report**

**AS OF APRIL 9, 2017**

	<b>As of Apr. 2017</b>	<b>As of Apr.2016</b>	<b>Difference March 2017 vs. March 2016</b>	<b>Difference from April 2016</b>
NEW SQUARE DANCERS so far 104 are new to the activity	131	115	16	16
RETURNING SQUARE DANCERS	650	681	-31	-31
NEW ROUND DANCERS	11	10	10	1
RETURNING ROUND DANCERS	51	58	-7	-7
NEW LINE DANCERS	32	25	7	7
RETURNING LINE DANCERS	24	25	-1	-1
<b>TOTAL TO DATE</b>	<b>899</b>	<b>914</b>	<b>-20</b>	<b>-20</b>
CUERS, CALLERS, LEADERS AND PARTNERS	22	27	-5	-5
<b>TOTAL MEMBERSHIP TO DATE</b>	<b>921</b>	<b>941</b>	<b>-25</b>	<b>-25</b>
TOTAL CLUBS TO DATE	30	30	0	0
TOTAL ASSOCIATIONS TO DATE	3	4	-1	-1

## Appendix “D” – Dance Committee Report

### FROSTY FLING 2017

- 1 The Frosty Fling was held February 4, 2017 from 2:00-4:30 pm.  
Dance Leaders were Dave Currie, Paul Adams, Jean & Don Clingin. Judging from the  
2 smiling faces and positive feedback they did a good job of co-ordinating the agenda.  
3 Attendance was 150 dancers plus callers, cuers and partners (5)= 155 in total.  
Total number of Clubs represented: 17  
Profit was less than Fall Fest due to lower ribbon prices, graduates from 2016 attending  
4 with coupons and higher expenses. There were 17 coupons submitted.  
The expenses were higher as the ribbons were mailed out to each club and the  
5 refreshments menu changed from cookies, tea and coffee to include sandwiches, after the  
price for the dance had been set.

2018 - Suggest raising the price of the dance to \$10 in advance and \$12 at the door- the same as Fall Fest however Dance Committee will meet to discuss details going forward.

- 4 Dance clothing was provided by TaggerWear, a custom dance clothing company with a great assortment of dance shoes for both square and round dancers. As a custom dance wear company, they are willing to make whatever style of clothing is required for both men and women.

### FALL FEST 2017

- 1 Dance Committee intends to secure the same venue as Fall Fest 2016... St. Matthew High School, providing there is space available to be seated for refreshments.
- 2 Date: October 22, 2017 (Sunday, 2:00-4:30 pm)  
Placeholder for date on EoDance website.  
Dance Committee will meet to discuss the details. Pies went over well last year so will be under consideration for 2017. Dance committee will work on the planning details over the  
3 summer.
- 4 Dance Committee is open to suggestions for clothing vendors.

## **Appendix “E” – Swing Into Spring**

Plans for SIS are all in place. The callers are Johnny Preston from Atlanta, Georgia and Jeff Priest from Brantford, Ontario. The cuers are Jerry & Bonny Callen from Guelph Ontario.

There will be three halls for dancing, 2 for squares and 1 for rounds. The program will cover Basic, Mainstream Plus and A1/A2 levels and Round dancing will go up to Phase 5.

A sit down lunch will be provided at the school on Saturday and on Sunday there will Brunch available at the Prescott Golf Club. Both meals must be pre- booked.

This year we will have 4 boutiques on site on Saturday:

- Dancing Princess (Ladies clothes)
- Bob T Tack Shop (Men's clothing and trims e.g., bolo ties etc.)
- Taggart Shoes (Dancing shoes)
- Jewelry by John.

Open Dances will be held on Friday evening, Saturday evening and the Mother's day Dance on Sunday afternoon. Workshops are held all day Saturday and Sunday morning.

Please encourage your dancers to come for the weekend. If they are not able to, there are many other option: Come for the day.....Come for the afternoon.....Come for the Open Dances.....Come to shop..... Walk-ins are welcome.

As of March there were 121 registered dancers. We would certainly like to have more registrations so please talk up this great dance weekend so close to home!

## **Appendix “F” – IT Committee Report**

The eoDance website is constantly changing, primarily with the addition of new events in the web calendar, adding/deleting news highlights on the front page and updating information as needed on the club pages. As well, there is always on-going tweaking of the eoDance content and menus. In fact several pages got updated in between writing sentences for this report; it just seemed easier to make changes to eoDance web pages to better support the information that I present here.

### **New Email Mailing List program installed on eoDance server for bulletins**

A new Email Program called PHPList has been installed on the eoDance server. This program is now being used by EOSARDA to send out bulletins as a replacement for the MailChimp program that had previously been used. PHPList is not directly accessible via the eoDance website, but it does use a web-page interface to send out the bulletins. The “Email Bulletins” page on the eoDance website gives more information and gives you a link to add yourself directly to the mailing list or to submit information that can be sent by EOSARDA.

Sadly a feature related to bulletins had to be removed from the Bulletins page. MailChimp allowed a simple way of extracting a list of all bulletins that had been sent out. By visiting the page, you could click on a line in the list and immediately see the content of that bulletin. At the moment, no one has provided any tools to do this with PHPList, although it is certainly technically possible.

### **Square Time magazine officially on-line on eoDance website**

A trial run of the on-line version of Square Time was shown at the November Council of Dancers meeting. Since then the two 2017 issues of Square Time have been added and the on-line version is “official”. When the editor finishes creating a Square Time issue, the size of the resulting PDF file is very large. Some users found it very frustrating to open such a large file on-line. Fortunately there are tools available to reduce the size of PDF files. We are now using these tools to reduce the size of Square Time (to 1/10<sup>th</sup> of the original size) before posting the on-line version.

### **Chapters added to the Procedures Manual**

New chapters have been added to the Procedures Manual (available on the eoDance site) to document our change in using the Email Bulletin program described previously and to document the policy for handling the promoting of events that are in conflict. This policy was agreed to by the Council of Dancers at a previous meeting.

## **Appendix “G” – Club Liaison, Recognition and Awards Committee**

**Square Time:** Since the November Council of Dancers Meeting three issues of Square Times have been produced. The initial trial of the online version was successful, and starting this calendar year we are officially online. We are still printing hard copies for those that want them. We had anticipated the number being ordered would drop from the approximately 250 a year ago to about 50; it turns out that a little over a 100 were ordered. The online version is available for everyone on the EOSARDA web site (eodance.ca) and has the same content but is in colour and has links to several web sites and email contacts.

The April edition is the last one I edited; I am pleased to say the René Dick will be the new editor.

**EOSARDA Announcements:** Until January announcements from EOSARDA were sent using the Mailchimp service. While this is a powerful tool it didn't fit EOSARDA's needs well since it required a lot of manual work, wasn't able to send messages if the format we wanted and occasionally produced messages with loss of content. Arlo Speer, with Bob Summers' help, constructed a new system called EOSARDA Bulletins. This is a streamlined system where anyone wishing to have an announcement sent out formats their message as desired and sends to an email address [bulletins@eodance.ca](mailto:bulletins@eodance.ca).

Someone (currently Arlo) verifies its suitability then sends it to software called phpList that mails the message to the list of subscribers to EOSARDA bulletins. The list of subscribers to bulletins was seeded from the list of subscribers to Mailchimp. Each club has a contact that is supposed to forward relevant messages to their list of members. However, any EOSARDA member may subscribe directly by sending a request to the same address (<mailto:bulletins@eodance.ca>) to be sure that they receive all the messages. Unsubscribing is done in the same way, or by using the “opt out completely” option at the bottom of each Bulletin.

**New Dancer Celebration:** Clubs that are having New Dancer Celebration ceremonies were invited to have an EOSARDA director present at their ceremony to congratulate them, present them with the Society pin and a free ticket to an EOSARDA open dance next dancing year.

**Club Recognition:** A certificate commemorating Mississippi Squares' 30th Anniversary was given to Dave Western to present at their upcoming dance.

## **Appendix “H” – Ottawa Area Callers Association Committee Report**

We the callers hope that each one of you has had an enjoyable year of dancing. We have done our best to cover for the loss of two experienced callers in our area, Andy Himberg-Larsen and Richard Sharman. Fortunately for us, Richard, although “officially” retired, has generously continued to offer his services to the Bay Waves on a weekly basis to the end of season. Ron Gardner from the Bay Waves is on an accelerated learning curve so as to be able to become the club caller next year with support from visiting callers.

In speaking of upcoming callers, we have three: Adrian Vingerhoeds, from the Grenville Gremlins, Luke Periard from the Meri Squares and the aforementioned Ron Gardner of the Bay Waves. I am happy to announce that both Ron and Luke have received subsidies from both the local callers' association and EOSARDA so that they may attend Callers School in Peterborough this spring. We wish them well and encourage them wholeheartedly in their journey to learn the craft.

Speaking of learning, we would like to congratulate all the new dancers who have completed the course this year. We hope that you have had an enjoyable experience meeting new friends and learning the Basic program while sharing an occasional laugh when things didn't work out so well. It would be a shame to let this newly gained knowledge lie dormant over the summer. Let us encourage you to participate in our summer dance programs offered in Ottawa and Carleton Place. Brian Crawford is offering a “improve your Mainstream” workshop series in Carleton Place in May while Wendy VanderMeulen is offering a maintain your Basic and Mainstream program at the Tom Brown arena in Ottawa on Tuesday evenings from 6:30-8 pm. for basic and 8-9pm for mainstream. The series will run from the beginning of May until the end of August. The bottom line is don't let the rust set in. All details can be found in the online issue of Square Time magazine. As it is Canada's 150, visit your nation's Capital on Tuesdays!

The last but not least bit of news is that François Desmarais has been elected as the new chairman of the Callers' Association and as such will be replacing me on the EOSARDA Board next year. We wish him well with his newfound responsibilities.

Thanks you and keep dancing,

Dave Currie



**Appendix “I” – Seaway Valley Square and Round Dance Association Report**

SVSRDA has over 50 new dancers graduating this year.

SVSRDA welcomed 3 new clubs this year that joined the association and we are waiting for one more club to do the same.

Our executive wanted to bring back the mother’s day ribbon so we could give this out to all our new dancers at graduation to invite them to attend mother’s day dance as the dance is focused on the new dancers and to encourage them to attend their first big dance to have our dance community welcome them as members of our square dance community.

SVSRDA wants to encourage “all dancers” to come and support the new dancers as they are our future. All “ new dancers” dance for free supported by SVSRDA

SVSRDA will be celebrating their 35th anniversary on December 10th, 2017 with caller Jeff Priest and cuer Andréa Priest at the South Grenville High School; flyer will be in the new calendar.

The association is asking all club executives to put together a history of their club from where and how it started and where they are today. The clubs will also do a display with pictures etc. at the anniversary dance. Counting past and present clubs there have been 43 member clubs in SVSRDA over 35 years.

Our calendar will have an insert of the history of the past 35 years at an additional cost to be determined at a later date.

Gerald & Marlene Casselman, President Couple

**Appendix “J” – Report from The Ontario Square and Round Dance Federation Inc.**  
Website: [squaredance.on.ca](http://squaredance.on.ca)

A proposed Joint Recruitment Bursary Form between T&D and the Federation was accepted. It was suggested that EOSARDA might consider doing a similar joint form. If other associations choose to do this, the Webmaster will post it on Federation website with a link to each Association involved.

**Treasurer’s Report**

For Clarification: Federation fiscal year is 1 April to 31 March. This is the reason for deadline dates on the applications.

**Membership Report**

Membership Dancers: 2420 adults and 11 teens; Callers/cuers 77. Membership is falling all over the province. (Previous two years: 3229 and 2754)

**NOTE: National Convention 2020 will be in Surrey, BC**

**Profession Development**

**Recruitment Bursaries:** A total of \$900 was awarded to 5 clubs. 4 of those clubs are within EOSARDA. One club was declined due to an incomplete application. Got Lines (EOSARDA); Swinging Swallows (EOSARDA); Mississippi Squares (EOSARDA); Napanee Pioneer Squares (EOSARDA); Centennial Beavers (SWOSDA)

**Caller Bursaries:** Federation has approved a total of \$1200 for 3 callers attending caller school pending proof of attendance and submission of receipts. Two of those callers come from EOSARDA and one from T&D.

Rick Gerris. (T&D); Ron Gardiner (EOSARDA); Luke Periard (EOSARDA)

**Public Relations and Promotion**

There is a current newsletter outlining the Federation objectives and bursaries on the website and it is our understanding that it was also sent to Associations to communicate with their clubs.

**Directory and Webmaster**

We continue to correct issues regarding the new website.

Recruitment Bursary, Caller Bursary and Trillium Award application forms have been or will be amended in the near future. Please be certain to use the most current form from the website when applying for a bursary.

There are some amendments to the Caller Bursary Application including directions for combining Association and Federation applications. Applicants are still required to submit two forms – one for Association and another for Federation (from the website). Both would be forwarded together to the Federation once the Association form is

completed and endorsed. This will be drawn up and circulated for Board members' comments before being approved and posted to website. The Society Application is a separate form found on the Society website. We have simplified the process.

**Association Reports:**

**T&D:** sponsors 5 joint dances with member clubs; spread over the region.

**SWOSDA:**

Plans for 2018 Convention are progressing. 289 registrations to date. Associations need to urge members to register early.

**EOSARDA:** no report

**AGM** at 1pm on April 22, 2017. Crestwood Secondary School, Peterborough (the same weekend as Spring Spree).

Gerry and Jim Sawtell  
EOSARDA representatives to OSRDF

DRAFT

## **Appendix “K” – Publicity and Promotions Committee Report**

We are pleased to present to you today the results of a very successful initiative launched by Dave Western, called the Publicity and Promotions Network. Although we are reporting on this project, we take no credit for it and its success. This was an idea that Dave Western developed and pushed through with the valuable contribution and collaboration of several of our member clubs.

### **What is the Publicity and Promotion Network?**

Quoting from the EOSARDA Publicity and Promotions Committee work plan, it is... “a region-wide Publicity and Promotions Network consisting of reps from as many Member Clubs as possible, with a view to promoting and facilitating the exchange of promotional ideas and best practices.”

### **When was it launched?**

The following details are taken from Dave Western's Publicity and Promotions Report to the Board of March 19<sup>th</sup>. On January 17 Dave Western sent out a message to all the clubs requesting volunteers to serve on a new Publicity and Promotions Network. 19 clubs, over a few weeks, responded and joined this Network and they are:

Bay Waves	Napanee Pioneers
Charmin's Promenaders	Date Squares
Got Lines – Line Dancing	Otonabe Squares
Grenville Gremlins	Saturday Squares
Harbour Lites	Seaway Squares
Kanata Squares	Stone Bridge Squares
Lift Locks	Swinging B's
Limestone Dancers	Swinging Swallows
Meri Squares	Opeongo Squares
Mississippi Squares	

A Bulletin was also sent out to all the clubs on March 7<sup>th</sup>, announcing the creation of the new Network with an invitation to the clubs which had not yet joined to do so. A similar invitation also appears on the EoDance website. If your club has not yet joined this Network but wishes to do so, please contact Dave Western.

Also on March 7<sup>th</sup>, Dave sent out a series of questions to start a discussion, by e-mail, among the newly formed group, focusing on recruitment strategies and results of the 2016/2017 dance year and plans for the next dance year. Those questions are:

- . What did your club do to attract new dancers this year?
- . What worked and what didn't?
- . What were the results in terms of participation and new dancer recruitment?
- . How many of your new dancers stayed with the club until Christmas? How many are “graduating” this spring?
- . What kind of feedback has your club received from both new and experienced dancers?

- . What is your club planning for next year (2017/18)?
- . What changes are you going to make to your recruiting strategy?
- . How can EOSARDA best support your club's recruiting efforts for 2017/18?

**How successful has this Network been?**

Dave's questions generated a flurry of e-mails, over 60 of them, with a wide-ranging variety of replies, full of great suggestions, ideas, as well as accounts of different actions and promotional products, some quite successful while others with disappointing results. This Network also attracted interest beyond EOSARDA's territory, in particular, it caught the attention of the Ontario Federation and the Border Booster, through their connection with the Swinging B's, and the publicity person from T&D organization has joined our Network. Also, the discussion surpassed the scope of Dave's questions to tackle other issues, in particular, "How to attract younger demographics". We would like to thank all those who took part in this great exchange of ideas and experiences, and all the clubs who have joined this Promotions and Publicity Network.

Here are some of the promotional tools mentioned in this discussion, some used by several clubs while others are specific to one club.

- Ads and articles, particularly in local newspapers,
- Online advertising through Facebook, YouTube, Meet-up, Website, etc.,
- Colourful posters and signs in public places
- Roadside signs, even a rented movable one (Grenville Gremlins)
- Demo dances (being careful with the choice of dance attire)
- Flyers and business cards
- Radio announcements and interviews
- A presence at local events such as fairs, parades, and other events
- E-mails to past members
- Gift basket draws as a way to introduce the idea of square dancing (Swinging B's)
- Canada Post's AdMail program (Got Lines - Line Dancing)
- A carefully crafted message such as "Its Hip to Be Square" with an emphasis on the benefits of square dancing (Mississippi Squares), or communicating via newspaper articles what the club is doing for the community, therefore cultivating a positive image (Swinging Swallows).
- Visits to other clubs
  - And as always one of our most powerful tools, word of mouth.
  -

In answer to the question "What worked?" here is a list of successful promotional tools mentioned by our Network participants:

- "Local" newspaper ads and articles
- Word of mouth
- Canada Post's AdMail program (although expensive...)
- Colourful posters in public places
- Online tools such as Websites, Facebook pages, etc.
- Flyers
- Visits to other clubs
- Roadside signs

### **What are we doing with the results of this rich discussion?**

A compilation of all the e-mail messages has generously been made by Carole Lauzon from the Swinging B's. Thank you very much Carole for assembling all these messages for us into a document that can now be a great reference tool for all those involved in the promotion and recruitment for their club. Dave has been reviewing and reworking this compilation of messages but could not complete this task before our meeting today. Therefore, please note that even though we have made this document available to you today, another version of it is in the works and will be available on line at a later date.

We chose to distribute this version today because we know that now is the time that clubs have to plan and put into action their promotion and recruitment strategy. This document is full of useful ideas and suggestions to help you with this, always challenging, undertaking. Not all clubs have the benefit of the work of a promotional committee. Many small clubs have only one person doing this important work, while others might have the same person doing this work as well as performing other duties for their club. There is always the lack of funds too. Also, some of you didn't receive all these informative e-mails and to those of you who did, we hope you will have an easier time consulting this document rather than searching through your e-mail messages.

This Publicity Network has a second goal which is a call to all the participants to provide samples of their publicity materials to Ann Davelaar, with a view to setting up a central repository of such materials for club use. I believe that Ann has received the promotional materials sent through our Network initial exchanges. Therefore, a repository is in the process of being created. If you would like to contribute to this collection of materials or consult it, please contact Ann Davelaar or Dave Western.

To conclude, we would like to invite you all to take advantage of this Publicity and Promotions Network either by taking part in the discussion or, after consulting the compilation document you are receiving today, by contacting each other to learn more about some of the successful promotional tools and strategies produced by other clubs, that might be a good fit for your club. Please keep this conversation going!

THANK YOU

## **Appendix “L” – Activities on the eoDance Calendar and EOSARDA Bulletins**

Recently there seemed to be an increase in clubs wanting to turn their Theme nights at their club into an “event” (in quotes) to be placed in the web calendar and sent out to all clubs via EOSARDA's broadcast emails. It seemed that as long as you could make a flyer for it, it can be classed as a “Event”.

This raised some concerns that were discussed at a recent EOSARDA Board Meeting. If we promote one, then we have to promote all. If we put too many items in the calendar then the special events (the ones that clubs spend a lot of effort preparing for) won't be seen.

Every club has something “special” for Halloween, Christmas, Valentines, St Patrick's and Graduation. The web calendar would be very cluttered if all were added to the calendar. There's even more, Pie night, “Sundaes on a Wednesday, etc, that would lead to information overload.

In the past, we had instances of some clubs not passing on the MailChimp bulletins to their members. Their justification was that they didn't want flood their dancers with information and didn't want to promote spam. I think we have a better record now on that issue now but if we start promoting every theme night by a club, we will definitely be getting closer to an intolerable threshold.

So we needed to set up some guidelines to ensure we didn't go down that road. These guidelines are currently posted on the eoDance website so that we can set reasonable expectations and not need to go through the decision process as to what is an “event” each time.

The statement on the website, on both the Submit an Even page and the Bulletin page is as follows:

*Club-night themes (eg, Halloween, Valentines, Pot-Luck, Graduation, Pie night, etc) that occur*

- on a club's regular dance night,*
- at the club's regular location and*
- with the club's regular caller*

*are generally not placed in the Calendar nor sent via Broadcast messages to avoid clutter and spam.*

*Those special nights should be identified in your club's schedule which visitors can check from the eoDance Club Page. You can also distribute flyers for these events directly to nearby clubs.*

The Event Scheduling guides lines (approved by Council) states that club nights do not constitute an “event” when considering conflict between events, so in general these also

don't constitute an "event" for promotion in the web calendar or by broadcast bulletins. The term "generally" is used to allow some leeway in promoting a club night with a visiting caller, etc.

To emphasize the options available to clubs to advertise their Theme nights.

- The listing for each club on eoDance includes a link to their schedule (either a schedule on their own website or one that was sent to the webmaster so it could be stored on the eoDance server). This schedule should contain your Theme nights that can be checked by anyone wanting to visit your club.
- Clubs can also get their "flyer" out to nearby clubs by emailing them directly, or better, by visiting the club and leaving a flyer.

DRAFT



## Appendix “M” – New Dancer Visiting Program

We’ve discussed this program several times at past Council of Dancers meetings.

The current program works like this:

- all first-year dancers who visit a participating club get in free
- any angels that bring them along get in for ½ price

This program has been in effect for at least 3 years and the description of this program is up on the eoDance Visit page, along with a listing of those clubs who are participating.

Everyone usually thinks that it’s a great idea for all dancers to visit other clubs and dance more often. With new Basic dancers it’s harder to get them to dance at other than their home club and more incentive seems like a good idea. Some clubs have had success in seeing their dancers get out more and success in receiving visitors in return. At other times, it seems that you just can’t them out the door at all no matter what you do, and sometimes we need all the “push” we can provide.

However, while it sounds great as a motherhood statement, there have been some issue in implementing it well.

In the first year, all B/MS clubs agreed with the principle and were on board and participating. In the second year, two clubs did not want to participate. When I had sent emails out about the Visit program at the beginning of the season, one club replied that they didn’t want to participate and another small club just didn’t reply. The larger club was possibly getting a lot of visits from a nearby club anyway and didn’t want the hassle of figuring out what to charge and also didn’t possibly want to loose the extra revenue.

So to avoid (negatively) identifying the clubs that didn’t want to participate, meant creating a list of all clubs who did want to participate. However in a long list of 10 or more clubs, it’s hard to notice which club is not there. This led to some new dancers showing up to visit a club – only to be embarrassingly told that they had to pay full price.

So I like to see if we can get buy-in from all clubs again by simplifying the program. My suggestion is that we limit the number of Free nights to only one or two nights and eliminate the half-price for accompanying angels. If we can get the first-year dancers out to visit once or twice, then they probably won’t mind paying from then on. And the half-price for angels was just plain confusing if you had 4 angels and 2 first-year dancers appear on your doorstep. Otherwise we may have to drop the program altogether or just simply list those clubs who are not participating to avoid confusion.

So before we have any discussion on this I'd like to encourage all clubs to adopt some form of Visitation Policy that encourages visitors to come to your club. Something simple like "your first one or first two visits are free" – regardless of who you are ... or perhaps B/MS clubs saying that all Plus level dancers can visit once or twice or more for free.

The eoDance website has links to your club website (if you have one) and links to your schedule (either on your website or to a file that you sent to the webmaster). If any club has or creates a visitation policy, I'll make sure it's available for all to see on the eoDance web site beside your club listing.

DRAFT