

EOSARDA Board Meeting
Sunday, 19 November, 2017 11:00 AM - noon
 Ottawa Citizen Board Room, Baxter Road
 Ottawa, Ontario

Present: Dave Western, Francois Desmarais, Rene Dick, Robert Dunlop,
 Ann Davelaar, Barb Englehart, Ron Gardner, Bob Pitruniak,
 Jim Sawtell, Bob Summers

Regrets: Gavin Currie, June Tripp, Arlo Speer

1	Call to Order The chair, David Western, called the meeting to order.
1.1	Approval of Agenda moved by Barbara Englehart; seconded by Ann Davelaar. Approved.
1.2	Opening Remarks (David Western) - See Appendix "A"
2	Approval of minutes of October 15, 2017 board meeting
2.1	Approval of minutes of October 15, 2017 board meeting moved by Rene Dick; seconded by Ron Gardner. Approved.
3	Reports
3.1	Treasurer's Report - Bob Pitruniak - See Appendix "B" (5 items) 1. EOSARDA Treasurer's Report 2. Auditor's letter dated July 21, 2017 3. EOSARDA 2016-2017 Year End Report 4. EOSARDA 2017-2018 Status to 17 Nov 2017 5. EOSARDA 2017-2018 Budget
3.2	Registrar's Report - Barbara Englehart - See Appendix "C"
3.3	Dance Committee - Barbara Englehart - See Appendix "D"
3.4	Publicity & Promotion Committee - Rene Dick - See Appendix "E"
3.5	Club Liaison Committee - Ann Davelaar - See Appendix "F"
3.6	Information Technology Committee - Bob Summers - See Appendix "G"
3.7	Ottawa Area Callers' Association - François Desmarais - See Appendix "H"
3.8	Swing Into Spring - Arlo Speer - See Appendix "I" In absentia

4	Business Arising From the Minutes
4.1	Representation from clubs outside of the Ottawa area - Dave Western (Item 4.1 from 15 October 2017) – <i>The President will make contact with clubs from outside of the greater Ottawa area once club contact information from this year's registrations becomes available. On going</i>
4.2	Dates and Locations for Future Meetings - Bob Pitruniak Booking Facilities for Board Meetings - Bob Petruniak Scheduled Meeting 2018 Dates and locations are as follows, Jan 14, 1:00pm - 4:30 Ottawa Citizen Boardroom Feb 18, 1:00pm - 4:30 Ottawa Citizen Boardroom Mar 25 , 1:00pm - 4:30 Ottawa Citizen Boardroom <i>April Board and Council of Dancers Meetings ... to be determined</i> Jun 03 , 1:00pm - 4:30 Ottawa Citizen Boardroom Sep 16, 1:00pm - 4:30 Ottawa Citizen Boardroom Oct 21 , 1:00pm - 4:30 Ottawa Citizen Boardroom Nov 18, 11:00am - 4:30 Ottawa Citizen Boardroom
4.3	Requirement for EOSARDA to file financial statements - Bob Pitruniak & Ron Gardner Refer to 3.1, Treasurer's Report in Appendix "B" Moved by Ron Gardner that initial steps be taken by the Treasurer to obtain a business number and update directors lists and file delinquent T2 reports recognizing that there will be fees associated with director list updates. Seconded by Ann Davelaar. Agreed.
4.4	Dance Leader Compensation - Barbara Englehart & Francois Desmarais (Item 4.7 from 15 October 2017) <i>The Dance Committee and Callers Association will continue liaison to provide to the Board in November or January a joint submission on dance leader compensation. On going</i>
5	New Business
5.1	Year-end report for 2016/17 - Bob Pitruniak Refer to 3.1, Treasurer's Report in Appendix "B"
5.2	Draft budget for 2017/18 - Bob Pitruniak Refer to 3.1, Treasurer's Report in Appendix "B" . Moved by Bob Pitruniak that proposed budget be accepted and presented to council; seconded by Bob Summers. Approved.
5.3	The future of EOSARDA sponsored dances - Dave Western - See Appendix "J"
5.4	Clubs with no dancers registered with EOSARDA - Dave Western - See Appendix "K"
5.5	Funding for new club start-ups - Dave Western Deferred to January Meeting
5.6	Final preparation for Council of Dancers Meeting - All Ad lib

6	Next Meeting Sunday January 14, 2018, 1:30 Ottawa Citizen Board Room
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1.2 Appendix "A"

Opening Remarks - Board Meeting November 2017

This afternoon, we meet with our shareholders to bring them up to speed on Board activities and to discuss issues of mutual concern. But before we get to this afternoon's meeting there are several things that we need to address.

The most important items on this morning's agenda are the End-of-year Financial Report for 2016/17 and the adoption of a budget forecast for 2017/18, both of which require Board approval before we can present them to Council this afternoon. This is Bob's moment to take centre stage and dazzle us all with his financial acumen.

But, in order for Bob to be able to present a complete expenditure forecast to Council this afternoon, we first need to decide what we are going to do about regulatory compliance since whatever we decide to do will likely involve a sizeable expenditure. We are all interested in hearing what Ron and Bob are going to recommend in this regard.

Bob also needs the latest registration statistics, which Barbara will be presenting this morning. It would be nice to have some good news from Barbara on this front, but indications are that this may not be a bumper year new dancer-wise.

We also need to at least begin talking about a couple of issues that have taken on increased importance as our revenues have decreased while our costs have risen.

Following the disappointing results of this year's Fall Fest, (an excellent dance by any measure) we need to at least begin looking at some of our underlying assumptions about EOSARDA dances, why we have them, whether they are still needed (or wanted) and how they are funded. On the basis of recent experience, I expect that this may be an "interesting" discussion!

We also need to begin discussing the nature of club membership in EOSARDA and to ask ourselves whether a paradigm shift may not be in order, particularly when it comes to clubs which register no or very few of their dancers with EOSARDA. Are such clubs paying their fair share and are they living up to their membership obligations by fully supporting EOSARDA activities?

There are a number of other issues on today's agenda and time is short. So let's get at it.

3.1 Appendix “B

EOSARDA Treasurer’s Report

19 November 2017

1. Last year’s results

Attached are 2 files pertaining to the fiscal year 2016-17 which ended on 30 Jun 2017.

a) Audit Letter

The previous Treasurer, Charlene Gardner, retained Tayler O’Dell to check the books and report to the EOSARDA Board and membership. Attached is the report Tayler O’Dell provided to assure readers that the reporting of last year’s results was accurate.

b) Year End Report 2016-17

The year end report shows the budget that EOSARDA passed for 2016-17 and provides actual 2016-17 figures for each category as well. Because of late expenses that came in after the Board’s last meeting, particularly those associated with graduation and Federation travel, EOSARDA had a loss of \$845.30 for the past year I will be discussing this report at the CoD meeting

2. Cost of becoming compliant with government reporting requirements

At the last Board meeting, the Board tasked the Treasurer and the Vice President with obtaining estimates for professional accounting help to prepare corporate T2 tax returns as far back as possible in time and to bring EOSARDA in compliance with Board Member reporting requirements to the Government of Ontario. We have contacted 2 accountants and hereby report to the Board that the best estimate we have is for a cost of approximately \$2,300 for this professional assistance. Some of the Board member reporting must be done through third parties and we do not have an exact cost for the fees they will charge. I will discuss this in more detail at the Board meeting.

3. Reporting of current accounting status

Attached is a new report that provides Board members with a month-by-month summary of our revenues and expenses. This report also shows Board members the numbers for last year’s operations so comparisons can be made quickly. This report also show Board members the current year’s budget figures so Board members can measure our year to date results against our budget. I will update this report for each Board meeting to keep Board members current with our financial status. I realize this is a new type of reporting that I am proposing to provide the Board members so please do offer comments, pro and con.

July 21, 2017

To the Board of Director and Members of Eastern Ontario Square and Round Dancing Association:

I have completed my review of the provided balance sheet and related statements of revenues and expenses of the Eastern Ontario Square and Round Dancing Association as of June 20, 2017.

The purpose of the review of these documents was to obtain reasonable assurance whether these statements are free of material misstatement. Therefore; the review examined the evidence supporting the amounts and full disclosures in the financial statements. This review was limited to the amounts listed in the records, bank statements and deposit slips.

Upon completion of the review, it was found that all was presented fairly. Nothing has caught my attention to make me believe anything is false or inaccurate, thus they present the true financial position of the Association.



Tayler O'Dell

Certified Bookkeeper

Detailed Financial Information:

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

3.2 Appendix “C”

EOSARDA 2017-2018						
REGISTRAR'S REPORT AS OF NOVEMBER						
	As of Nov, 2017	As of Nov 2016	Difference from November 2016	New Dancers by Club (new to the activity)	Teen Dancers	Clubs Registered -no dancers
NEW SQUARE DANCERS	113	129	-16	<i>Bay Waves</i>	1	Charmin' Promenaders
				<i>Grenville Gremlins</i>	4	Lakeshore Waves
RETURNING SQUARE DANCERS	576	642	-66	<i>Harbour Lites</i>	7	Lift Lock Square Dance Club
				<i>Kanata Squares</i>	6	Montreal Acey Deuceys'
NEW ROUND DANCERS	2	10	-8	<i>Limestone Dancers</i>	6	Otonabee Squares
				<i>Meri Squares</i>	18	Riverside Gypsy Squares
RETURNING ROUND DANCERS	51	51	0	<i>Mississippi Squares</i>	9	The Cookie Club
				<i>Napanee Pioneers</i>	8	Wendy's Elegant Eight's
NEW LINE DANCERS	14	25	-39	<i>Ottawa Date Squares</i>	10	
				<i>Quinte Twirlers</i>	10	TOTAL: 8 Clubs
RETURNING LINE DANCERS	25	22	3	<i>Stonebridge Squares</i>	0	
				<i>Swinging B's</i>	12	
TOTAL TO DATE	781	879	-126	<i>Swinging Swallows</i>	8	3
				Total	99	3
CUERS, CALLERS, LEADERS AND PARTNERS	27	21	6			
TOTAL MEMBERSHIP TO DATE	808	900	-120			
TOTAL CLUBS TO DATE	30	30				
TOTAL ASSOCIATIONS TO DATE	3	3				
ISSUED: November 18, 2017						

3.3 Appendix “D”

DANCE COMMITTEE REPORT	
	FALL FEST 2017
1	Dance Committee has applied for space at St. Matthew High School and is currently waiting on confirmation. It is not likely we will have this until September.
	Date: October 22, 2017 (Sunday, 2:00-4:30 pm)
	Gavin may be able to provide an update regarding the receipt of confirmation from the school board.
2	Flyers have been mailed to the Clubs and there is a copy on the Eodance website.
3	Callers: Dave Hutchinson and Brian Crawford
	Cuer: Jean & Don Clingin
	Refreshments: Assorted Pies .
4	Ribbon prices are the same as last year... \$10 in advance and \$12 at the door
5	Clothing Vendors: Dancing Princesse and TaggarWear
6	Ribbons were ordered, received and have been mailed to the Clubs.
7	Dance Leaders have confirmed availability but agreements not sent out.
	It has been suggested that we increase what EOSARDA pays to dance leaders so I would like to put forth a motion that the fees paid to callers be increased from \$100 to \$125. We did not discuss this formally at a meeting of the Dance Committee as the summer has just been so busy. If the Board is in agreement to the pay increase, then the dance leader agreements will be amended accordingly prior to being sent out.
8	Requests for Club Assistance on dance day will be sent out the end of September.
	FROSTY FLING 2018
1	The Frosty Fling is scheduled for February 3, 2018 from 2:00-4:30 pm.
2	The application has been submitted to St. Patrick's High School. No confirmation received as yet.
3	Dance committee will plan to meet in October to discuss details for Frosty Fling.

3.4 Appendix “E”

PUBLICITY AND PROMOTION COMMITTEE REPORT

November 19, 2017

The committee has met to discuss it’s role and the best way to help EOSARDA clubs.

We started by looking back on the success of past investments such as advertising in generating new club dancers. These initiatives showed little to no success over such a large area.

We also did an informal assessment on which clubs were successful in recruiting new member and retaining members with a particular eye how they promoted themselves in their communities. Often these clubs used a combination of local articles in papers, advertising and social media.

We then turned our attention to clubs that had a harder time recruiting and retaining members. There are many variables into why clubs might struggle and we realized as a group there are things we just don’t know. These clubs in particular would need the help of our committee.

We decided to put out a complete EOSARDA wide online survey to learn more about each of our clubs particularly in the ways of their own publicity and promotions. This would help us determine what clubs could use help while using the expertise of the stronger clubs.

The committee plans to get the survey out prior to the holidays and before we meet again in the new year. From there we plan on unfolding a strategy for the Publicity and Promotion committee for the new recruitment cycle.

**EOSARDA Board Meeting – November 19, 2017
Club Liaison Committee Report**

Club Recognition

An EOSARDA Certificate was presented to the Swinging Swallows of Pembroke for their 30th Anniversary at a special dance on September 30, 2017. At the Council of Dancers meeting, Clubs were reminded to keep the Board informed of significant Club anniversaries, if they wish to receive tokens of recognition.

**Financial Reimbursement -
EOSARDA Subsidies and Federation Bursaries**

In October, five Clubs submitted their applications for recruitment financial reimbursement to the Club Liaison Committee Chair. These applications were dealt with and passed on to the EOSARDA Treasurer for action.

The five Club application forms for Ontario Square and Round Dance Federation were reviewed, and will be passed on to the relevant Federation Directors for action. Final decisions by Federation will be made known early in 2018.

Future Plans

In January, planning will begin for 2017-2018 New Dancer Celebration. It is very important for Club Executives to keep track of the number of New Dancers who have registered at the beginning of the dance year, as well as those who join Clubs as a result of Open House dance nights. I will contact relevant Clubs early in 2018.

Ann Davelaar

IT Report to the CoD Nov 2017

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.

Reverted back to MailChimp as the primary email Bulletin Tool

As of the last CoD, we installed a new program called PHPList on our web servers to use for sending out email bulletins. This was expected to allow more flexibility in including graphical flyers directly in the emails. However, after using it for several months, two issues have changed our direction:

- 1) PHPList required considerable tweaking to be able to send out the emails in smaller enough batches so that other mail servers wouldn't see us a source of spam and shut us out (eg, when you send out a lot of emails at the same time)
- 2) MailChimp now seemed to handle graphics better than in the past (which was the initial reason for dropping it) and since it is hosted by an outside service, it allows us to concentrate on getting the message out, rather than maintaining the tool.

Thus we have reverted back to using MailChimp as our primary email bulletin tool and have been using it the last several months. This has also allowed us put back the listing of the last 10 emailed bulletins on the eoDance Bulletins page – a useful feature if you've deleted or can't find the bulletin that was sent to you.

Swing Into Spring page now hosted on eoDance

Information regarding our area's premiere dance event -- Swing Into Spring -- is now hosted on the eoDance website. The “Swing Into Spring” page is accessible from the Events menu and provides information and links to all the flyers and registration forms.

Flyers for posting or emailing

Over the years we've managed to have everyone provide flyers in the PDF to make them readable by everyone without needing a special application. While the PDF format provides a universally solution for viewing, a PDF file can be much larger than it needs to be. Not only does it take up more space on the eoDance servers, but it also requires more bandwidth each time it's viewed, making it slower to download and open and perhaps eating up more of your precious cell-phone bandwidth that you have to pay for.

So now we're going to ask submitters to check the “size” of their PDF flyer: not how much space it takes up on paper, but how much space it takes up on our servers. There are many free on-line PDF compressor services that will greatly reduce the size

of a file: as an example, one simple single-page flyer that we received was over 500kB in size but it reduced to just 73kB with no degradation by using a PDF compressor. That's over a 7-times reduction. That means it will download 7-times faster and cost you 7-times less if you're paying for bandwidth. Information will appear on the "Submit an Event" page to assist users in creating an efficient flyer for viewing.

3.7 Appendix “H”

OACA Report for the Council of Dancers Nov 19th, 2017

As the new OACA Representative I wish you everyone a welcome.

Currently all Clubs have a regular Caller. The situation is stable for the time being.

Unfortunately one of the 3 New Callers has decided not to renew his OACA membership.

Francois Desmarais has started an afternoon group (not a Club yet) in Renfrew on his way to Pembroke for the evening program.

Callers in the Association strive to teach and entertain all Dancers. One of the challenge is in dealing with the multi-level situation within our Clubs. You may think that there's only three levels. Actually there could be up to six levels. New Basic, Full Basic, New Mainstream, Full Mainstream, New Plus, Full Plus.

This makes it hard to please everybody. If you concentrate on bringing the New Dancers, the more experienced Dancers feel left out. The right balance is seldom achieved.

A regular dancing season (Fall or Winter) is about 14-16 weeks. If you take into accounts Open Houses and Special Dances, the Teaching period is more like 10 weeks.

Callerlab recommends that 58 hours are required to properly teach the BASIC-MAINSTREAM Program and 38 hours for the PLUS Program. Due to this situation, some have adopted the Club50 or other abbreviated modified program sacrificing less popular moves and not all positions are covered.

As an Association, one thing we make sure of is that we agree on the level of calls to be used for any Dance where Dancers from different Clubs are present.

Sincerely
Francois Desmarais
OACA Representative

3.8 Appendix "I"

Swing Into Spring

Work continues leading toward *Swing Into Spring* 2018 to be held at the South Grenville District High School in Prescott 04 - 06 May 2018.

As reported over previous months, the *Swing Into Spring* Committee has been searching for an additional member. The committee is pleased to announce that **Gloria Bateman** has agreed to join our group. We are currently working toward identifying specific tasks with which Gloria will be able to help.

Following last month's tripartite meeting among the *Swing Into Spring* Committee and the presidents of SVSRDA and EOSARDA, we agreed on a process to determine the amount of credit accrued by *Swing Into Spring* during its operation since 2015. Following the October joint meeting, the amount of the *Swing Into Spring* credit residing in the SVSRDA account has been determined to be \$4,000. That amount has been transferred to the *Swing Into Spring* Committee. Over the coming weeks, the Committee will complete the work necessary to establish a bank account for its operations.

Monthly reports (like this one) continue to be provided to our two parent organizations, our webpage (http://www.eodance.ca/SIS_home_page.php) and our FaceBook page are both up and running (<https://www.facebook.com/PrescottSIS>) to keep everyone up to date with plans for the 2018 event.

We hope all EOSARDA and SVSRDA clubs are promoting the event and encouraging their dancers to join those who will be joining in on a great weekend of dancing next May.

Submitted November 2017, by
Arlo Speer, Liaison to EOSARDA & Regina Gerhard, Liaison to SVSRDA

Changing the Fall Fest Paradigm

To put it mildly, attendance at this year’s Fall Fest was disappointing. Despite Dance Committee planning, organizing and running a top notch dance event, dancers stayed away in droves. As Dance Committee has reported, only 96 dancers attended Fall Fest 2017. The Food Bank Dance in Prescott two weeks later attracted nearly 50% more dancers than Fall Fest did and it was a Basic/Mainstream Dance with easy rounds, no vendors and an out-of-town location.

Fall Fest would have incurred a significant deficit had it not been for the Share the Wealth draws. We are now depending on gambling to keep the dance in the black.

As originally conceived, Fall Fest was supposed to be a significant event in Eastern Ontario’s dance calendar. Within living memory, it was an eagerly anticipated afternoon and evening dance featuring: high calibre out-of-town Callers and Cuers; square and round dance workshops; assorted vendors; and lots and lots of dancers.

Over the years, as attendance dropped, the dance was downgraded. Out-of-town Dance Leaders were replaced with local talent, afternoon workshops were cancelled and the evening dance was moved to the afternoon. And for a couple of years the dance was cancelled, being brought back only at the request of this Council. But attendance has continued to slip to the point where we now need to make some serious decisions about the dance’s future. In light of the manifest disinterest of the dancing community we should either cancel the dance outright or find a way to renew interest in the dance.

Cancelling the dance is probably the easier of the two options, but that doesn’t make it the right choice. In fact, I would argue that it is the wrong choice under present circumstances. Let me explain.

Over the past few years we have lost a number of experienced and very talented Callers and Cuers. On the square dance side we have recruited several new Callers who are working hard to improve their Calling skills. On the round dance side, we have not been as successful, but Capital Carousels has been doing its best to bring in outside cueing talent on a regular basis.

Nevertheless, on a week-to-week basis, most of our square dancers are dancing to inexperienced Callers while the dancing options for round dancers are much more limited than they were just a few years ago. As a result, dancing skills are not all they should be, and the situation will only get worse as some of our senior dance leaders retire.

All clubs at all levels have an interest in improving dancing skills. Better dancing skills provide better qualified angels for all clubs and make it easier for dancers to progress to the next level. Better dancing skills also reduce dancer frustration which in turn encourages

dancer retention. Dancing to higher level dance leaders can also improve the skills of our local dance leaders.

Fall Fest has the potential to provide our dancers with the opportunity to improve their dancing skills by giving them the opportunity to dance to international level dance leaders. But for this to happen, we need a budget for the dance that will permit us to hire the talent and rent the dance halls required to put on a world class dance event.

This cannot be done on the basis of ticket or ribbon sales.

The major problem with trying to build a budget on such a basis is that there is no way of reliably predicting in advance how many tickets will be sold. In fact the final sales figure will usually not be known until after the dance has been held.

Furthermore, the current system provides no incentive for clubs to encourage the sale of Fall Fest ribbons. Some clubs strongly support Fall Fest and do their best to encourage their dancers to attend, while others are less supportive. Only 16 clubs of 30 were represented at Fall Fest 2017 and of these, six had only 1 or 2 dancers present. (Interestingly, two dancers signed in for a club that no longer exists!) Only three clubs, Meri Squares, Mississippi Squares and Village Squares had dancers in the double digits (14, 19 and 12 respectively). And with dancers attending from Kingston, Cornwall and Pembroke, it would appear that distance was not a determining factor.

Of course, with Council's support, we could simply establish a budget for an enhanced Fall Fest next year and take the risk of running a significant deficit. Another alternative would be to change the funding formula for the dance while at the same time increasing all clubs' vested interests in promoting and supporting Fall Fest.

For example, we could fund Fall Fest through a compulsory levy on all clubs whose dance styles and levels are included in the dance syllabus for the event. Let's call these Candidate Clubs

The budget for the dance would be determined by Dance Committee and would take into account the estimated cost of:

- hiring suitable Dance Leaders;
- renting a higher end dance hall;
- providing suitable refreshments; and
- printing ribbons

The budget would then be used to establish a levy for all Candidate Clubs based on the number of people who dance with each club on a regular basis.

EOSARDA would provide each club with a supply of dance ribbons for the club to sell at whatever price it chooses. All revenues from the sale of ribbons would be retained by the club.

The term "levy" seems to have spooked many people, so let's put this in context. According to Barb's report, it cost \$1,100 to put on Fall Fest 2017. Barbara has also reported that we have approximately 740 square and round dancers registered with EOSARDA. That would put the per dancer levy for this year's Fall Fest at \$1.48 per dancer. So for a club of 10 dancers the levy would have been \$14.80, less than the cost of 2 ribbons.

If we were to increase the budget for 2018 to \$2,000, the levy would be \$2.96 per dancer. So for every 10 dancers the levy would be \$29.60. Selling just 5 ribbons at \$10 each would give a club a profit of \$20.40 and we would have potentially 300 + dancers at the dance. Whether they all showed up or not, we would have the budget to put on a really great dance!

This is just one way in which Fall Fest could be retained and rejuvenated. Would it work? Would dances come back in sufficient numbers to justify the hard work and expense involved in putting on a world class dance event?

I don't know, but I think that it worth trying. The alternative is to for Fall Fest to join the ever increasing ranks of deceased dances.

What do you think?

(Dave Western)

5.4 Appendix “K”

Is it Time to Change EOSARDA’s Funding Formula?

Let me begin my presentation by stating clearly and unequivocally, that I am not suggesting that any club or dancer has done anything improper or illegal. As far as I am aware, all of our clubs are in full compliance with their obligations under our Constitution and By-laws.

But as the Treasurer has reported, under the association’s current funding formula, unless we significantly reduce our projected expenditures for such things as subsidies for New Dancer Recruiting and Dance Leader Training we are entering an era of ever increasing annual deficits. Such a situation is not tenable in the long term.

EOSARDA is funded primarily through its annual membership fees of \$8.00 per club or subordinate association and \$6.00 per dancer. But over 2/3 of the money we take in at registration is not retained by the association. It is forwarded to the Ontario Square and Round Dance Federation and the Canadian Square and Round Dance Society to cover membership in these organizations and to pay for liability insurance.

The remaining 1/3 (approximately \$2 per registered dancer), plus the profit, if any, from regional dances and any advertising revenues from Square Time are used to pay the association’s operating expenses which include among other things: the fee for renting this hall; the cost of producing Square Time; club support (commemorative certificates, dance dangles etc); and funding our New Dancer Recruitment and Dance Leader Training subsidy programs.

Membership in EOSARDA comes at a cost. Last year our 30 member clubs paid \$5,835.00 in membership dues, which averages out to just under \$200 per club. Of course, the amount of money that each club actually paid for registration varied according to the number of dancers that the club registered. But on a per capita basis, it all averages out, right?

Well no - it doesn’t.

Some clubs pay much more per club member than others. In fact, this year eight clubs paid only \$8 in membership fees while others paid hundreds of dollars.

How is this possible?

Well, regardless of how many clubs they dance at, each dancer (and dance leader) only registers once. As a result, a club that counts among its members a large number of dancers registered with other clubs realizes revenue from these dancers but incurs no

registration fees for them.

Some clubs recognize this fact and collect a lesser amount from dancers registered through other clubs. In other cases, all dancers pay the same fee regardless of where (or if) they are registered.

Clubs are reasonably diligent in trying to ensure that all of their dancers are registered somewhere. But, in cases where all dancers pay the same fee, there is actually a built-in disincentive to registering all dancers, since paying a dancer's registration fee increases a club's costs with no commensurate increase in revenue. This can be particularly problematic in the case of occasional dancers who, if not already registered, are unlikely to be willing to pay an extra \$6 for the privilege of dancing once with a club. Yet clubs want and often need the revenue they get from visitors.

Clubs which collect fees on a weekly basis, face an additional problem since there is no easy way to verify whether a dancer is in fact registered with EOSARDA. Basically we operate on the Honour system.

In addition, over the last couple of years applications for membership have been received from clubs located outside of our traditional regional boundaries. These clubs are also members of other regional associations and have, for a variety of reasons, chosen to register their dancers through the other organization.

Our Constitution only recognizes one class of member club so technically these clubs have the same rights and privileges as clubs that register their dancers with us. However, your Board of Directors has ruled that only clubs which register their dancers through EOSARDA qualify for inclusion in our New Dancer Recruitment Subsidy and New Dancer Celebration programs. And only Dance Leaders registered with EOSARDA qualify for Dance Leader Training Subsidies.

The end result is that not all clubs contribute equally to the cost of operating this Association and their financial contributions to EOSARDA may or may not be related to how many people dance regularly with the club.

One way to level the playing field for clubs could be to establish a minimum club registration fee, for example \$50. At registration all clubs would pay the greater of the minimum club registration fee or the calculated registration fee.

Example

Club A registers just the club

Club registration = \$8.00 which is less than the \$50 minimum

The minimum club registration fee of \$50.00 would apply.

Club B registers the club and 4 dancers

Club registration fee = \$ 8.00

Dancer registration fee = \$24.00

Total = \$32.00 which is less than \$50.00

The minimum club registration fee of \$50.00 would apply.

Club C registers the club, a caller and 8 dancers

Club registration = \$8.00

Caller registration = \$6.00

Dancer registration = 8 x \$6 = \$48

Total = \$62.00 which is greater than \$50.00

The calculated registration fee of \$62.00 would apply.

With 30 clubs registered, EOSARDA would receive a minimum \$1,500 for club registration of which only \$180 would be forwarded to Federation and Society.

As for the problem of helping clubs identify unregistered dancers there are two fairly easy solutions.

a) EOSARDA could issue to all clubs a list of registered dancers.

However, there could be privacy problems with such a list, checking it would be time consuming given that it would contain over 800 names, and keeping it up to date could be a serious problem.

b) We could return to the practice of issuing annual membership cards

Dancers would have to show when attending any club night or Open Dance. Having no card would mean either no admission or the immediate purchase of an EOSARDA membership.

To simplify and speed up the process, cards could be issued by clubs as dancers register.

It ultimately up to the Council of Dancers to determine how EOSARDA should be funded. But unless we want to cut back significantly on our expenditures, we have to find a way to increase our revenues.

Please go back to your clubs and talk this over. We will continue the discussion when we meet again in April.