

ARTS MEETING MINUTES  
AmeriSuites, Orlando Airport  
Orlando, Florida  
October 19 -20, 2003  
(Approved November 21, 2003)

CALL TO ORDER -

Meeting called to order at 4:10 PMon Sunday, October 19, 2003, by CALLERLAB Vice Chairman Tim Crawford (Mike Jacobs, ARTS President for this meeting, arrived at approximately 5:00 PM). During the meeting there were several temporary adjournments.

ROLL CALL -

The following organizations have approved support of the ARTS: American Callers Association, CALLERLAB, CONTRALAB, International Association of Gay Square Dance Clubs, National Square Dance Campers, NEC, ROUNDALAB, Single Square Dancers USA, USA West, and USDA

Representing ACA: (Need to verify designated Voting Rep)

\*Henry & Barbara Israel and Pat Demerath

Representing CALLERLAB:

\*Tm Crawford, Mike Jacobs, Larry Cole, Jim Mayo, Tim Marriner, Jerry Reed (Executive Director) and Mike Callahan (Assistant Executive Director)

Representing CONTRALAB:

\*Dennis Ricker

Representing: IAGSDC:

No Representative at this meeting

Representing: National Square Dance Campers:

No Representative at this meeting

Representing NEC:

\*John & Dimple Williford

Representing ROUNDALAB:

\*Carter and Ruby Ackerman

Representing: Single Square Dancers USA:

\*Ron Holland (Attended meeting beginning Monday, October 20, 2003)

Representing USA West:

\*Jim Maczko and Patty Wilcox

Representing URDC:

\*Robert & Kay Close

Representing USDA:

\*Charlie & Kitty Holley, Jim & Edythe Weber, Lyle & Jean Beck, and Michael Strebly

\* = Indicates the official organization representative for voting purposes

The following organizations are attending as observers:

Representing: CALLERLAB Foundation

Jim Hensley (Foundation Marketing Director)

The following items are added to the agenda:

(ITEM E-1) (Discussion of Draft Bylaws )

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

MISCELLANEOUS REPORTS - The following reports were presented:

Finance Report - (Attachment 1)

The CALLERLAB Foundation has established a special account designated for use by the ARTS Alliance. This account has \$1,091.06 for the ARTS. These funds were transferred to the ARTS Treasure during this meeting. (See attached financial report)

The following donations to the alliance have been received since the June 2003 meeting:

CALLERLAB has donated \$500.00

CONTRALAB has donated \$100.00

USA West has approved a donation of \$250.00

USDA has approved a donation of \$1,000

Check from Gold Rush Squares - \$42.00

During the meeting the Single Square Dancers USA presented a check for \$250.00

The following were donations to support the June 2003 meeting:

CALLERLAB (\$53.11) and Jerry & Del Reed (\$212.75) have donated a total of \$265.86 to provide the equipment required to tape the June 2003 meeting.

Reports from past meetings -

Copies of the minutes of the following meetings were available:

Fall 2002 ARTS Planning Meeting (Cocoa Beach, FL)

January 2003 ARTS Alliance Meeting (Falls Church, VA)

June 2003 ARTS Alliance Meeting (Oklahoma City, OK)

*(NOTE - The minutes from this meeting were approved by ARTS LOG# 03-0802-001)*

OPEN GENERAL ISSUE DISCUSSIONS -

A brief time was allotted for informal introductions and comments prior to discussions of the formal agenda items.

OLD BUSINESS -

Other Organizations to Join the ARTS -

This item involves adding other organizations to the ARTS Alliance. During the June 2003 meeting a MOTION was approved to invite the following organizations to join the ARTS: 1) The Single Square Dancers of America (SSDUSA), 2) The National Square Dance Campers (NSDC), 3) The International Association of Gay Square Dance Clubs (IAGSDC), and 4) the Universal Round Dance Council (URDC).

Invitations were sent to the above organizations, with the following results:

- 1) The Single Square Dancers USA - Voted to join the ARTS
- 2) The National Square Dance Campers - Voted to join the ARTS and will be voting on a donation in July 2004.
- 3) The International Association of Gay Square Dance Clubs - Voted to join the ARTS and will be voting on a donation in January 2004.
- 4) The Universal Round Dance Council - The organization has responded that they are interested and have asked for more information. The CALLERLAB Home Office has provided additional information. The URDC is represented at this meeting and will be discussing joining the ARTS at a later time

Discussion of this item resulted in the following MOTIONS:

*MOTION: Be It Resolved That: The Single Square Dancers USA be approved to join the ARTS Alliance.*  
**(MSC)**

*MOTION: Be It Resolved That: The National Square Dance Campers be approved to join the ARTS Alliance.*  
**(MSC)**

*MOTION: Be It Resolved That: The International Association of Gay Square Dance Clubs be approved to join the ARTS Alliance. **(MSC)***

Bylaws - (Attachment 2)

This item consists of the proposed Bylaws, Draft 2, dated October 20, 2003. Draft 2 of the proposed Bylaws were presented to all attendees and were discussed during the meeting on Monday, October 20, 2003. Considerable discussion of the draft resulted in several changes being agreed to. Considerable discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: the proposed Bylaws, Draft 2, dated October 20, 2003, as amended, be accepted, to be approved by the ARTS designated attorney. **(MSC)***

(NOTE - The modified Bylaws, Draft 4, dated November 9, 2003, are attached as attachment 2 and will be submitted for approval under a separate ARTS LOG)

Following approval of the above MOTION, a short discussion of the invitation and membership by the Universal Round Dance Council (URDC) resulted in the following MOTION:

*MOTION: Be It Resolved That: the Bylaws be amended to include the Universal Round Dance Council as a Governing Board Member upon receipt of a request from the organization to join the ARTS. **(MSC)***

Dues: -

This item was discussed during the June 2003 meeting and a MOTION was approved that each organization would be encouraged to make a donation to the ARTS to help fund startup costs. The following organizations have approved a donation: 1) USDA, 2) CONTRALAB, 3) USA West, 4) CALLERLAB and 5) the Single Square Dancers USA. There was more discussion of this item during discussion of the Bylaws.

Ad-Hoc Committee Reports:

Finance - Jim Maczko, Chairman

Treasurer & Bank Account -

During the June 2003 meeting Jim Maczko was appointed as temporary ARTS Treasurer and Jim Weber be approved as temporary Assistant Treasurer. Jim was authorized to apply for a Federal Tax number and to open a bank account for the ARTS. A bank account has been established and the ARTS has obtained a Federal Identification Number.

Articles Of Incorporation - (Attached)

The committee has drafted proposed Articles Of Incorporation, Draft 2, dated October 20, 2003. The proposed document has been reviewed by a Certified Public Account (CPA) and an attorney who specializes in Non-Profit corporations. The proposed Articles Of Incorporation were submitted to the ARTS Representatives for review, discussion, and vote with the recommendation that the ARTS be incorporated in North Carolina. The committee also recommended, and there was agreement, that the attorney who reviewed the proposed document be utilized to complete the incorporation in North Carolina and to submit the required request to the IRS to obtain 501 (c) (3) Tax-Exempt status. There was considerable discussion of the proposed document and several revisions were made. Discussion of this item resulted in the following MOTIONS:

*MOTION: Be It Resolved That: the ARTS utilize the services of the attorney who has reviewed the proposed Articles of Incorporation and who specializes in Non-Profit corporation to incorporate in North Carolina. **(MSC)***

*MOTION: Be It Resolved That: the ARTS obtain book keeping software (Quick Books) not to exceed \$500. **(MSC)***

*MOTION: Be It Resolved That: the ARTS utilize the services of the attorney who has reviewed the proposed Articles of Incorporation and who specializes in Non-Profit corporation to assist in filing for IRS 501 (c) (3) Tax-Exempt status. (MSC)*

*MOTION: Be It Resolved That: the proposed Articles Of incorporation, Draft 2, dated October 20, 2003, as amended, be accepted, to be approved by the ARTS designated attorney. (MSC)*

(NOTE - The modified Articles of incorporation, Draft 3, dated October 20, 2003, are attached as attachment 3 and have been submitted for approval under ARTS LOG# 1031-001)

Publicity - Michael Streby, Chairman and members Mike Jacobs and Jim Hensley

The committee reported on video products which publicize square dancing. There was some discussion of several people who are working on the production of video products including Public Access Television. There was also discussion of the implementation of an 800 phone number to provide information about square dancing. It was agreed that maintaining a data base of contact information on a national level would be a concern. There was also agreement that the network which could be established through the ARTS could be very valuable. Considerable discussion of this item resulted in agreement that the Ad-Hoc Committee would work on the following:

- 1) Develop a plan to manage a system for an 800 phone number. Such a plan must include plans to track and respond to questions about square dancing (clubs, dances, festivals, and other information)
- 2) Create a "How To" information pamphlet or document on the general topic of creating, marketing, and implementing Community Access Television products and shows.

Electronic Mailing List - Michael Streby & Jim Weber, Co-Chairman

The committee reported that an E-mail mailing list ( [alliance@usda.org](mailto:alliance@usda.org)) has been established for use by the ARTS representatives. All attendees were reminded that only those E-mail addresses on the mailing list can send to or receive E-mail from this mailing list.

The committee also reported that the following web addresses are available: ARTSDance.org, ARTS-Dance.org, ARTS-DanceFoundation.org, ARTS\_DanceFoundation.org, ARTS-Dance.com. The ARTS web site can be hosted on [www.usda.org](http://www.usda.org). Discussion of this item resulted in the following MOTIONS:

*MOTION: Be It Resolved That: the following be acquired for the ARTS web site: ARTS-Dance.org and ARTS-Dance.com.. (MSC)*

*MOTION: Be It Resolved That: the Media Ad-hoc Committee be authorized to acquire both ARTS-Dance.org and ARTS-Dance.com. for a 10 year period and to host the ARTS web site on the USDA web site. (MSC)*

Review Multi-Cycle Document -

Prior to discussion of this item the following MOTION was submitted:

*MOTION: Be It Resolved That: further discussion of the CALLERLAB document titled "Multi-Cycle Lesson Plan" be tabled until the next meeting in March 2004. (MSC)*

Hall Of Fame/Museum - Paducah, KY -

Prior to discussion of this item the following MOTION was submitted:

*MOTION: Be It Resolved That: further discussion of the Hall of Fame/Museum in Paducah, KY be tabled until the next meeting in March 2004. (MSC)*

### USDA Dancer Survey -

Michael Streby reported that a survey was created by USDA and that data was collected during the 2003 USA West convention in Ogden, UT. The survey was taken by the people who attended the education seminars during the 2003 USA West convention. This was reported to be approximately 60 people. Several reports were presented from the survey. The reported survey results will be provided to ARTS representatives. The USDA 2003 survey questions are attached as attachment 4.

Discussion of this item resulted in agreement that the Michael Streby Committee would create a dancer survey which would be done at the 53<sup>rd</sup> NSDC in Denver in June 2003. There was considerable discussion concerning how the survey would be distributed and how the completed surveys would be collected. The 53<sup>rd</sup> NSDC in Denver is agreeable to helping with this survey.

There was agreement that publicity is a key factor in the success of this survey. It was agreed that the final plan for conducting the survey and the content of the survey needs to be completed by the next meeting in March 2004.

It was also reported that CALLERLAB is conducting a demographic survey of approximately 2,000 dancers in the USA. The results of that survey will be made available to the ARTS upon completion. (See Separate Agenda item).

There was some discussion of a survey which was conducted during the NSDC in St. Paul, MN. There has been no report of the results of this survey.

Discussion of the issue of dancer survey resulted in the following MOTION:

*MOTION: Be It Resolved That: a dancer survey be created by Michael Streby which will be ready for review at the next meeting in March 2004 and will be conducted at the 53<sup>rd</sup> NSDC in Denver in June 2004. The method of delivery & collection will be determined later. **(MSC)***

### NEW BUSINESS -

#### Demographic Survey Information - (FYI)

CALLERLAB & The CALLERLAB Foundation have developed and mailed a demographic survey to collect information about the current dancer population. The information gathered may be used to provide potential sponsors with information about us. The information will NOT be sold nor used in any way except to help further the goals of the *Phoenix Plan*. Final distribution of the information from the survey will be made by the CALLERLAB Board/Executive Committee. There was agreement that the results of the survey would be provided to the ARTS representatives.

#### Documents Proposed for ARTS Joint Support -

USDA has proposed the following USDA documents be reviewed and considered for joint support by the ARTS. If approved by ALL organizations, the documents would be published under the ARTS logo and would be supported by all member organizations. The following documents, which are available on the USDA web site, have been proposed: 1) Recruiting and Keeping New Dancers; 2) Retaining Dancers; 3) Ian Henzel Plan for Sq. Dn. Recruitment; and 4) Club Erosion. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that the following USDA document be endorsed by the ARTS under the ARTS logo as a jointly supported document: "Recruiting and Keeping New Dancers". **(MS and Not Carried)***

#### Information Pamphlet -

This item included discussion of a proposal that the ARTS create and publish a document to publicize the ARTS. Such a document could be a Tri-Fold pamphlet which will provide publicity and information about the ARTS. This would be an ARTS document and would be published under the ARTS logo and would include a list the ARTS organizations, the Mission Statement, Goals, information about what the ARTS is doing, and other appropriate information concerning the ARTS. Considerable discussion of this item resulted in the following MOTIONS:

*MOTION: Be it resolved that the Publicity Committee create an initial informational tri-fold type publication to be ready for review, discussion, and vote at the next meeting of the ARTS in March 2004. (MSC)*

*MOTION: Be it resolved that the CALLERLAB be authorized to print up to 10,000 copies of a single page informational publication and to be reimbursed for paper and shipping costs. (MSC)*

#### Information Available from ARTS Organizations -

This item included discussion of a proposal that the ARTS create and publish a document listing the documents which are available from the member organizations. This list would be made available to the square dance community. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that the ARTS create a list of publications which are available from ARTS organizations. (MSC)*

Jim Weber agreed to assume the task of creating the list. Distribution and publication of the list will be determined at a later date.

#### PR Seminar at NSDC -

This item included discussion of a proposal that the ARTS create and present information to publicize the mission, goals, accomplishments, and organization of the ARTS. This information would be presented at a future NSDC. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that the a PR seminar to publicize the mission, goals, accomplishments, and organization of the ARTS be planned and presented at a future NSDC (in Denver in 2004 if practical or in Portland in 2005). (MSC)*

An Ad-Hoc Committee was assigned to accomplish this task. Jim Hensley and Pat Demerath are Co-Chair with members: Tim Crawford and Michael Streby.

#### Development of Plans - Fundraising - Corporate Sponsorship - Grant Writing -

This item included discussion of a proposal to develop plans for the following issues:

1) Professional Fund Raising (Attachment 5)

A fund raising plan should be created to address the issue of raising money for the ARTS.

2) Corporate Sponsorship (Attachment 6)

This plan would be intended to attract corporate sponsors who might wish to use square, line, contra and round dancing in their advertisements and public relations. This plan should include some actions/recommendations to improve the "hayseed" image of square dancing activities.

3) Grant Writing (Attachment 7)

This plan would be intended to search for funding for square dancing from public, corporate, foundation, individual, and family foundations.

Considerable discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that a Fund Raising Ad-Hoc Committee be established to develop the following plans: 1) Fund Raising Plan, 2) Sponsorship Plan, and 3) Grant Writing Plan. (MSC)*

The Fund Raising Ad-Hoc Committee includes the following members; Pat Demerath as Chairman with members Jim Hensley and Tim Marriner

#### Development of Lobbyist Attraction Plan - (Attachment 8)

This plan would be intended to obtain federal support in any legislation that might be in the Congress, the Executive Departments and Federal Agencies such as the ARTS. Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: further discussion of a proposal to develop a plan to attract lobbyists be tabled until the next meeting in March 2004. **(MSC)***

Development of a Square Dancing Image Enhancement Plan - (Attachment 9)

This plan would be intended to upgrade the public's view of square dancing. Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: further discussion of a proposal to develop a plan to enhance the image of square dancing be tabled until the next meeting in March 2004. **(MSC)***

ARTS Logo -

This item included discussion of a proposal for the logo for the ARTS. There have been two similar logo designs submitted for consideration. One design, submitted by Jim Hensley, displays the words "ARTS" as tall letters which are joined by "hands" with the words "Alliance of Round, Traditional, and Square" positioned under the word "ARTS". Another design, submitted by Michael Streby, displays the word "ARTS" as shorter letters with the words "Alliance of Round, Traditional, and Square Dance" word in a box shape around the word "ARTS". Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that further discussion of the ARTS logo be tabled until the next meeting. **(MS Not Carried)***

Upon defeat of the above MOTION further discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that the logo design submitted by Jim Hensley ("ARTS" with connecting "hands") as modified by adding the word "Dance" and to present the words "Alliance for Round, Traditional, and Square". **(MSC)***

Next Meeting -

The USA West Policy Board has offered to host the Spring 2004 meeting of the ARTS in Portland, OR immediately following the 54<sup>th</sup> NSDC Pre-Convention in Portland OR. The meeting could start the evening of Sunday, March 21, 2004 and continue through Monday, March 22, 2004.

*MOTION: Be It Resolved That: The next ARTS meeting will be hosted by the USA West Policy Board and held on March 21 & 22, 2004 in Portland, OR. Further details will be provided by the USA West Policy Board at a later date. **(MSC)***

June 2004 Meeting -

The ACA made an offer to host the June 2004 ARTS meeting in Denver. Final approval for this offer will be provided by the ACA Board.

ADJOURNMENT

The meeting was adjourned at 3:55 PM on Monday, 20 October 20, 2003

Submitted by:

Jerry L. Reed  
Executive Director, CALLERLAB  
Minutes Transcribed from Tape  
(Approved November 21, 2003 by ARTS LOG# 1027-001)

October 19 - 20, 2003 ARTS Meeting  
 Attachment (1) (Financial Report - Page 1 of 1)

ARTS Finance Information				
As of October 19, 2003				
				<u>Comments</u>
<b>Income</b>				
	Donation		\$379.66	
	Donation - CALLERLAB		\$53.11	
	Donation - Jerry & Del Reed		\$212.75	
	T-Shirt Sales (OK City)		\$649.00	
	Donation - CONTRALAB		\$100.00	
	Donation - CALLERLAB		\$500.00	
	Check From Gold rush (L.Beck)		\$42.00	
	Donation-Single Spinners		256.25	
Total Income			<u>\$2,192.77</u>	
				<u>Comments</u>
<b>Expenses</b>				
	T-Shirts (Purchase)		\$835.85	
	Ship Meeting Equip to OKC		\$53.11	
	Ship Meeting Equip to Cocoa,FL		\$212.75	
Total Expenses			<u>\$1,101.71</u>	
	<b>*Balance In Account</b>		<b>\$1,091.06</b>	
<p>* This money was being held in a special account by The CALLERLAB Foundation. This special account is earmarked for ARTS use only. These funds were transferred to the ARTS during the ARTS meeting in October 2003.</p>				

ALLIANCE OF ROUND, TRADITIONAL AND SQUARE – DANCE, INC.  
(ARTS-DANCE)  
A NORTH CAROLINA NON-PROFIT CORPORATION

BYLAWS

Article I - Name

The name of this corporation is ALLIANCE OF ROUND, TRADITIONAL AND SQUARE – DANCE, INC. (aka/dba ARTS–DANCE).

Article II - Objectives

This corporation is a non-profit CHARITABLE EDUCATION ORGANIZATION / FOUNDATION organized and operated to generate public awareness and promote growth and acceptance of contemporary Square, Round, Traditional, Contra, Clog, Line and Folk Dancing by encouraging and assisting a coalition of allied dance groups. The **ARTS-DANCE** foundation will provide the leadership and resources necessary to create an achievable marketing program. The **ARTS – DANCE** foundation 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.

Article III – Members

**Section 1 – Class of Members**

- A. Governing Board
  - (1) American Callers Association – (ACA)
  - (2) International Association of Gay Square Dance Clubs – (IAGSDC)
  - (3) National Association of Square Dance Campers - (NASDC)
  - (4) National Executive Committee of the National Square Dance Convention - (NEC)
  - (5) Single Square Dancers USA - (SSDUSA)
  - (6) The International Association of Round Dance Teachers – (ROUNDALAB)
  - (7) The International Association of Square Dance Callers – (CALLERLAB)
  - (8) The International Organization of Contra Callers – (CONTRALAB)
  - (9) United Square Dancers of America – (USDA)
  - (10) USA West Square Dance Convention Policy Board – (USA West)
  
- B. Associate Membership
  - (1) Dance Related Organizations
  - (2) Recreational Leaders
  - (3) Supporters of the Dance activities
  
- C. Individual Membership
  
- D. Life Membership
  
- E. Supporting Membership
  
- F. Honorary Membership

**Section 2 – Membership Eligibility and Admission Procedures**

- A. Membership of the Governing Board shall consist of:
- (1) American Callers Association – (ACA)
  - (2) International Association of Gay Square Dance Clubs – (IAGSDC)
  - (3) National Association of Square Dance Campers - (NASDC)
  - (4) National Executive Committee of the National Square Dance Convention - (NEC)
  - (5) Single Square Dancers USA - (SSDUSA)
  - (6) The International Association of Round Dance Teachers – (ROUNDALAB)
  - (7) The International Association of Square Dance Callers – (CALLERLAB)
  - (8) The International Organization of Contra Callers – (CONTRALAB)
  - (9) United Square Dancers of America – (USDA)
  - (10) USA West Square Dance Convention Policy Board – (USA West)
- (2) Associate Membership will be open to any Dance Related Organizations, Recreational Leaders, or Supporters of the Dance activities.
- (1) Applications for Associate Membership will be considered by the Governing Board at any meeting of the Governin Board.
  - (2) A two-thirds vote in the affirmative by the Governing Board shall be required to confirm associate membership status.
- C. Individual Membership will be open to any individual.
- (1) Applications for Individual Membership will be considered by the Governing Board at any meeting of the Governing Board.
  - (2) A two-thirds vote in the affirmative by the Governing Board shall be required to confirm individual membership status.
- D. Life Membership status may be granted to any individual, group or organization that has made cumulative donations of \$10,000.
- E. Supporting Membership status may be granted to any individual, group or organization contributing \$5,000 annually.
- F. Honorary Membership status may be granted by the Governing Board to any individual, group or organization determined deserving by a two thirds vote of the Governing Board.

**Section 3 – Dues (contributions)**

Dues (contributions) shall be determined by the Governing Board

**Section 4 – Voting**

- A. Each member organization of the Governing Board shall be afforded one vote.
- B. All other classifications of membership shall be afforded the opportunity to speak at any regular meeting without voting privileges.

**Section 5 – Resignation**

Any member desiring to resign from membership shall submit their resignation in writing to the Secretary.

Article IV – Officers

**Section 1 – Officers and Duties**

- A. The officers of the corporation shall be a Chair person, Vice-Chair person, Secretary and Treasurer.
- B. These officers shall perform the duties prescribed by the Governing Board

**Section 2 – Nomination Procedure and Time of Elections**

- A. Nominations for office shall be received at the Summer meeting of the Corporation from the member organizations of the Governing Board.
- B. Elections for office shall take place at the Fall (Annual) meeting of the Corporation.
- C. Any member representing one of the Governing Board organizations shall be eligible to hold office in the Corporation.

**Section 3 – Ballot Election, Term of Office**

- A. A majority vote shall be required to be elected to office.
- B. Voting for office shall be by secret ballot.
- C. Officers shall serve for a term of one year or until their successors are elected
- D. The term of office shall begin at the close of the annual meeting.
- E. No member shall hold more than one elected office at a time.
- F. The Chair and Vice-Chair shall not serve more than two consecutive terms in the same office.

Article V – Meetings

**Section 1 – Regular Meetings**

- A. Meetings of the Governing Board shall be held in the Spring, Summer and Fall of each year.
- B. The Fall meeting of the Governing Board shall be known as the Annual meeting.

**Section 2 – Special Meetings**

- A. Special meetings of the Governing Board may be called by the Chair or by the written request of one-third of the Governing Board.
- B. The purpose of the meeting shall be stated in the call for the meeting
- C. Except in cases of extreme emergency, at least thirty (30) days notice shall be given for the call of a Special Meeting.

**Section 3 – Quorum**

A majority of the member Organizations of the Governing Board shall constitute a quorum.

Article VI – Governing Board

**Section 1 – Composition of the Governing Board**

The Governing Board shall consist of the authorized representatives from each member organization.

**Section 2 – Duties and Powers of the Governing Board**

- A. The Governing Board shall have general supervision of the affairs of the Corporation.
- B. The Governing Board shall be subject to the orders of the Corporation and none of its acts shall conflict with actions taken by the Corporation.

Article VII – Committees

**Section 1 – Committees shall be established by the Governing Board.**

**Section 2 – Qualifications for Committee Membership**

- A. Committee Members may be appointed from any classification of membership.
- B. No more than two members of any Committee may be appointed from any one member group.
- C. Committee members shall be appointed by the Chair with the approval of the Governing Board
- D. The Chair shall serve as an ex-officio member of all Committees.

Article VIII – Parliamentary Authority

The rules contained in the current edition of *Robert's Rules of Order Newly Revised* shall govern the Corporation's actions in all cases to which they are applicable and in which they are not inconsistent with these Bylaws and any special rule of order the Corporation may adopt.

Article IX – Indemnification

No person who is serving or who has served as a Director of the corporation shall be personally liable to the corporation for monetary damages for breach of duty as a Director. No such provision shall be effective with respect to (i) acts or omissions that the Director at the time of such breach knew or believed were clearly in conflict with the best interests of the corporation, (ii) any liability under G.S. § 55A-8-32 or G.S. § 55A-8-33, (iii) any transaction from which the Director derived an improper personal financial benefit, (iv) acts or omissions occurring prior to the date the provision became effective. As used herein, the term "An improper personal benefit" does not include a Director's reasonable compensation or other reasonable incidental benefit for or on account of his service as a Director, trustee, officer, employee, independent contractor, attorney or consultant of the corporation. No amendment or repeal of this article, nor the adoption of any provision to these Articles of Incorporation inconsistent with this article, shall eliminate or reduce the protection granted herein with respect to any matter that occurred prior to such amendment, repeal or adoption.

Article X – Amendment of Bylaws

These Bylaws may be amended at any regular meeting of the Corporation by a two-thirds vote, provided that the amendment has been submitted in writing at the previous regular meeting.

Approved by Unanimous Vote of the Governing Board  
Orlando, Florida  
October 20, 2003

**ARTICLES OF INCORPORATION  
ALLIANCE OF ROUND, TRADITIONAL AND SQUARE -DANCE, INC.**

October 19 - 20, 2003 ARTS Meeting  
Attachment (3) (Articles Of incorporation, Draft 3, October 20, 2003 - Page 1 of 3)

**ARTICLES OF INCORPORATION OF A TAX EXEMPT  
NORTH CAROLINA NON-PROFIT CORPORATION**

**ALLIANCE OF ROUND, TRADITIONAL AND SQUARE – DANCE, INC.**

**I. Name**

The name of this corporation is **ALLIANCE OF ROUND, TRADITIONAL AND SQUARE – DANCE, INC.** (aka/dba **ARTS–DANCE** ).

**II. Purpose**

This corporation is a non-profit CHARITABLE ORGANIZATION / FOUNDATION organized and operated to generate public awareness and promote growth and acceptance of contemporary Square, Round, and Traditional Folk Dancing by encouraging and assisting a coalition of allied dance groups. The **ARTS-DANCE** foundation will provide the leadership and resources necessary to create an achievable marketing program. The **ARTS DANCE** foundation 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.

**III. Character of Affairs**

1. This corporation is organized and operated exclusively for the charitable and educational purposes of generating public awareness and promoting growth and acceptance of contemporary Square, Round, and Traditional Folk Dance.
2. The exclusive object and purpose of the Corporation shall be to promote the art of round, traditional and square dancing throughout the world; to preserve the heritage and traditions of round, traditional and square dancing; to educate the general public of all aspects of round, traditional and square dancing; and to perform any and all other acts related thereto or necessary to carry out the foregoing purposes.
3. The corporation shall at all times be operated exclusively for charitable and educational purposes within the meaning of Section 501 (c)(3), Internal Revenue Code of 1986, as now enacted or hereafter amended and shall be a public foundation as described in section 501 (a) of the Internal Revenue Code.
4. No part of the net earnings of the Corporation shall inure to the benefit of, or be distributable to its members, Governing Board, directors, officers, or other private persons. No substantial part of the activities of the Corporation shall be carrying on of propaganda, or otherwise attempting to influence legislation, and the Corporation shall not participate in, or intervene in (including the publishing or distribution of political statements) any political campaign on behalf of any candidate for public office.
5. The purposes for which the Corporation is organized are exclusively charitable, scientific, literary and educational within the meaning of Section 501 (c) (3) of the Internal Revenue Code of 1986 or the corresponding provision of any future United States Internal Revenue law.

**ARTICLES OF INCORPORATION  
ALLIANCE OF ROUND, TRADITIONAL AND SQUARE -DANCE, INC.**

October 19 - 20, 2003 ARTS Meeting  
Attachment (3) (Articles Of incorporation, Draft 3, October 20, 2003 - Page 2 of 3)

**IV. Operation**

1. The Corporation shall distribute its income at such time and in such manner as not to become subject to the tax on undistributed income imposed by Section 4942 of The Internal Revenue Code of 1986, or corresponding provisions of any subsequent Federal tax laws.
2. The Corporation shall not engage in any act of self-dealing as defined in Section 4941(d) of the Internal Revenue Code of 1986, or corresponding provisions of any subsequent Federal tax laws.
3. The Corporation shall not retain any excess business holdings as defined in Section 4943(c) of the Internal Revenue Code of 1986, or corresponding provisions of any subsequent Federal tax laws.
4. The Corporation shall not make any investments under such manner as to subject itself to tax under Section 4944 of the Internal Revenue Code of 1986, or corresponding provisions of any subsequent Federal tax laws.
5. The Corporation shall not make any taxable expenditures as defined in Section 4945(d) of the Internal Revenue Code of 1986, or corresponding provisions of any subsequent Federal laws.
6. The Corporation shall have the authority to engage the services of attorneys, accountants, banks, and others and pay reasonable fees for services, in order to carry out the functions of the Corporation.
7. The Governing Board shall have the power to alter, amend or repeal the bylaws or adopt new bylaws, provided that the bylaws at no time shall contain any provision inconsistent with law or the Articles of Incorporation.

**V. Governing Board**

The initial Governing Board shall consist of one representative from each full member organization.

**VI. Members**

Membership in the corporation shall be as detailed within the bylaws.

**VII. Indemnification**

The corporation indemnifies all members of the Governing Board and officers of the of the corporation therefore eliminating any liability for said members of the Governing Board and offices *(this section may need to be modified to comply with the state law in the state of incorporation)*

**VIII. Place of Business**

The mailing address of the initial principal office of the corporation is:

ALLIANCE OF ROUND, TRADITIONAL AND SQUARE – DANCE, INC.  
Post Office Box 712918

**ARTICLES OF INCORPORATION  
ALLIANCE OF ROUND, TRADITIONAL AND SQUARE -DANCE, INC.**

San Diego, California 92171-2918

October 19 - 20, 2003 ARTS Meeting  
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**IX. Registered Agent**

The name and address of the initial registered agent of the corporation is:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**X. Incorporators**

The names and addresses of the initial incorporators are:

- Carter (Ruby) Ackerman, 810 Webster Drive, State College, PA 16801 (ROUNDALAB)
- Ron Holland, 280 Walnut Grove Road, Lebanon, TN 37090 (SSDUSA)
- Charles (Kitty) Holley, 6132 Bell Road Manor, Montgomery, AL 36117-4361 (USDA)
- Henry (Barbara) Israel, 617 Rancho Estates Blvd, Yukon, OK 73099 (ACA)
- Mike Jacobs, 45-A Park Ave. Flemington, NJ 08822 (CALLERLAB)
- Jim Maczko, 2258 Gill Village Way – 1009, San Diego, CA 92108 (USA WEST)
- Dennis Ricker, 26934 Racquet Circle, Leesburg, FL 34748 (CONTRALAB)
- E. John (Dimple) Williford, 452 Arrowhead Drive, Montgomery, AL 36117 (NEC)

**XI. Discrimination**

The corporation will not practice or permit discrimination on the basis of sex, age, race, national origin, religion, sexual orientation, or physical handicap or disability.

**XII. Dissolution**

Upon the dissolution of the Corporation, any assets remaining thereafter shall be conveyed to such organization or organizations as shall be selected by the affirmative vote of a majority of the Governing Board entitled to vote in respect thereof, however, that such organization or organizations shall be exempt under Section 501(c) (3) of the Internal Revenue Code of 1986.

Signed in the City and State of Incorporation

\_\_\_\_\_  
(Name) Incorporator

Phone ( ) -

Acceptance of Appointment by Statutory Agent

The undersigned hereby acknowledges and accepts the appointment as statutory agent of the above-name corporation effective this \_\_\_\_ day of \_\_\_\_\_, 2003.

\_\_\_\_\_

## ARTS Survey – Square Dance Convention Attendees

(Name)

Statutory Agent

October 19 - 20, 2003 ARTS Meeting  
Attachment (4) (Dancer Survey From Michael Streby, August 11, 2003 - Page 1 of 2)

In a message to the alliance dated August 11, 2003, Mike reported the following:

As directed by the ARTS members, I compiled a survey and then tested it at the USA West convention in Utah this last week.

I went to a couple of professor friends and a couple of callers for a list of questions that they would deem significant. With their able assistance I created a survey form that was then given out at the marketing seminars at USA West.

With the able assistance of Lyle & Jean Beck, and Jim Maczko & Patty Wilcox, the survey was taken at many other meetings and seminars at the convention.

In all we received surveys from just under 10% of the conventioners and I will be compiling the data for decimation at the October meeting. We can then analyze what was done and make any changes to the survey that we feel is appropriate for the National Convention.

I realize that taking the surveys from the meeting and education attendees will tend to skew the data towards the leaders within our activity, but it will be extremely interesting to compare this data with a broader base survey at nationals.

## ARTS Survey – Square Dance Convention Attendees

October 19 - 20, 2003 ARTS Meeting

Attachment (4) (Dancer Survey From Michael Streby, August 11, 2003 - Page 2 of 2)

Age 0-18 19-29 30-39 40-49 50-59 60-69 70+

Gender Male Female

Years Dancing - 0-2 3-5 6-10 11-15 16-20 21-29 30+

Household Income Level

0-\$20,000 \$20,000-\$40,000 \$40,000-\$60,000 \$60,000-\$80,000 \$80,000+

Highest Education Level - Grade School High School College Graduate School

Type of Music you prefer? Old Country Modern Country Gospel Rock  
New Age Rap Jazz Easy Listening

Favorite Caller (if any) \_\_\_\_\_

Favorite Song (if any) \_\_\_\_\_

Speed of dance you prefer Fast Moderate Slow

Types of dance you participate in:

Square Dance Round Dance Clogging Contra Line Dance Other \_\_\_\_\_

Highest Square dance Level: Mainstream Plus Advanced Challenge

Number of National Conventions attended \_\_\_\_\_

Home zip code: \_\_\_\_\_ Distance traveled to Convention \_\_\_\_\_

Means of Travel to Convention: Automobile RV Train Airline \_\_\_\_\_

Number of nights spent in a Hotel at this convention \_\_\_\_\_ RV nights \_\_\_\_\_

Number of nights spent annually in a Hotel/Motel \_\_\_\_\_ RV nights \_\_\_\_\_

Number of airline flights (round trips) made per year \_\_\_\_\_

Do you own a personal computer? yes no Number of systems \_\_\_\_\_

Do you have Internet access? YES NO

Connection type: Modem Cable ISDN DSL T-3 T-1 Other

Do you send or receive E-Mails? yes no

Where do you get most of your Square Dance information? Online Magazines Flyers Other\_\_\_\_

Have you ever purchased online? yes no

Do you own or rent your Home? Own Rent

How many cars do you have? \_\_\_\_\_ Purchased \_\_\_\_\_ Leased \_\_\_\_\_

Model of your current Automobiles #1 \_\_\_\_\_ #2 \_\_\_\_\_ #3 \_\_\_\_\_

How many TVs are there in your household \_\_\_\_\_ Do you subscribe to: Cable TV, Satellite TV?

## **Talking Paper for the ARTS Alliance on Professional Fundraising**

Critical Need for Fundraising: To support the initiatives of the Alliance to gain corporate sponsorship, improve the image of square dancing, obtain lobbyist support, and grant writing and selection support.

Assumption: Internal fundraising solely by square dance organizations will not be adequate to support the ARTS initiatives. Please bear in mind that clubs, local associations, state associations only have a limited amount of funds and a limited amount of dancers to contribute. Also there may be a problem that might hurt the activity that dancers gave money in the past and saw no return/benefit.

Projected Solution: Locate professional fundraising organizations that could teach the ARTS community and assist them in raising funds as well as locating benefactors.

Professional Fund Raising Associations: Contact the Association of Fund Raising Professionals to determine if one of them might assist the ARTS in locating a professional fundraising association who might be willing to help and educate the ARTS Alliance.

Professional Fund Raising Organizations: Some work both sides of the fence. This means that they operate to find organizations that need fund raising. Also they represent various clients who wish to donate funds. This type of a company is looking for good prospects to support.

Necessary Activities: The ARTS must develop a strategic and implementation plans in fundraising. The time to create a plan to implement might be extensive.

- Develop and articulate a written case articulating a need for support.
- Develop a capital campaign to be used by the fund raisers.
- Develop planned giving programs.
- Research foundation fundraising organizations.
- Research the current trends in donor behavior.
- Develop both paper and electronic methods to raise funds.
- Create a team-training program for ARTS people to learn fundraising.
- Develop a written plan for accountability and budgeting.

Note 1: If the ARTS can find a company to assist them, the company normally does their research on the ARTS and will interview the ARTS to determine if there is a good fit or not.

Note 2: Many of the fundraising companies will develop a model to teach the ARTS how to do the fundraising including training on leadership in fundraising.

## Talking Paper for the ARTS Alliance on Corporate Sponsorship

Critical Need for Corporate Sponsorship: Corporate Sponsorship is the one way that square dancing may be able to reach many non-dancers and present square dancing to them in a positive light. The results may upgrade the “hayseed” and “aging” image on square dancing and to plant seeds to attract new dancers. Corporate Sponsorship may come in two basic delivery systems. The first is to gain the support of several companies to use square dancing in their advertisement. Square Dancing will provide the callers, jingo music and dancers. The sponsorship company will provide the advertisements of its products including the square dancing. The ARTS Alliance may be asked to provide its concept on how to fit square dancing into the actual advertisement. This is often done via a Story-board or using visual imaging on computer graphics programs.

The second delivery system may be to seek corporate grants to sustain the ARTS with its own advertising to support square dancing. This delivery system will be addressed in the talking paper on Government, Corporate, Family, and Individual Grant solutions.

Assumption: Corporate marketing and advertising executives are often very critical and exacting before they offer to cooperate with an organization. They will research the market very carefully to determine that the square dancing / corporate partnership appears or infers that it will be a successful and profitable campaign for the company. They often are very meticulous on determining the political acceptable correctness of the corporation and square dancing. Additionally, when the corporation considers sponsorship for square dancing, the ARTS Alliance must be able to show a solid unity amongst the major organizations. As companies perform marketing research for square dancing, they will normally research national, state, local and club organizations to determine the unity / solidarity of the members of the activity. Projected Solution: It will be critical that the ARTS Alliance gain the support of clubs, local associations, state associations, and national associations. Also the support may be “in-kind” support recognizing that these organizations have limited amounts of funds. In-kind contributions might be in the form of letters/emails from the myriad of square dance associations not financial support. If we ask them for financial assistance, we must present them with a viable plan, or there may be a problem as dancers gave money in the past and saw no return/benefit.

Necessary Activities: The ARTS must develop a plan and implement it to attract corporate sponsorships. The time to create a plan to implement might be extensive.

- Develop and articulate a written case articulating a need for corporate desirability for corporate sponsorship.
- Research the current trends in corporate sponsorship behaviors.
- Develop both paper and electronic methods to contact selected corporations.
- Develop a written plan for accountability and budgeting.

Note 1: If the ARTS can find a company to sponsor square dancing, the company normally does their research on the ARTS and will interview the ARTS to determine if there is a good fit or not.

Note 2: A well developed and thought out plan to recruit corporate sponsorship of square dancing will be critical to gaining any sponsorship.

Note 3: The ARTS must include a method on how to work with the sponsorship company on how to meld square dancing with their advertisement including choice of music, costumes, locations, settings etc.

Note 4: This type of plan must be very detailed and inclusive and will be very time consuming in its development.

## **Talking Paper for the ARTS Alliance on Fundraising through Grants**

Critical Need for Fundraising through Grants: To help fund the Alliance Initiatives corporate sponsorship, improve the image of square dancing, and to obtain lobbyist support.

Assumption: Internal fundraising solely by square dance organizations will not be adequate to support the ARTS initiatives. It is important that the ARTS Alliance keep in mind that clubs, local associations, and state associations only have a limited amount of funds and a limited amount of dancers to contribute. Also there may be a problem that might hurt the activity that dancers gave money in the past and saw no return/benefit. One possible method to gain funds for the ARTS Alliance to work toward completing its initiatives is to create a plan for effective grant writing, application and implementation.

Projected Solution: Develop an active grant writing plan to search for funds that could be used to implement the ARTS Alliance initiatives.

Professional Grant Writing Associations: The Alliance may be able to locate a company who writes grants professionally or even teach selected members how to write grants that could be approved.

Necessary Activities: The ARTS must develop a grant writing plan and begin work on searching for various governments levels, corporate, foundations and personal grants that the ARTS might be able to qualify and garner the funds. Grant writing is long and extensive. Some grants offer outlines and may take up to 25 —50 pages of justification and demonstrating the plan. As a result, the time to create a plan to implement and write grants might be extensive. Whether or not the ARTS writes a grant in house or through a compensated organization, the ARTS Alliance is still responsible to demonstrating the needs and to develop, provide in depth information on what activities the grant moneys will support, and manage an accountability program to demonstrate how the funds were spent.

- Research the current trends in grants programs.
- Create a team-training program for ARTS people to learn grant writing.
- Develop and articulate a written case articulating a need for support.
- Develop a plan to demonstrate what the grant funds will accomplish.

In some cases, lobbyist and political support may be needed to earn the grant along with the completed grant request package.

- Develop a written plan for accountability and budgeting.

Note: a grant writing company may develop a program to teach the ARTS how to do the fundraising including training on leadership in fundraising.

## **Talking Paper for the ARTS Alliance on Lobbyist Support and Representation**

Critical Need for Lobbyist Support: A lobbyist organization can support the ARTS Alliance in three main areas: (1) Locating/selecting/pushing for legislation that would be friendly to square dancing; (2) Representing the ARTS Alliance with federal and state governments in obtaining approval on any grants submitted; (3) Coordinating with legislators to include legislation that the ARTS Alliance requests.

Assumption: Lobbyists organizations are professionals who know their way around government organizations and bureaucracies. Often they can accomplish actions behind the scenes. The ARTS may benefit from lobbying activities especially with legislation, grant approvals, and budget development by a government agency or department. The ARTS will still have to provide information to the lobbyist organizations that will support ARTS activities.

Projected Solution: Develop a lobbyist plan, which includes the defining of specific ARTS initiatives and to search for lobbyist organizations that would represent and support these ARTS Alliance initiatives.

Necessary Activities: The ARTS must develop a lobbyist plan and begin work searching for various lobbyist organizations that the ARTS might be able work with in order to gain support for ARTS Alliance initiatives. Once again, this may be a long and extensive initiative. Whether or not the ARTS Alliance attempts to do its own lobbying or use a professional lobbyist, the ARTS Alliance is still responsible to demonstrate the needs and to develop, provide in depth information on what activities it wishes it will or the lobbyist organization will pursue for the Arts Alliance.

- Research the current lobbyist organization to look for one that might work with the ARTS Alliance.
- Develop and articulate a written case articulating a need for support.
- Develop a plan to demonstrate what ARTS Alliance initiatives need representation and support.

## **Talking Paper for the ARTS Alliance on Improving the Image of Square Dancing**

Background: The CALLERLAB, Phoenix Plan Phase 1 data, when collected from the survey respondents and the information from the focus group participants, inferred that the image of square dancers were ““Hayseeds”” from the country. Some persons quoted that in the minds of many non-dancers that square dancers were very rural people not ““normal”” people. In reality, nothing can be further from the truth as square dancers are often solid citizens and highly educated people. Another issue that was not revealed nor documented was that square dancing was strictly for the senior / aging population. Even though these inferences did not reveal themselves in the Phoenix Plan Phase I statistical analysis, it is an issue that square dancing leaders need to address when discussing and planning for an image change.

Assumption: If the ARTS Alliance is able to gain corporate sponsorship, image change may be possible. The ARTS Alliance must remember and continue to remember that it is not the responsibility of the corporate sponsor to change the image of square dancing. It is the responsibility of ARTS Alliance and other square dancers to determine what images they wish to create for square dancing. This requires a plan with definite market segmented objectives.

Critical Need for Image Changes: If many non-dancers believe that square dancing is a rural and country activity of blue collar workers, they may not respond to recruitment efforts and square dancing will continue to decline. If we can change the image to show that square dancing is for everyone in a pluralistic society, then square dancing has a chance to recover from its shrinking numbers and create its own renaissance.

Projected Solution: It is critical for square dance leaders/groups in the ARTS Alliance to come together and determine the desirable images for square dancing that we wish to project. The word images in the pluralism context is correct as different locations within each state may have various preferred images.

Professional Image Change Associations: A well developed plan might locate companies who can assist the ARTS Alliance in developing programs/communications to project the ““best possible”” images in a myriad of locations in the country. It may be necessary to perform a search to find such organizations that have the expertise and interest in educating the ARTS Alliance on the activities on changing the image of square dancing.

Necessary Activities: The ARTS must develop a plan including implementation strategies to improve the image of square dancing. This plan including the implementation might be extensive and might take a long time to accomplish.

- Develop and articulate a written case articulating a need for support image changing.
- Develop a capital campaign to be used by the ARTS to locate an image change type company.