

## Minutes – Council of Dancers

Sunday, 19 November 2017  
Time: 1:30 - 4:30 pm  
Ottawa Citizen Board Room  
1101 Baxter Road  
Ottawa, Ontario

- 1. Call to Order**
  - 1.1 Confirmation of a quorum **YES**
    - Dave Western
    - Barbara Englehart
- 2. Opening Remarks**
  - Appendix 1
    - Dave Western
- 3. Amendments to and approval of the draft agenda**
  - Draft Agenda - Appendix 2 **Approved**
    - Dave Western
- 4. Approval of Minutes November 2016 Council of Dancers**
  - Approval moved by Ziggy Segstro, seconded by Bob Summers, passed unanimously by Council
    - Dave Western

### 5. Reports

#### 5.1 Operations Committee

- a) This Year's Board of Directors
  - Appendix 3
    - Dave Western
- b) 2016/17 Year-end Financial Report
  - Appendix 4
    - Bob Pitruniak

Q: Nick Burn (Mississippi Squares): What were the bank fees that were incurred?

A. Bob Pitruniak: The charges were for new Cheques

Roger Frappier (Swinging B's) moved approval of the financial report, the motion was seconded by Harold Hedley (Meri Squares) and approved unanimously by Council

- c) Registrar's Report
  - Appendix 5
    - Barbara Englehart

Q: Charlene Gardner (Bay Waves): Why don't some clubs register their dancers?

A: Dave Western: Some clubs only have regular dancers who are registered with another club and some register their dancers through another association.

Q: Wendy VanderMeulen (Saturday Squares): I never know who comes, when do I register them?

A: Dave Western: There are many answers to this, many clubs don't register dancers the first time they come out. They wait until the 3rd or 4th visit or register them once they commit to coming out regularly.

Barbara Englehart: If they are not registered with any club they are not covered by insurance.

Q. Harold Hedley: Do we know why there is such a loss of dancers this year?

A. Dave Western: We cannot be certain, but it looks like it is mostly due to age or health-related issues.

A. George Newton (Mississippi Squares): Our club lost a number of regular dancers for health related or age related problems and a few from relocations.

5.2 Dance Committee

- Barbara Englehart

a) General  
Appendix 6

Concerns were raised about the restricted format of Frosty Fling. It was suggested that the absence of higher levels of dancing was having a negative effect on the number of dancers attending the dance.

b) Swing into Spring  
Appendix 7

- Wendy VanderMeulen

Further to a question from the floor, Wendy VanderMeulen advised that this year's Swing into Spring Organizing Committee consists of:

Gloria Bateman (Swinging Swallows), Regina Gerhard (Harbour Lites), Teresa MacInnis (Swingin' Bs), Arlo Speer (Capital Carousels), Maureen Speer, (Capital Carousels), Wendy VanderMeulen (Charmin' Promenaders)

It was confirmed that the revenues raised for admission only to the Mother's Day Dance remained with the Seaway Valley Square and Round Dance Association

Questions were raised about the possibility of billeting of dancers attending Swing into Spring and the lack of commercial accommodations in the Prescott area, Wendy VanderMeulen said that she would take the billeting idea to the Organizing Committee. She also pointed out that while there is relatively few commercial hotels in Prescott itself, there are a couple of B and B's, campers are allowed to overnight at the high school, there is a commercial camp site in Johnstown and there are a number of very good hotels in Brockville which is only a short drive from Prescott. Information about all of the above can be found on the *Swing into Swing* web site.

5.3 Publicity & Promotion Committee  
Nil report

- Rene Dick

Concerns were raised about articles submitted but missing from October edition of Square Time. Rene Dick advised that corrective action had been taken.

The Publicity Committee advised that it will be doing an on-line survey to try and determine what help, if any, clubs would like to receive from EOSARDA regarding recruiting of new dancers. The survey will also be available in Square Time.

5.4 Club Liaison, Recognition and Awards  
Appendix 8

- Ann Davelaar

In reply to a question from the floor, Ann Davelaar stated that \$2,000 is the maximum amount set aside for the New Dancer Recruitment Subsidy program, but most claims are for less than the maximum \$250 per claim, so theoretically more than 8 clubs could receive a subsidy under this program. Dave Western added that as far as he knows, we have never spent the entire \$2000 in any year.

Ann Davelaar also reminded Council that if club has an important anniversary coming up, they should be sure to advise EOSARDA's Club Liaison Committee as the Board does not track this information.

In response to a question by Peter Matthews (gremlin Gremlins), Dave Western advised that information about the Trillium Awards Programs can be found in [Chapter 12 of EOSARDA's Procedures Manual](#) a copy of which can be found on our web site eoDance.ca. The deadline for submission of nominations for either a Trillium Long Service Award or a Trillium Merit Award to EOSARDA is March 1.

5.5 Information Technology Committee - Bob Summers  
Report attached as Appendix 9

5.6 Ottawa Area Callers' Association - François Demarais  
Nil Report

Q: Harold Hedley: What can EOSARDA do to entice new callers?  
A Dave Western: A few years ago, OACA ran a successful Callers recruiting and training exercise, maybe it is time to do it again

Q Gerald Casselman (Harbour Lites): Who are the newest Callers?  
A François Demarais: Ronald Gardner and Luke Perrier

Dave Western: If you know anyone who wants to learn to call and cue, let me know.  
Gerry Sawtell: There is a caller school before the convention in London - you have to apply in advance.

Q Renton Patterson (Swinging Swallows): Do the Callers get together and decide the level they will call at a dance?  
A François Demarais: Yes, the callers agree on what level we will be calling at an open dance.

Roger Frappier: The Swinging Bs have been using the Basic 50 and the dancers are enthusiastic. It is Working well. We require the Basic 50, but we do continue to teach after the Basic 50 at the end of the year.

5.7 Seaway Valley Square and Round Dance Association - Gerald Casselman  
Appendix 10

5.8 Ontario Square and Round Dance Federation - Barbara Englehart  
Appendix 11

5.9 Acceptance of Reports  
A motion to accept the reports was made by Robb Dunlop and seconded by Dave Curry. The motion was passed unanimously

## **6. Business Arising from the Minutes**

6.1 Young Dancer Initiative (Item 7.1 April 9, 2017) - Dave Western

As you know, we have set aside \$8,000 for the Young Dancer Initiative. To date there has been no draw on this money. We are accountable to Federation for \$4,000 of this money which was given to us to promote square and round dancing. If there are no applications under this program forthcoming soon, we should consider re-purposing this money.

Q: Rene Dick: What age do you consider Young?  
A Dave Western: There is no firm age limit attached to this program it could involve youth from elementary school age through university. We are prepared to consider any submission.

## 7. New Business

### 7.1 Regulatory Compliance - Not-for-Profit Corporations

-Bob Petruniak

Bob reported on the results of a number of problems he has identified with the association's regulatory reporting. He is continuing to follow-up on this and will report further at the April 2018 Council. A lively discussion followed.

Council was assured that this is a problem for the Association and that unless they are incorporated, clubs do not have to have any concerns in this regard.

### 7.2 Budget for 2017/2018 Fiscal Year Appendix 12

-Bob Petruniak

After some discussion about individual line objects in the budget, a motion to adopt the budget for 2017/18 was made by the Treasurer, Bob Pitruniak and seconded by Charlene Gardner. Council voted unanimously in favour of the motion.

### 7.3 Changing the Fall Fest Funding Paradigm Appendix 13

- Dave Western

Q: Bill Shield (Swinging Swallows): The idea of a levy bothers us. We are driving a long way and having a fee would be like forcing us to go to the dances. The clubs in the vicinity should support the dance from Ottawa clubs.

Dave Western: The Swinging Swallows were big supporters of this year's Fall Fest. Under this proposal the club would have made a profit from the sale of ribbons.

Wendy VanderMeulen: The levy would be incurred by the club. But the club could make money by this. And the clubs could use it to make money for themselves.

Charlene Gardner (Bay Waves): How are you planning to collect the levy? If my dancers bought elsewhere our club would lose money.

Dave Western: Under this proposal the Bay Waves would have made \$6.00 this year

François Demarais: Where is the bulk of the money coming from?

Dave Western: At the present time ticket sales are the biggest source of funding for Fall Fest but any deficit is taken out of the association's current account

Ziggy Segstro: Capital Capers brings in an external cuer and people pay for it.

Gerry Sawtell: Bringing in outside callers, will bring in dancers, attendance has declined since we started only having local callers and cuers.

Roger Frappier: Attendance at Tartans and Kilts has increased over the past few years. Maybe we have enough special dances already, maybe we don't need Fall Fest anymore.

Dave Western: That is precisely the question we are trying to answer. Do we want to keep Fall Fest or let it die?

Harold Headly: There are many dancers that don't want to dance more than once a week now.

Wendy VanderMeulen: Do you need a decision today?

Dave Western: We don't need an answer today, but you should go and think about it. We will raise the issue again at Council in April at which time we will have to make a decision about Fall Feet 2018.

7.4 Is it Time to Change EOSARDA's Funding Formula? - Dave Western  
Appendix 14

Following a lively discussion, it was agreed to discuss this issue further at April's Council of Dancers.

7.5 Membership in Volunteer Ottawa? - Dave Western  
Deferred to a later date

7.6 Reviving the EOSARDA Eagles - Dave Western  
Deferred to a later date

7.7 Funded for new club start-up - François Demarais  
Deferred to a later date

7.8 Festival 2018 London. ON - Dave Western

a) Dances to support Festival 2018

Wendy VanderMeulen announced a dance in support of festival 2018 in London, On. The profits from the dance will be sent to SWOSDA to help finance this year's convention in London. They did the same for us in 2014. More information will follow.

b) Bus to London

Wendy Headley: It has been suggested that we charter a bus to take dancers to the Convention in London. Would the association be prepared to undertake this?

Dave Western – This is a good idea but to take on the task would require a coordinator, either an individual or a club to head this. Would anyone like to take on this job?

There were no volunteers to head up the project, but François Demarais agreed to look into the costs and logistics

## **8.0 Round Table**

Recruiting: What worked well for your club this year?  
What didn't?

Discussion deferred

## **9.0 Other Business**

Date and location of next Council of Dancers

**Date: 15 April 2017**

Location: To be determined

**Appendix 1**  
**President's Opening Remarks - Council of Dancers November 19, 2017**

Good afternoon and welcome to the November 2017 Council of Dancers.

If any of you have not yet signed in, would you please do so now and if you are representing a club, please make sure that the name of the club is clearly indicated. (PRINT legibly please, the recording secretary has to try and read it later.)

We will take a fifteen minute break around 2:45 at which time we will have tea/coffee and snacks. Please resume your seats promptly at the end of the break.

Under 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 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, no matter how infamous you think you are, 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 in particular needs to know who you are and what club you represent. That way he will know who to blame when making up the Minutes and also who to contact if there are any questions about what was said. Those of you with prepared texts are asked to submit them to the Secretary electronically as soon as possible after the meeting.

To enable this Council to make decisions and to elect a new Board, a quorum of 25% of Member Clubs is required. 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? [Registrar: Yes, we have a quorum.]

This afternoon, your Board will bring you up to date on what it has been doing since we last met in April.

In addition, there are a number of important subjects that we need to discuss. Among them are:

- Year-end financial reports for 2016/17 and a draft budget forecast for 2017/18
- the need to bring EOSARDA into line with Federal and Provincial legislated requirements
- the future of Fall Fest and
- whether it is time to change how we fund this association

I also want to leave ample time for a Round Table on this year's recruiting successes and failures.

It's going to be a busy afternoon, so let's get down to business.

**Appendix 2**  
**Agenda Council of Dancers - November 19, 2017**

Sunday, 19 November 2017  
Time: 1:30 - 4:30 pm  
Ottawa Citizen Board Room, 1101 Baxter Road, Ottawa, Ontario

- |   |                              |
|---|------------------------------|
| <b>1. Call to Order</b>                                     | - Dave Western               |
| 1.1 Confirmation of a quorum                                | - Barbara Englehart          |
| <b>2. Opening Remarks</b>                                   | - Dave Western               |
| <b>3. Amendments to and approval of the draft agenda</b>    | - Dave Western               |
| <b>4. Approval of Minutes April 2017 Council of Dancers</b> | - Dave Western               |
| <b>5. Reports</b>   |                              |
| 5.1 Operations Committee                                    |                              |
| a) This Year's Board of Directors                           | - Dave Western               |
| b) Current financial statement                              | - Bob Pitruniak              |
| c) Registrar's Report                                       | - Barbara Englehart          |
| 5.2 Dance Committee   |                              |
| a) General  | - Barbara Englehart          |
| b) Swing into Spring  | - Wendy VanderMeulen         |
| 5.3 Publicity & Promotion Committee                         | - Rene Dick                  |
| 5.4 Club Liaison, Recognition and Awards                    | - Ann Davelaar               |
| 5.5 Information Technology Committee                        | - Bob Summers                |
| 5.6 Ottawa Area Callers' Association                        | - François Demarais          |
| 5.7 Seaway Valley Square and Round Dance Association        | - Gerald Casselman           |
| 5.8 Ontario Square and Round Dance Federation               | - Barbara Englehart          |
| 5.9 Acceptance of Reports                                   |                              |
| <b>6. Business Arising from the Minutes</b>                 |                              |
| 6.1 Young Dancer Initiative (Item 7.1 April 9, 2017)        | - Dave Western               |
| <b>7. New Business</b>                                      |                              |
| 7.1 Regulatory Compliance - Not-for-Profit Corporations     | -Bob Petruniak & Ron Gardner |
| 7.2 Budget forecast for 2017/18                             | -Bob Petruniak               |
| 7.3 Changing the Fall Fest Funding Paradigm                 | - Dave Western               |
| 7.4 Is it Time to Change EOSARDA's Funding Formula?         | - Dave Western               |
| 7.5 Membership in Volunteer Ottawa?                         | - Dave Western               |
| 7.6 Reviving the EOSARDA Eagles                             | - Dave Western               |
| 7.7 Funding for new club start-up                           | - François Demarais          |
| 7.8 Festival 2018 London. ON                                | - Dave Western               |
| a) Dances to support Festival 2018                          |                              |
| b) Buses to London  |                              |
| <b>8. Round Table</b>                                       |                              |
| Recruiting: What worked well for your club this year?       |                              |
| What didn't?  |                              |
| <b>9. Other Business</b>                                    |                              |
| Date and location of next Council of Dancers                |                              |
| Date: 15 April 2018   | Location: To be determined   |

**Appendix 3**  
**This Year's Board of Directors**

President	Dave Western
Vice President	Ron Gardner
Treasurer	Bob Pitruniak
Registrar and Chair Dance Committee	Barbara Englehart
Secretary	Arlo Speer
Chair Publicity and Promotions Committee	René Dick (Also Editor Square Time)
Chair Club Liaison & Awards Committee	Ann Davelaar
Chair IT Committee	Bob Summers
Director	Gavin Currie
Director	Robert Dunlop
Director	Jim Sawtell
Director	June Tripp
OACA Representative	François Demarais



**Appendix 4**  
**Year-End Financial Report 2016/17**

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

**Appendix 5**  
**REGISTRAR'S REPORT – NOVEMBER 2017**

	As of Nov, 2017	As of Nov 2016	Difference	New Dancers by Club (new to the activity)		Teen Dancers	Clubs Registered -
NEW SQUARE DANCERS	113	129	-16	Bay Waves	1		Charmin Promena
RETURNING SQUARE DANCERS	576	642	-66	Grenville Gremlins	4		Lakeshore Waves
NEW ROUND DANCERS	2	10	-8	Harbour Lites	7		Lift Lock Square I Club
RETURNING ROUND DANCERS	51	51	0	Kanata Squares	6		Montreal Acey De
NEW LINE DANCERS	14	25	-39	Limestone Dancers	6		Otonabee Squares
RETURNING LINE DANCERS	25	22	3	Meri Squares	18		Riverside Gypsy S
<b>TOTAL TO DATE</b>	<b>781</b>	<b>879</b>	<b>-126</b>	Mississippi Squares	9		The Cookie Club
				Napanee Pioneers	8		Wendy's Elegant E
DANCE LEADERS AND PARTNERS	27	21	6	Ottawa Date Squares	10		<b>Total 8 Clubs</b>
<b>TOTAL MEMBERSHIP TO DATE</b>	<b>808</b>	<b>900</b>	<b>-120</b>	Quinte Twirlers	10		
				Stonebridge Squares	0		
TOTAL CLUBS TO DATE	30	30	0	Swinging B's	12		
TOTAL ASSOCIATIONS TO DATE	3	3	0	Swinging Swallows	8	3	
				<b>TOTAL</b>	99	3	

ISSUED: November 18, 2017

## **Appendix 6 Dance Committee Report**

### **FALL FEST 2017**

Fall Fest was held Sunday afternoon, October 22, 2017

Attendance: 96 attendees representing 16 Clubs. Of the 96 attendees, 3 were graduated basics who used their free coupons. This was far below last year's attendance.

Callers: Dave Hutchinson and Brian Crawford

Cuer: Jean & Don Clingin

Refreshments: Assorted Pies with whipped cream, fruit trays were served along with tea and coffee. Realizing the short comings of the previous Fall Fest, arrangements for tables and chairs were made so folks had a place to sit, enjoy the refreshments and socialize with fellow dancers.

Clothing Vendors: Dancing Princesse and TaggarWear were both invited, however Dancing Princesse had to cancel at the last minute.

A big thank you to all for their assistance with registration, share the wealth, refreshments, setup and clean up. It was a great team effort.

Thank you to the dance leaders who make the day so much fun.

Those that attended the dance said they had a great time, although one of the halls experienced sound difficulties. Dance Committee will look at addressing this issue.

### **FROSTY FLING 2018**

The Frosty Fling is scheduled for Saturday, February 3, 2018 from 2:00-4:30 pm. In case of inclement weather, an announcement will be put on eoDance if the event is cancelled.

The flyers and ribbons are available.

Callers: John Charman and Wendy VanderMeulen

Cuers: Jean & Don Clingin

Ribbons: \$8 in Advance - \$10.00 at the door.

The flyers say light refreshments...but dance committee has not yet decided what they will be.

Dancing Princess and TaggerWear have been asked to attend, however there is no confirmation as yet.

Please encourage the new Basic dancers to attend. The dance is for them.

Please encourage the mainstream and plus dancers to show their support by also attending.

**Appendix 7**  
**Swing into Spring**  
**Status Report for Council of Dancers**  
**November 2017**

The *Swing into Spring* Committee would like to thank the departing committee members for their service over the past years and for their contributions to the event's success over the past years:

Don & Jean Clingin	Andy Himberg-Larsen
Helen MacCallum	Bill Shield

The 2018 committee has been working since the spring to confirm arrangements for the 2018 event.

**Returning members** of committee are:

Regina Gerhard	and	Teresa MacInnis
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**New members** joining the committee for *Swing into Spring* 2018 are:

Gloria Bateman	Maureen Speer
Wendy VanderMeulen	Arlo Speer

The 2018 event will be held **04 – 06 May 2018** at the **South Grenville District High School** in **Prescott**. Callers will be **Jerry Jestin** and **Gary Winter**; round dancing will feature **Roy** and **Janet Williams**.

One challenge for the *Swing into Spring* Committee over the coming year will be creating positive communication among the committee and its two parent organizations – EOSARDA and SVSRDA. At a joint meeting held in October involving the *Swing into Spring* committee and the presidents of SVSRDA and EOSARDA, communication was listed as the most vital improvement necessary to ensure that all parties are up to date on all issues related to the event, including both financial and event planning. To this end, the committee has named one of its members to the serve in the role of liaison with SVSRDA and another to serve as liaison with EOSARDA.

To help with advertising and overall communication, *Swing into Spring* now has a [webpage](#), hosted on EOSARDA's website and linked to from SVSRDA's site. The Committee wishes to express its appreciation to the two parent organizations for their help in creating the page and for their co-operation in linking to the master webpage so that information can now be kept current while reducing the amount of conflicting or outdated information appearing in different locations.

At the joint meeting, the Committee and the two parent organizations reviewed the "Aims & Objectives" document that had been established several years ago to guide the Committee's operations. The three parties reached consensus about revisions to the document. The document, as revised in mid-October 2017, is attached to this report.

Also, the three parties agreed to work toward consensus about the monies accrued to *Swing into Spring* since 2015. Since its inception in 2012, all monies received by *Swing into Spring* have been held by SVSRDA and recorded in SVSRDA financial reports. The small financial losses incurred for the 2012 and 2013 events were covered jointly by equal contributions from both EOSARDA and SVSRDA.

Similarly, the profits accrued by *Swing into Spring* for 2015, 2016, and 2017, although belonging jointly to SVSRDA and EOSARDA have been retained in the SVSRDA account. Subsequent to the joint meeting, the amount of funds held for *Swing into Spring* by SVSRDA was determined to be \$4,000. That amount has now been transferred to the *Swing into Spring* Committee to cover pre-event expenditures for 2018 and future events. The Committee, EOSARDA, and SVSRDA have agreed that any post-event

balance in excess of \$5,000 held by *Swing into Spring* will be returned equally to SVSRDA and EOSARDA.

We look forward to seeing all of our dancers in Prescott in May of 2018 for what promises to be another excellent *Swing into Spring*!

Posters, registration forms and further information are available on the *Swing into Spring* webpage at:  
[http://www.eodance.ca/SIS\\_home\\_page.php](http://www.eodance.ca/SIS_home_page.php)

or as a link from the SVSRDA website at:

<http://www.svsrda.ca/links.html>

Submitted on behalf of the  
*Swing into Spring* Committee  
by

Wendy VanderMeulen  
19 November 2017

**Appendix 8**  
**Club Liaison, Recognition and Awards Committee**

**New Dancer Celebration**

By the end of May, 83 packages for New Dancers were successfully delivered out of the 95 originally requested by 13 Clubs. On hand, there are 38 Canadian Square and Round Dance Society pins, as well as 38 EOSARDA Brochures for 2017-2018 New Dancer Celebration. Many thanks to those Directors who visited the relevant Clubs this spring.

**Club Visit Dangle Program**

A total of 24 Club Visit Dangles was awarded this fall, 21 at the Gold level and 3 Silver. The following Clubs participated, with varying results:

Harbour Lites	9
Meri Squares	1
Mississippi Squares	9
Swinging Bs	3
Village Squares	<u>2</u>
Total	24

**Club Recognition**

An EOSARDA Certificate was presented to the Swinging Swallows of Pembroke for their 30<sup>th</sup> 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.

The other activities of the Club Liaison Committee will move forward, and hopefully we will have a successful dance year.

Ann Davelaar

## **Appendix 9 IT Committee 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 as 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.

Appendix 10  
SVSRDA Report

SEAWAY VALLEY SQUARE & ROUND DANCE ASSOCIATION

NOVEMBER 18, 2017

GRADUATION IN THE SPRING WAS VERY BUSY, THE EXECUTIVE TOOK TURNS VISITING MANY CLUBS TO PRESENT THE NEW DANCERS THEIR GRADUATION CERTIFICATE ON BEHALF OF SVSRDA. WE HONOURED 61 NEW DANCERS AND THEY WERE THRILLED TO RECEIVE THIS AWARD FOR THEIR ACCOMPLISHMENTS.

SVSRDA WELCOMED THE @QUINTY TWIRLERS FROM BELLEVILLE TO BE MEMBERS OF THE ASSOCIATION. THERE IS A DISTANCE BUT THEY ENJOYED HARBOUR LITES FOOD BANK DANCE AND LISTENING TO CALLERS THEY HAVE NOT DANCED BEFORE.

MOTHER'S DAY RIBBONS ARE BACK, MANY DANCERS WHO DO NOT GO TO THE SWING INTO SPRING DANCE WONDERED WHERE THE RIBBONS WERE. WE PRESENTED 61 RIBBONS THROUGHOUT SEAWAY VALLEY TO ENCOURAGE THE NEW DANCERS TO COME TO THE MOTHER'S DAY DANCE AND ENJOY DANCING WITH OTHER DANCERS AND THESE RIBBONS GIVE THEM FREE ADMISSION TO THE SUNDAY DANCE, WE WELCOME ALL NEW DANCERS TO THIS SPECIAL DANCE.

THERE WERE APPROXIMATELY 150 DANCERS AT THE MOTHER'S DAY DANCE.

SVSRDA 35<sup>TH</sup> ANNIVERSARY IS APPROACHING FAST, THE DANCE IS ON DECEMBER 10<sup>TH</sup>, AT THE SOUTH GRENVILLE HIGH SCHOOL IN PRESCOTT, DOORS OPEN AT 11:00 SO THAT ALL CLUBS CAN SET UP THEIR DISPLAY FOR THE HISTORY OF THEIR CLUB, THERE WILL ALSO BE A CALLERS CORNER FOR ALL CALLERS TO PUT THEIR OWN DISPLAY AND HISTORY. DANCE STARTS AT 1:30 TO 2:00 ROUND DANCING WITH ANDREA PRIEST AND 2:00 – 4:30 SQUARE DANCING TO JEFF PRIEST.

WE ENCOURAGE EVERYONE HERE TO HELP PROMOTE OUR 35<sup>TH</sup> ANNIVERSARY DANCE. THANKS GERALD & MARLENE PRESIDENT



**Appendix 11**  
**ONTARIO SQUARE AND ROUND DANCE FEDERATION REPORT TO EOSARDA AND**  
**COUNCIL OF DANCERS**

NOVEMBER 19, 2017

The Ontario Square and Round Dance Federation met in Keene, Ontario on August 12th and again in Guelph, Ontario on November 5, 2017. An earlier meeting and AGM occurred in Peterborough on April 22 in conjunction with T&D's "Spring Spree".

**RECRUITMENT AND BURSARIES**

We supported four new callers (two from EOSARDA and two from T&D) with Bursaries last spring. Three received \$500 extra from Society.

Recruitment bursaries are available for this dance year. We have not received any applications so far this year. Applications are due by December 31, 2017. Submission of applications by email is preferred and traceable. Please submit applications first to EOSARDA who will review and approve them prior to sending them off to OSRDF. OSRDF will then forward them to CSRDS if applicable.

It is time to be thinking about Trillium Awards. If you have any recommendations, please get them in as soon as possible.

**OSDRF WEBSITE**

The web site is continually being updated and improved.... It continues to be work in progress. The website address is <http://squaredance.on.ca> if anyone wants to check it out.

**MEMBERSHIP**

No numbers in as registration processing is still underway. If EOSARDA and SWOSDA numbers are any indication there is a decline in overall membership.

**INSURANCE**

The insurance company is the same one as last year and there is no expectation of any increase in cost.

**CONVENTION – LONDON 2018**

Please promote the convention to your dancers. Don't wait to register as the convention organizers need to know the expected attendance numbers and dance levels so that they can organize the dance program and ensure the proper space is allocated to each level.

As of Nov. 5th, there were 475 registered – 1200 is the magic number.

CONVENTION 2020 will be held in Surrey, B.C.

**Appendix 12**  
**Budget for 2017/18**

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

## Appendix 13 Changing the Fall Fest Funding 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?

Appendix 14  
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 danglers 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.