

ARTS MEETING MINUTES
Westin Hotel, Oklahoma City, OK
Sunday, June 29, 2003

CALL TO ORDER -

Meeting called to order at 9:10 AM on Sunday, June 29, 2003, by NEC President Gene Triplett

OPENING STATEMENT -

Gene Triplett opened the meeting with a brief statement during which he welcomed everybody and thanked them for taking the time and expense to attend the meeting. He also invited all representatives to introduce themselves and indicate if their organization has indicated a willingness to support the ARTS Alliance.

OPENING PRAYER -

Gene Triplett asked John Williford to open the meeting with a prayer.

ROLL CALL -

Representing CALLERLAB:

*Mike Jacobs, Tim Marriner, and, Jerry Reed (Executive Director)

Representing USDA:

Lyle & Jean Beck, *Charlie & Kitty Holley, Michael Streby, Jim & Edythe Weber

Representing NEC:

*John & Dimple Williford (3 Year Term), Gene & Connie Triplett

Representing USA West:

*Jim Maczko and Patty Wilcox

Representing ROUNDALAB:

*Bruce & Kristine Nelson, Tim & Nana EUM,

Representing ACA:

*Henry & Barbara Israel

Representing CONTRALAB:

*Art Harvey

* = Indicates the official organization representative for voting purposes

The following attended the meeting as observers:

Representing: Single Square Dancers USA:

Ron Holland

Representing: National Square Dance Campers:

Ralph Taylor

Representing: CALLERLAB Foundation

Jim Hensley (Foundation Marketing Director)

OPEN GENERAL ISSUE DISCUSSIONS -

Each representative was asked to introduce themselves and to say a few words if desired.

AGENDA -

Prior to acceptance of the proposed agenda the following changes were proposed:

- 1) Mike Jacobs, CALLERLAB representative, recommended an item titled "Media Guidance (Strategy)" be added
- 2) Henry Israel, ACA Representative, agreed that the agenda item titled "Review of the American Callers "1" Floor Dance Program" be withdrawn.

*MOTION: Be it resolved that the agenda be accepted as amended. **MSC***

(NOTE: In Paragraph 2 above, Henry had asked that "recommended" be changed to "Agreed". This change has been incorporated)

MISCELLANEOUS REPORTS - The following reports were presented:

Finance Report -

At this time there is NO financial report

Even though there is no Finance Report at this time, the following information was provided:

The USDA has approved \$1,000. To be provided to and used by the ARTS Alliance these funds will be transferred to the ARTS after an IRS Tax Exempt 501 (c) (3) status has been established. (See Attachment 1)

CALLERLAB (\$53.11) and Jerry & Del Reed (\$212.75) have donated a total of \$265.86 to provide the equipment required to tape this meeting.

Reports from past meetings: (Copies of the minutes of the meetings were available)

October 2002 ARTS Planning Meeting (Cocoa Beach, FL)

January 2003 ARTS Meeting (Falls Church, VA)

Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: The Minutes of the January 22, 2003 meeting of the ARTS be approved. **MSC***

New Organizations to Join the ARTS:

This item involves adding other organizations to the ARTS Alliance. Discussions included 1) CONTRALAB which has voted to support the alliance and is represented at this meeting 2) The Single Square Dancers of America, which is represented at this meeting, and 3) The National Square Dance Campers which is represented at this meeting. Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: CONTRALAB be approved to join the ARTS Alliance and that the Single Square Dancers of America and the National Square Dance Campers be invited to join the ARTS Alliance. **MSC***

Ad-Hoc Committee Reports:

Finance - Jim Maczko, Chairman

The Ad-Hoc Committee met April 15, 2003 and discussed several items, including a fund raising project selling T-shirts and ball caps. The committee will be working toward establishing an IRS Tax Exempt 501 (c) (3) entity for the ARTS Alliance. There was some discussion of which state may be best for the Tax Exempt corporation. The committee submitted a report of their activities (See Attachment 2).

Electronic Mailing List - Michael Streby, Chairman

The Ad-Hoc Committee reported on the possibility of establishing our own web server at an approximate cost of \$1,500 to set up and annual cost of approximately \$1,000. This would be an ARTS web hosting system which could provide web hosting service for all ARTS organizations.

Another option would be to establish an ARTS web site on another web server which would provide ASB (Active Server Base) access. Cost of this type web service would be approximately \$300 per year.

An ARTS web site & service would provide the capability to collect data, establish web pages, transmission of data (messages) to a mailing list (dancers, associations, and others), and other web services. There are many possibilities for this issue.

Jim Weber reported that USDA has established a mailing list for the ARTS Alliance on the USDA web site. The address for this mailing list is: Alliance@usda.org. All organizations are asked to send changes to representatives or E-mail addresses to Jim Weber (jweber10@kc.rr.com).

Discussion of this item resulted in the following MOTIONS:

*MOTION: Be It Resolved That: Jim Weber & Mike Streby investigate establishing an ARTS web site. **MSC***

*MOTION: Be It Resolved That: Jim Weber & Mike Streby obtain a domain name for an ARTS web site with a name containing the words "ARTS" and "DANCE" similar to "ARTS-DANCE.org" or a similar name. **MSC***

Goal of 50,000 New Dancers - Tim Crawford, Chairman

This item includes working toward the goal of adding 50,000 dancers. One idea discussed was conducting a survey to obtain more information about the current dancers. One idea for this survey would be to create a survey and collect data at the next NSDC in Denver, Co.

The following was proposed as a plan for the survey: 1) The Committee will create the survey, 2) The survey will be printed, 3) The surveys would be stuffed in the convention package and additional copies made available, and 4) Collection points will be established. The NEC will contact the 53rd NSDC to investigate getting the surveys into the convention packages. There was no discussion of how the information would be compiled and analyzed.

Other Organizations Joining ARTS - Tim Crawford, Chairman

The Ad-Hoc Committee was charged with discussing and recommending guidelines for other organizations to join the alliance. There was no report from the committee.

OLD BUSINESS -

Establish an Alliance of National Square, Round and Traditional Organizations:

The following organizations indicated they do support the ARTS: CALLERLAB, USA West, USDA, NEC, ROUNDALAB, ACA, and CONTRALAB.

Mission Statement Review -

This item involves recommended changes to the Mission Statement previously approved. There has been an E-mail exchange of ideas for a revision. Discussion of this issue resulted in the following motion. (See Attachment 3):

*MOTION: Be It Resolved That: The ARTS Mission Statement approved in January 2003 be revised to read: "The **ARTS** mission is to generate public awareness and promote growth and acceptance of contemporary Square, Round, and Traditional Folk Dance by encouraging and assisting a coalition of allied dance groups. The **ARTS** will provide leadership and resources necessary to create an achievable marketing program. The **ARTS** will encourage, promote and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique system of social interactions." **MSC***

ARTS Logo -

This item involves the logo for the alliance. There has been discussion of the logo and several suggestions. A logo was created for the the T-shirt project at the 52nd NSDC in Oklahoma City. Discussion of this issue resulted in the following motion. (See Attachment 3):

*MOTION: Be It Resolved That: The ARTS logo as displayed on the T-Shirts sold at the 52nd NSDC in Oklahoma City be approved. **MSC***

Set Up Organization Structure -

Membership -

There was a brief discussion of this item which resulted in the following MOTION:

*MOTION: Be It Resolved That: The Single Square Dancers USA, the National Square Dance Campers, the Universal Round Dance Council, and the International Association Of Gay Square Dance Clubs be invited to join the ARTS Alliance. **MSC***

Dues -

Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: ARTS organizations be encouraged to make a donation to the ARTS to help fund startup costs. This request will be included in invitations to other organizations. **MSC***

Other Items for Consideration -

The following other items were on the agenda: a) Election of Officers, b) By-Laws & Constitution, c) Tax Status [501 (c) (3)], d) Day To Day Operations, d) Funding, e) Publicity. Considerable discussion of several of these items resulted in the following MOTIONS:

*MOTION: Be It Resolved That: a steering committee to be named Organization Ad-Hoc Committee to be chaired by Tim Crawford be formed to review and report by the next meeting on the following items: 1) Membership (criteria, etc.), 2) Election of Officers, and 3) Bylaws. **MSC***

*MOTION: Be It Resolved That: the Finance Ad-Hoc Committee, with Jim Maczko as Chairman, be asked to review and report by the next meeting on the following items: 1) Costs, 2) Dues, 3) Tax Status, and 4) Funding **MSC***

*MOTION: Be It Resolved That: Jim Maczko, Chairman of the Finance Ad-Hoc Committee, be approved as temporary ARTS Treasurer and be authorized to apply for a Federal Tax number and to open a bank account for the ARTS and that Jim Weber be approved as temporary Assistant Treasurer. **MSC***

Publicity -

This item involves how the activity is portrayed in the media and the concerns about this issue. There was agreement that when dancing is covered by the media is important that it is portrayed in a positive light. There was also agreement that it is important for the ARTS to "speak" with one voice. There was discussion about some of the material which has been produced, including video. There was also discussion about a national 800 phone number which would be available to provide information nation wide. There was agreement that an Ad-Hoc Committee be set up to review this issue. Mike Streby was approved as Chairman of this committee with members Mike Jacobs and Jim Hensley.

Review Multi-Cycle Document

This item involves the agreement that the ARTS would publish documents which are supported by all member organizations. The agreement is that if a document is supported by all member organizations it may be published by the ARTS and carry the ARTS logo. The document titled "The Multi-Cycle Lesson Plan dated June 16, 2003" was presented and the organizations were asked to review the document to determine if it is supported by all organizations as a jointly supported ARTS document. CALLERLAB was asked to submit an E-mail ballot to all ARTS members for the organizations to vote on their support of the document.

Further discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: the ARTS not discuss the Multi-Cycle Lesson Plan as a jointly supported document. **Moved, seconded, and Not Carried***

(NOTE - The vote on this item was three Yes and three No. Since the vote was tied, the MOTION was not approved.)

Following defeat of the above MOTION the following MOTION was submitted:

*MOTION: Be It Resolved That: Discussion of the Multi-Cycle Lesson Plan be tabled until the next ARTS meeting. **MSC***

(NOTE - This result of this MOTION is that further discussion of the document will be tabled until the next ARTS meeting in October 2003. Approval of this MOTION eliminated the requirement to send the document to the member organizations for a vote of their support.)

ARTS Funds -

The CALLERLAB Foundation has received a donation of \$379.66 which was designated to be used for the ARTS Alliance. A separate bookkeeping account has been established by the Foundation to keep track of this and other funds which have been so designated. The money collected and spent for the 2003 52nd NSDC T-shirt project will be accounted for in this account.

Hall Of Fame/Museum - Paducah, KY -

Paducah, KY has made two presentations to the Alliance concerning the city's desire to establish a square dance hall of fame/museum in Paducah. USDA presented a report of a visit to the area. The city has indicated they will provide a facility for a revolving hall of fame/museum. Other activities which would participate in the revolving displays would be clogging, basket weaving history, and quilting. USDA is planning to hold their January meeting in Paducah. This will provide the opportunity for a larger group to see the city. Further discussion of this item will be held until the next meeting

Next Meeting -

There was discussion of the various possibilities for the next meeting including the USDA meeting in January 2004, the USA West meeting in March 2004, the Mid America festival in October 2003, the Turkey Strut festival in November 2003, the CALLERLAB Executive Committee Meeting in October 2003, and the ACA convention in 2004. After considerable discussion it was agreed that the next meeting will be hosted by CALLERLAB Sunday afternoon, October 19, 2003 in Orlando, FL. Specific details will be provided at a later time. The meeting will be held in the AmeriSuites Hotel, 5435 Forbes Place, Orlando, FL 32812, 407-816-7800. Members should c0ntact the hotel directly and make sure the hotel knows they are part of the "CALLERLAB Group".

ADJOURNMENT

The meeting was adjourned at 1:45 PM on Sunday, June 29, 2003.

Submitted by

Jerry L. Reed
Executive Director
CALLERLAB
Transcribed from tape

ARTS Meeting January 22, 2003 Minutes

Attachment 1

UNITED SQUARE DANCERS OF AMERICA
SQUARE DANCE - AMERICAN FOLK DANCE

OFFICERS 2002-03

PRESIDENT

Lyle and Jean Beck
12538 Rugby Court
Dubuque, IA 52002-1064
(563) 556-1253

VICE PRESIDENT EASTERN REGION

CT DE, O of C, ME, MO, MA, NH,
NJ, NY PA, RI, VT and VA
Bill Flick
400 Pete's Way
Boothwyn, PA 19061
(610) 358-2306

VICE PRESIDENT CENTRAL REGION

AL, FL, GA, IN, KY MI AdS, NC, OH,
SC, TN and WV
Charlie and Kitty Holley
6132 Bell Road Manor
Montgomery, AL 36117-4361
(334) 271-064

VICE PRESIDENT PLAINS REGION

AR, IL, IA, KS, LA, MN, MO, NE, NO,
OK, SD, TX and WI
Dan and Pat Liska
1 SE 9th Street
Lee's Summit, MO 64063
(816) 246-1166

VICE PRESIDENT WESTERN REGION

AK, AZ CA, CO, HI, ID, MT NV NM,
OR, UT WA and WY
Sam and Marianne Baines
17674W, Sunbelt Lane
Surprise, AZ 85374-2988
(623) 556-0658

SECRETARY

Michael and Kimberlee Streby
6645 Canyon Rim, Row 200
San Diego, CA 92111
(858) 277-6621

TREASURER

Bob and Loretta Welch
1327 Hazel Street
Carthage, MO 64836-2826
(417) 358-1229

PAST PRESIDENT

Bill and Bobbie Shepard
(615) 367-0796

HISTORIAN

Ron and Marilyn Schmit
(503) 623-3479

PARLIAMENTARIAN

Jim Maczko/Patty Wilcox
(619) 295-2635

COMMITTEE CHAIRMEN

HANDICAPABLE DANCERS

Al and Portia Bruning
904 S. St. Mary's
Sioux City, IA 51106
(712) 276-1862

NATIONAL FOLK DANCE

Mark and Bessie Grumbine
1315 Pride Gap Cove
Cabot, AR 72022
(501) 988-2385

INSURANCE COORDINATOR

Lorraine Backus
P.O. Box 17128
Little Rock, AR 72222-7128
(501) 312-2264

INFORMATION/PUBLICATIONS

Jim and Edythe Weber
1316 Middlebrook Drive
Liberty, MO 64068-1941
(816) 781-3598

CREDIT CARD

Joe and Joy Vaccari
227 Hughes Street N.E.
Ft. Walton Beach, FL 32548
(850) 243-9484

YOUTH

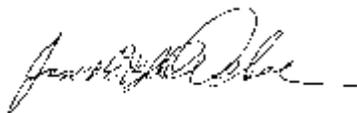
John and Alitia Becker
P.O. Box 1561
West Monroe, LA 71294
(318) 345-1030

June 29, 2003

RE: ARTS presentation

At the United Square Dancers of America annual Board of Directors meeting on Wednesday, June 25, 2003 the Board approved USDA's participation in the Alliance of Round, Tradition and Square Dance (ARTS).

USDA is dedicated to the success of the Alliance and has therefore set aside \$1,000 for financial support of this effort.



James and Edythe Weber
President
United Square Dancers of America

USDA Alliance Representatives
Charles and Kitty Holley
Lyle and Jean Beck
Michael and Kimberlee Streby
James and Edythe Weber

ARTS Meeting June 29, 2003
Attachment 2 (Finance Ad-Hoc Committee Report)
(Page 1 of 2)

ARTS Ad-Hoc Finance Committee
Meeting April 15, 2003

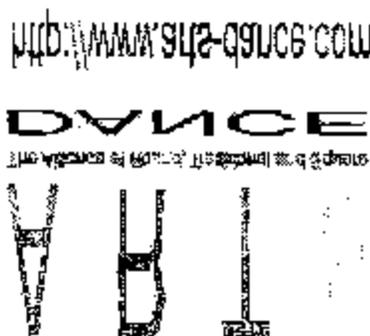
The ARTS Ad-Hoc Finance Committee met during the CALLERLAB Convention on April 15, 2003, in San Antonio. All members of the Committee were present: Tim Marriner, Gene and Connie Triplett, Jim Hensley, Jim Maczko, Patty Wilcox. Mike and Michelle Jacobs also joined the meeting

The Committee discussed in general terms the requirements of the financial needs of the Alliance with the understanding that significant amounts of funding would be required to implement the full scope of the desired marketing programs incorporated within the Phoenix Plan

A proposal to seek earnest money from each of the participating organizations was generally accepted. A nominal amount of \$100 from each of the groups was suggested. Should addition funding be required in the interim, a possible source was the CALLERLAB Foundation.

Organizational issues concerning the creation of a 501 (C) (3) non-profit charitable corporation were briefly discussed.

Various fund raising projects were discussed. It was determined that any initial effort would have to be small due to limited funds. A consensus was reached that the AD-Hoc Finance Committee would generate funds through the sale of ARTS T-Shirts. Gene and Connie Triplett will obtain information regarding the production of these T-Shirts incorporating the ARTS logo:



The actual design of the T-shirt may not be able to include all this information, but will reflect the ARTS logo. It was suggested that a written explanation — or Press Release — defining ARTS be provided with each T-shirt.

A successful fund raising campaign will require the cooperation and assistance of all organizations participating in the ARTS. It is the hope of the Committee to have these T-Shirts available at the OKC National Convention. The USDA holds its Annual meeting just prior to the Convention on Wednesday and will be able to sell these T-Shirts at that time. It was hoped that the CALLERLAB booth in the vendor area of the OKC National Convention could also be utilized as a point of sale of these T-Shirts. In addition, the NATIONAL SQUARES magazine table is also a potential sale location at the OKG National Convention. Each of these locations will require the agreement of these member organizations to assist with the sale of these T-Shirts

Until such time as sufficient funds are available to establish separate ARTS accounts it is hoped that the CALLERLAB Foundation will hold any income from these sales in escrow. Again, this will require the concurrence of the Foundation.

ARTS Meeting June 29, 2003
Attachment 2(Finance Ad-Hoc Committee Report)
(Page 2 of 2)

Accordingly, the ARTS Ad-Hoc Finance Committee is seeking authorization for the following:

1. Proceed with this fund raising effort;
2. Sale of ARTS T-Shirts at:
 - a. USDA Annual Meeting
 - b. CALLERLAB vendor booth at OKG National Convention
 - c. NATIONAL SQUARES magazine table at OKG National Convention
 - d. Other available venues.
3. Authorization to place funds in escrow in the CALLERLAB Foundation account;
4. Authorization for payment of T-shirt expenses from an escrow account in the CALLERLAB Foundation account.

Gene and Connie Triplett may have a source for the T-Shirts who will delay invoicing for a period of up to 60 days affording us the opportunity to generate funds through the sale of these T-Shirts

Additional issues which need to be covered (before next meeting):

1. Making certain that all understand what Alliance is;
2. Establish areas in which we can work effectively;
3. Development of a management system;
4. Funding (80% of charitable giving is from individuals, not corporations).
5. It was felt that Dancers are looking for results (they don't know or care about Phoenix Plan) - ARTS is the "unification" that will help

We were very pleased to have the full cooperation of the entire committee in a creative discussion which we believe will be fruitful for the future of the ARTS.

ARTS Meeting June 29, 2003
Attachment 3 (Revised Mission Statement)
(Page 1 of 1)

The ARTS
(Alliance of Round, Traditional, and Square Dance)

MISSION STATEMENT
(Revised & Approved June 29, 2003)

The **ARTS** mission is to generate public awareness and promote growth and acceptance of contemporary Square, Round, and Traditional Folk Dance by encouraging and assisting a coalition of allied dance groups. The **ARTS** will provide leadership and resources necessary to create an achievable marketing program. The **ARTS** will encourage, promote and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique system of social interactions.

ARTS Meeting June 29, 2003
Attachment 4 (ARTS Logo)
(Page 1 of 1)

(Note - The logo shown below is a representation of the finished logo. The original logo artwork or electronic copy will be provided. The web site will be added later.)

