

ARTS MEETING MINUTES
AmeriSuites Charlotte
Charlotte, NC
April 2, 2006
(Draft 2 - May 24, 2006)

CALL TO ORDER -

Meeting called to order at 8:55 Am on Sunday, April 2, 2006, by ARTS Chairman Jim Maczko.

GOVERNING BOARD MEMBERS -

The following organizations have agreed to support The ARTS:

CALLERLAB, CONTRALAB, International Association of Gay Square Dance Clubs (IAGSDC), National Square Dance Campers Association (NSDCA), National Executive Committee (NEC), ROUNDALAB, Single Square Dancers USA (SSDUSA), Universal Round Dance Council (URDC), USA West, and United Square Dancers of America (USDA)

(NOTE - The American Callers Association has resigned from the Governing Board since the last meeting)

ROLL CALL -

Governing Board Representatives

The following Voting Members representing Governing Board Members were present

CALLERLAB - Tim Crawford _____
CONTRALAB - Jeff Smith
IAGSDC - Scott Philips
NSDCA - Doc Tirrell _____
NEC - Gene Triplett
ROUNDALAB - Al Shaw
SSDUSA - Ron Holland
USAWest - Pres Minnick _____
USDA - Charlie Holley

The following Governing Board Member(s) were not present
URDC

ARTS Officers; the following ARTS Officers are present:

Jim Maczko - Chairman; Vice Chairman Scot Philips; Edythe Weber - Treasurer; Jerry Reed - Secretary

Others Present:

(Several Guests were also present)

WELCOME REMARKS

Chairman Jim Maczko welcomed everybody to the meeting and noted that the American Callers Association has resigned from the ARTS. He also read the ARTS Mission Statement.

AGENDA CHANGES/APPROVAL

The agenda contains those items which were brought to the attention of the ARTS Secretary. The Chairman invited all attendees to add or delete items from the agenda. There being none the following MOTION was submitted:

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

OPEN GENERAL ISSUE DISCUSSIONS -

A brief time will be allotted for informal discussion of items of interest prior to discussions of the formal agenda items.

Kimberlee Strebey provided information about contact she has had from a director for a series of commercials for television dealing with financial planning. The series will focus on people who are over 100 years old to feature their story of how they have lived to become over 100 and how people need to plan for their future so they are prepared if they do live a long time. Kimberlee stated there was interest in including a square dancer who is 100 or more years old. The deadline for submission of names is April 7, 2006. She would like the names of candidates, even after the deadline for the commercial so that she can draft press releases featuring these people. There was some discussion of this item including information about how other companies are using square dancing in their commercials.

Michael Strebey noted that there are dancers who are asking what The ARTS is doing and how donations are being used. There was discussion about how we are trying to spread the word though the ARTS Newsletter, the Annual Report, Ask ARTS articles, Press Releases, and personal contact. There was also discussion of the project to create, publish, and make available a video featuring The ARTS and its accomplishments.

Al Shaw noted that the ROUNDALAB Board is concerned about what they perceive as no progress or action by The ARTS. Al noted that even though we publish information about what The ARTS is doing, the information is not read. Al indicates that mass E-mail mailings have been more effective than regular mailing of hard copy information. There was considerable discussion about how we get the information to the dancing public. Jim Weber noted that mass E-mail mailings can be done from The ARTS web site. There were comments about how each organization representative should be willing to help spread the word. There was also discussion about how we should each collect E-mail addresses for the dancers in our own area to help build a mailing list. With such a list, an E-mail contact tree could be established to get E-mail mailings directly dancers throughout the activity.

MISCELLANEOUS REPORTS - The following reports were presented:

Finance Report - (Attachment 1)

Current Finance Report was presented by Edythe Weber, Treasurer. Balance on hand as of March 31, 2006 is \$19,180.94. This total does not include any moneys donated or collected during this meeting. Without objection, the finance report will be received and filed for review.

Other Finance Matters -

ARTS Pins -

Edythe Weber, reported on the sale of ARTS Pin sales, including the list of organizations with pins which have not been paid for.

Magnetic Signs -

Edythe Weber, reported on the sale of magnetic signs, including the list of organizations with signs which have not been paid for.

Reports from past meetings -

Copies of the minutes of the following meetings are available

October 2002 (Cocoa Beach, FL); January 2003 (Washington, DC); Summer (June) 2003 ARTS Alliance Meeting (Oklahoma City, OK); Fall (October)2003 ARTS Planning Meeting (Orlando, FL); Spring (March) 2004 ARTS Meeting (Portland, OR); Summer (June) 2004 ARTS Meeting (Denver, CO); Fall (October)2004 ARTS Meeting (Orlando, FL); Spring (February) 2005 ARTS Meeting (San Antonio, TX); Summer (June) 2005 ARTS Meeting (Portland, OR); and Fall (October) 2005 ARTS Meeting (Orlando, FL)

Confirm Actions by the ARTS Board & Officers Since the Last Meeting - (Attachment 2)

This item concerns a discussion and vote to confirm the actions taken by the ARTS Governing Board and the ARTS Officers since the October 2005 meeting. These actions are attached. Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that the actions taken by the ARTS Governing Board and Officers since the October 2005 meeting be confirmed. (MSC)

OLD BUSINESS -

ARTS Dancer Survey - (FYI)

This item concerns the dancer surveys which have been done at several events. Michael Strebby reported the surveys will be done at the 56th NSDC in Charlotte, NC. There may some minor modifications to the survey before that time. There was some discussion about asking if people would like to receive the results of the survey to provide their E-mail address. There was some discussion about the value of doing surveys by other organizations. There was general agreement that the value of other surveys, other than at an NSDC, was minimal. There was a brief discussion of how we can use the data we have collected. This use includes helping to support our bid to potential sponsors.

Other Organizations to Join the ARTS Governing Board - (FYI)

This item concerns other organizations joining The ARTS. An invitation to join the ARTS as an Auxiliary Governing Board Member was submitted to the National Association of Square and Round Dance Suppliers (NASRDS). The NASRDS President has responded that the organization accepts the invitation. Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that the National Association of Square and Round Dance Suppliers (NASRDS) be approved as an Auxiliary Board Member. (MSC)

(NOTE - this item will be removed from future agenda)

Professional Fund Raisers - (FYI)

This item concerns discussion of how we might utilize the services of professional fund raisers. There was discussion about the possibilities of the type companies which could be of service to the ARTS. Such companies include those which will collect a fee based on the amount of a successful grant and those which will collect a flat fee and then try to raise money through a grant or some other fund raising effort. Considerable discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that a Fund Raiser not be hired until a project for which the funds would be used has been identified. (MS Not Carried)

Square 4 Life -

This item concerns the "SQUARE4LIFE" organization. Apparently this is a wellness initiative program that has been disseminated through the following web site: <http://www.feenerty.com/square4life/page2.html> This item has been discussed during the June and October 2004 and the February 2005 ARTS meetings. This organization has formed the Heritage Dance Association which requested and received a \$10,000 grant which has helped provide many dances over the past year. Discussion of this item resulted in agreement that further discussion after Al & Linda Shaw have had a chance to meet and talk with the organizer. It was further agreed that if we do not have more information by the June 2006 ARTS meeting. This item will be removed from future agenda.

Proposed Movie (Documentary) -

This item concerns a documentary movie project being proposed by Nick Korbee, from New York, NY. We have not had any update nor new information on this project. This item will be removed from future agenda.

NSDC Information - (FYI)

55th NSDC - San Antonio, TX -

Seminars

Seminar titled "What is ARTS"

Jim Maczko will be the moderator for this panel which will also include Jim Weber, Jerry Reed, and Scott Philips.

Organization Roundtable

Jim Maczko will be on this panel

Showcase Of Ideas

We plan to have a display in the showcase

56th NSDC - Charlotte, NC -

Seminars

The convention has requested that three topics be identified for seminars in Charlotte. Possible topics include: What is ARTS; and two sessions on the ARTS Recruiting Plan. The ARTS Secretary was directed to send this information to the 56th NSDC Seminar Chairman.

Showcase Of Ideas

We plan to have a display in the showcase. There was agreement that we will ask for at least two tables in the Show Case area.

57th NSDC - Wichita, KS -

Seminars

Jim & Edythe Weber are the Education Chairman for the NSDC. No specific plans have been made. We do plan to participate in the Seminars. The ARTS Secretary was directed to submit an ARTS LOG to solicit ideas for seminar topics. ARTS seminar (possibly What Is ARTS) may also be presented.

Showcase Of Ideas

We plan to have a display in the showcase

58th NSDC - Long Beach, CA -

Seminars

We have had no contact with the 58th NSDC staff

Showcase Of Ideas

We plan to have a display in the showcase

Publicity Ad-Hoc Committee - (Michael Streby, Chairman)

Members, Mike Jacobs, Tim Crawford, Calvin Campbell, and Carter Ackerman

A. Video Projects -

(1) ARTS Publicity -

This item concerns production of a video which would be targeted to existing dancers to help publicize The ARTS; its goals, mission, and accomplishments. Discussion during the Fall 2005 ARTS meeting resulted in agreement that Michael Streby would create a video to publicize the ARTS to be used at the 55th NSDC in San Antonio, TX in June 2006. The script for the video is approximately 2/3 done. The plan is to have the video completed in time for the NSDC in San Antonio in June 2006. The video would be displayed at the ARTS Seminars, or the Showcase Of Ideas, or other opportunities. There is concern about how to display the video in a way to protect the equipment. There was agreement that copies of the video should be made available at the next ARTS meeting so that each rep will be able to take a copy home to help publicize The ARTS.

(2) Image Enhancement (External "PSA") -

This item concerns production of a video which would be targeted to non-dancers to help the Image Change effort. This effort is intended to help change the image of our activity. Discussion during the Fall 2005 ARTS meeting resulted in agreement that further discussion of this project would be tabled until a plan for how to use such a video has been approved.

B. Toll Free Telephone Number - (Attachment 3)

Kimberlee Streby reported there are phone calls being received on the toll free number. Information on dancing activities is obtained from various sources from around the country. Kimberlee requested more information about Round and Contra Dancing, and Clogging. All ARTS Reps are requested to submit club contact information to Kimberlee.

C. Publications - FYI

This item concerns a list of publications. Jim Weber reported the data is being updated and that a revised list on CD will be available at the June 2006 ARTS meeting in San Antonio.

Executive Secretary/Administrative Assistant - (FYI)

Previous discussions of this issue have resulted in agreement that the ARTS should, at some future time, hire a person who would perform the duties of an Executive Secretary/Director. There has been agreement that this issue would stay on the agenda for future discussion. Jim Maczko has begun drafting guidelines and a job description for this position. This item will stay on the agenda for future discussions.

Distribution of Information - (FYI)

This item concerns ways to distribute information about the work The ARTS is doing, the goals, and accomplishments of the ARTS. Discussion of this item resulted in agreement that distribution of information is critical. Several ideas have been implemented:

ARTS Information Brochures -

The brochures will be updated and printed for distribution at the NSDC in San Antonio. It was agreed that ROUNDALAB will print 7,500 ship to San Antonio for inclusion in the NSDC registration package. CALLERLAB will print 2,500 and ship to San Antonio for additional distribution. The ARTS will pay for the cost of the paper and shipping.

Ask ARTS Information Articles -

This item concerns the Ask ARTS articles which have been written and distributed to our distribution list of publications. The articles have appeared in many of the publications. The articles are also available on The ARTS web site. Del Reed asked the members to submit ideas for articles to her for inclusion in future issues. Submission may be submitted to: DelReed3@aol.com

Magnetic Signs -

This item concerns the magnetic signs which were produced to help publicize the toll free phone number. The signs were distributed at the October 2005 meeting. Even though each organization was allotted 50 signs, the ARTS Secretary was left with 100 unclaimed signs. The signs are to be sold for \$2.50 each. The treasurer has a list of the number each organization accepted.

Long Range Plans For Meetings - (FYI)

The following general plan has been approved: 1) A Spring meeting immediately following the NSDC Pre-Convention; 2) A summer meeting immediately following the NSDC, and 3) A fall meeting immediately preceding the CALLERLAB Executive Committee meeting. The ARTS will host ARTS meetings. The next ARTS meeting is planned to be held at the 55th NSDC in San Antonio, TX in June 2006.

Spring 2007 Meeting -

This item concerns conflicts for the Spring 2007 ARTS meeting which is planned to be held Sunday April 1, 2007 following the 2007 Pre-Convention in Wichita, KS, March 29-30-31, 2007. The 2007 CALLERLAB Convention will be in Colorado Springs, Co, April 2 - 4, 2007 which is immediately following the Pre-Convention in Wichita. There are pre-convention activities on Saturday and Sunday prior to the CALLERLAB convention. The concern is that there will not be time for the ARTS meeting on Sunday for the ARTS Reps and Officers who will be attending the 2007 CALLERLAB Convention. Scheduling the ARTS meeting prior to the Pre-Convention may be an option, however, there are other conflicts during that time as well. Considerable discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that the 2007 Spring ARTS meeting be held at the WASCA event on March 16-18, 2007 in the Washington, DC area. (MSC)

(NOTE - Ron Holland was asked to coordinate a meeting space and to provide information to the Secretary for distribution to the ARTS Reps)

Teaching Square Dancing In Schools - (FYI)

Moving & Grooving -

This document includes material & CDs compiled and produced by Nick & Mary Anne Turner of Williams Lake, British Columbia, Canada and was sponsored by the British Columbia Square & Round Dance Federation (BCS&RDF). It was produced through donations and sponsorships from individuals and organizations totaling Canadian \$3,050.

This document includes six parts: 1) Solo Dances; 2) Partner Dances; 3) Trio Dances; 4) Lines of 4; 5) Contra Dances; and 6) Traditional Squares. It is available for purchase through the BCS&RDF at www.squaredance.bc.ca

Nick and Mary Anne Turner have reported they have received notification that the program has been evaluated and accepted by the British Columbia Teachers' Federation Lesson Aids branch. The program will be listed in their catalogue of teachers' resources and advertised once in the BC Teacher magazine. They ordered 5 copies to have on hand and will order more as they need to. In September, a total of 103 copies have been sent out.

CAHPERD Report -

This item concerns the *Square Dancing 101* materials (Text and CDs) for the California Association of Physical, Education, Recreation & Dance (CAHPERD) by the California Square Dance Council, Inc. Youth Advisory Committee. Copies of this module are available for sale through the California Youth Committee. There was some discussion about creation of other modules to cover other dance activities including Round, Traditional, Contra, etc. Discussion of this item resulted in agreement that The ARTS will promote this program. Member Organizations are encouraged to promote as well.

Nationwide Benefit Dance (*Dance America*) - (FYI)

This item concerns a series of nationwide fundraising dances to benefit The ARTS. The event is scheduled for February 29, 2008 and has been named *Dance America*. Linda Shaw has agreed to Chair this project. The plan for these dances includes beginning to advertise these dances on July 1, 2006. All ARTS organizations are encouraged to help advertise these dances and individuals are encouraged to plan, sponsor, and hold one of these dances. Discussion of this item resulted in agreement that \$200 will be provided to Linda to purchase or produce advertising materials for display and distribution at the 55th NSDC in San Antonio, TX. No additional action is required at this time. This item will remain on the agenda for future meetings.

Member Mailing List -

This is an electronic mailing list which has been established and will be maintained by The ARTS web master. The list will be used to send information to members and persons who donate to The ARTS. Mailings will include: The ARTS Newsletter, annual report, meeting agenda & minutes, and other information. It was also agreed that ARTS LOGs will NOT be sent to the mailing list.

Newsletter - (FYI)

This item concerns the ARTS newsletter. Peg Tirrell, Newsletter Editor, will send the newsletter to the ARTS Officers for review, editing, and approval. The newsletter will be distributed by The ARTS Web Master.

ARTS Business/Action Plan -

This item concerns a long range Business Plan for the organization to cover up to a ten year time span. The Business Plan was approved during the October 2005 ARTS meeting. The plan began in June 2005 and provides milestones through January 1, 2012.

There was agreement that creation of an electronic mailing network to distribute E-mail directly to all Square, Round, Contra, Traditional, and other dancers was the best method to disseminate ARTS information. There was some discussion of the efforts by Paul Walker, Publicity Chairman for the 56th NSDC in this area. There has been much progress on this project for the 56th NSDC. There was some discussion of asking Paul to help with the goal of the ARTS to create such a mailing list nationwide. Al Shaw also agreed to work on this project as well.

Recruiting Plan -

This item concerns the plan which has been accepted by the ARTS Board for presentation to other groups to be modified as desired. Jim Maczko reported that a dancer, Ken Robinson, who operates a dancer discussion electronic list has volunteered to work with ARTS in any capacity. Ken may be an additional resource to help expand and promote the Recruiting Plan. There was agreement that Jim contact Ken to discuss this item with him. There was also agreement to invite Ken to attend the 2006 June ARTS meeting in San Antonio.

Add-A-Buck Project - (Attachment 4)

This item concerns the idea that festivals, conventions, association dances, club dances and dances sponsored by individuals would provide publicity and the opportunity for attendees to voluntarily donate a certain amount (possibly \$1.00) in addition to the dance admission cost.

During the October 2005 ARTS an Ad-Hoc Committee was created to review, edit, and revise the materials presented. Ad-hoc Committee presented the results of its work. The following are members of the Ad-Hoc Committee: Linda Shaw, Edythe Weber, and Peg Tirrell. The revised program materials were discussed and several issues were discussed and settled. Considerable discussion of this item resulted in the following MOTIONS:

MOTION: Be it resolved that the Add-A-Buck Program, as developed by the ARTS Ad-Hoc Committee and presented at the April 2006 ARTS meeting be approved. (MSC)

MOTION: Be it resolved that the Add-A-Buck Program Ad-Hoc Committee be authorized up to \$600.00 to produce and distribute 100 copies of the Add-A-Buck Program, as approved by the ARTS Board. (MSC)

The ARTS & YTB Travel -

This item concerns a joint effort between The ARTS and YTB Travel as a fund raiser for The ARTS. This joint venture was approved during the October 2005 ARTS meeting. The travel site has been implemented and has been used by dancers. Jim Weber provided a report and a CD with promotion materials and flyers. Jim noted that each ARTS Rep should help promote this web site/fund raising opportunity. He reported several other organizations are getting considerable benefit from this type travel site and joint venture. Jim also reported that the set up costs and the monthly charges to establish and maintain the travel site have been waived by YTB Travel. Jim provided information that the travel site could also make Group travel arrangements; information for this should be submitted to Jim. There was agreement that an ad promoting the ARTS Travel information would be placed in the next issue of National Squares. Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that Jim Weber be authorized \$500.00 to promote the ARTS Travel materials. (MSC)

Disney World Proposal

This item concerns a proposal from Disney World, Youth Events Group, to sponsor a square dance event (squares/rounds/traditional). The main focus of this proposal is to sponsor an event featuring youth dancers. Discussions with Disney representatives resulted in agreement that initially the event should be open to all dancers. The proposal includes the following initial points: 1) Discounted Disney admission, 2) Transportation considerations, 3) Housing considerations, 4) Facilities for dance events, and 5) Participation in a Disney parade. The ARTS Secretary has had considerable contact with Disney for discussions of this event. The following are major points of that status information: 1) The event would on a Friday/Saturday, 2) Disney has not yet set a price for the event. The price is to include a "Park Hopper" ticket for Disney park admission and the "Event Ticket" for admission to the dance event, 3) The dance program will be limited to one dance hall, 4) A. staff of two callers & one cuer will cover this program, and 5) The only commitment from The ARTS is to help promote this event.

(NOTE - Subsequent to the meeting additional information from Disney indicates they are now looking for The ARTS to make a financial commitment for this event. The Secretary hopes to provide more definitive information by the next ARTS meeting in June 2006)

ARTS Budget - (FYI)

This item concerns establishing a budget for the organization. Edythe Weber, ARTS Treasurer, reported she has been looking at setting up a budget and would have more information at the June 2006 ARTS meeting.

Web Site - (FYI)

This item concerns the web site for The ARTS. Jim Weber reported the site is online and available. He reported there has been considerable activity and asked each rep to visit the site and verify the information for their organization. Jim Weber reported he will provide an update.

Public Relations (PR) Proposal -

This item concerns a proposal from the Portland PR company Weber/Shandwick . This proposal has been submitted, reviewed, discussed, and voted on by the Board. Considerable and lengthy discussion of this item resulted in rejection of the proposal and all seven items: A. Sample News Release and How-to Fact Sheet; B. Media Tips and Tricks; C. Square Dancing Backgrounder D. PR/Marketing Success Story Round-up Area; E. Stock Photos on Square, Round and Traditional Dancing; F. Program Recommendations; and G. News Release on Survey Results. There was discussion that at least some of the items should be revisited. Brief discussion of this item resulted in agreement that the PR Ad-Hoc Committee (Chairman Tim Marriner and Members Peg Tirrell and Dana Schirmer) would review the Weber/Shandwick proposal and make recommendations to the Board at the June 2006 ARTS meeting.

Public Relations (PR) Project -

This item is related to the Weber/Shandwick PR Proposal. After rejection of that proposal another proposal was made that Members of The ARTS would create the PR materials needed. The following Members were selected for an Ad-hoc Committee to work on this issue: Tim Marriner, Peg Tirrell, and Dana Schirmer. No action will be taken on this item until the PR Proposal from Weber/Shandwick has been revisited and discussed.

Canadian Public Service Announcement (PSA) Video -

This item concerns a PSA produced by Canadian square dancers for use on Canadian television. The PSA was shown to the meeting attendees. There was discussion of how we would be able to modify the PSA for use in the USA. Considerable discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that The ARTS will obtain authorization to modify the Canadian PSA, which was presented during the June 2006 ARTS meeting. The modification will be to make the PSA suitable for use in the USA. (MSC)

(NOTE - Subsequent to the meeting the Canadian Square and Round Dance Society agreed to allow modification of the PSA, however, there would be charge of US\$2,000. Based on this development, the project to modify the Canadian PSA will not be pursued. For information, Michael Streby has nearly completed a new PSA for use in the USA.)

Advantages & Value of ARTS Membership -

This item concerns a request from Ron Holland that we discuss the Advantages of Membership. This discussion should include Pro and Con information. The purpose is to provide the ARTS reps with information to explain the advantages of joining The ARTS and to explain the value of the organization. Discussion of this item resulted in input from several members. There was general agreement that even though progress has been slow in some areas there is progress in other areas, such as the dancer demographic surveys, the support for Square Dancing 101, the new PSA, the Recruiting Plan, the toll free phone number to provide information, The Newsletter to provide information, the web site for exchange of ideas, and the Add-A-Buck program.

Grant proposal -

This item concerns a Grant Application to the RWJ Foundation as proposed by Alitia and John Becker - USDA Plains Region Vice Presidents and Youth Advisors. Grant applications to the RWJ Foundation must be done by an IRS 501 (c)(3) organization. The basis for this Grant is to deal with childhood obesity through the support of Dance Instructors in Schools supplemented with the Square Dance 101 booklet from the California Association of Physical, Education, Recreation & Dance (CAHPERD). The average grant from the RWJ Foundation is from \$1,200 to \$50,000,000. The foundation approves approximately 900 each year. Most grants are from one to five years. Organizations receiving grants are required to submit an annual report and a final report. Discussion of this item during the October 2005 ARTS meeting resulted in approval of a MOTION that the Grant Application be accepted for review and revision prior to submission to the RWJ Foundation.

Pat Demerath provided review comments about the proposal which indicated it needed considerable work, revision and may not be feasible. The grant proposal was sent to the CALLERLAB Grant Writing Committee. That committee has been reviewing the grant, but has not made a determination concerning the feasibility of the request at this time.

NEW BUSINESS -

Bylaws Change

This item concerns a propose Bylaws change to eliminate the requirement to Vote on applications from Associations and individuals. The following MOTION has been submitted and, in accordance with the Bylaws this MOTION will be voted on at the June 2006 ARTS Meeting.

MOTION: Be It Resolved That: The ARTS Bylaws, Article II, Section B, be amended to read "Associate Membership will be open to any Dance Related Organizations, Recreational Leaders, or Supporters of the Dance activities. Associate Membership status will be granted to contributors who annually donate a minimum of \$100 to the ARTS.

Be it further Resolved That: The ARTS Bylaws, Article II, Section C, be amended to read "Individual Membership will be open to any individual. Individual Membership status will be granted to contributors who annually donate a minimum of \$50 per couple or \$25 per individual to the ARTS.

During discussion of the above MOTION the following amended MOTION to replace the original MOTION was Made and Seconded. The amended MOTION reads as follows:

MOTION: Be It Resolved That: The ARTS Bylaws, Article II, Section B, be amended to read as follows:

"1. Applications for Associate Membership will be considered by the ARTS Officers Via an E-mail Vote or at a meeting.

2. A simple majority vote in the affirmative by the ARTS Officers shall be required to confirm associate membership status. If an application is not approved by the ARTS Officers, the application will be submitted to the Governing Board Officers via an E-mail Vote or at a meeting for a Vote. A two-thirds Majority of the Governing Board will be required for approval.

3. Associate Membership status may be granted to contributors who annually donate a minimum of \$100 to the ARTS.

Be it further Resolved That: The ARTS Bylaws, Article II, Section C, be amended to read as follows:

1. Applications for Individual Membership will be considered by the ARTS Officers via an E-mail Vote or at a meeting.

2. A simple majority vote in the affirmative by the ARTS Officers shall be required to confirm individual membership status. If an application is not approved by the ARTS Officers, the application will be submitted to the Governing Board Officers via an E-mail Vote or at a meeting for a Vote. A two-thirds Majority of the Governing Board will be required for approval.

3. Individual Membership status may be granted to contributors who annually donate a minimum of \$50 per couple or \$25 per individual to the ARTS

The above amended MOTION above was Made, Seconded, Debated, and Voted on. The result of that Vote was that the Amended MOTION was not approved.

Incentive Proposal (Attachment 5)

This item concerns a proposal submitted by Pres Minnick for Jim & Judy Taylor, Members of The ARTS. They report they are encouraged about the direction the ARTS Marketing program is taking---in particular, that of obtaining funds or in-kind services from major corporations, agreeing on the use of one logo and one slogan, and involving the clubs and the dancers at the local level. They believe this is a terrific start for coordinating square dancers across the country toward everyone's common goal of increasing the number of dancers, and enhancing our image.

Brief discussion of this item resulted in agreement that this proposal will be presented at the June 2006 ARTS meeting by Jim & Judy Taylor. Pres was asked to invite them to attend the meeting and present this proposal.

Committee Structure Proposal

This item concerns a proposal submitted by Doc Tirrell that the Board create a structure of Standing Committees with three members each to receive, review, and take action on items of interest to the Board. The Committee receiving the item would be required to take action and report to the Board. The idea is to have items reviewed by a committee and then have the committee make a recommendations to the Board for review and action. The Board would not receive items for discussion until the item has been through the committee process. There was agreement that input from an ARTS committee structure could improve the efficiency of the organization. Discussion of this item resulted in the following direction: 1) The Secretary will ask the Board Members to provide a list of the committees in each Member Organization; and 2) The ARTS Officers will develop a proposed committee structure and procedures to administer that structure.

Nomination Of Officers -

It is time to begin to think about the nominations for election of officers at the Fall ARTS meeting. The Bylaws provide for the following: 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; and C) Any member representing one of the Governing Board organizations shall be eligible to hold office in the Corporation. Nominations for ARTS Officers are to be submitted at the June 2006 ARTS Meeting in San Antonio, TX and the election will be done during the Fall 2006 ARTS meeting. The ARTS officers shall be nominated and elected in the following order: 1) Chairman, 2) Vice Chairman, 3) Secretary, and 4) Treasurer. Tim Crawford, Chairman and Members Gene Triplett, and Doc Tirrell were appointed as the Nominating Committee.

Cost of Television Advertisements -

This item concerns a request that we try to determine the approximate cost to run ads on television in a major TV market. Tim Crawford reported in Canada the cost to run ads four times a day on radio and television for six months was approximately \$112,000.00 (Canadian). Linda Shaw reported a company she used to work for paid approximately \$50,000 a year for cable ads shown various times during the day and night.

CALLERLAB Chairman's Award -

This award is presented at the discretion of the CALLERLAB Chairman to recognize outstanding support to square dancing. The award is among the highest honors CALLERLAB can present. At this meeting Chairman Tim Crawford announced that he is presenting the CALLERLAB Chairman's Award to Jim Maczko and Patty Wilcox in recognition of the support and leadership they have provided and the impact they have had on CALLERLAB, The ARTS, and square dancing. Tim made the presentation at this meeting because Jim & Patty will not be able to attend the 2006 CALLERLAB Convention.

NEXT MEETING -

The next meeting is scheduled to be held in San Antonio, TX . The meeting is scheduled to start at 9:00 AM on Sunday, June 25, 2006. As agreed by the ARTS Governing Board, The ARTS will host future meetings. Location of the meeting will be provided at a later date.

ADJOURNMENT -

The meeting adjourned at 4:30 PM on Sunday, April 2, 2006
Transcribed from tape (approved by ARTS LOG 06-0517-001 on xx xxx 06)

Alliance of Round Traditional and Square Dance Inc
Financial Statement
October 2005 through March 2006

Beginning Balance Oct. 1, 2005	<u>\$17,056.38</u>
Income Oct 1, 2005 - Mar. 31, 2006	
Add-a-Buck	39.00
Magnetic sign sales	430.00
Lapel Pins Sales	247.50
Donations	538.60
Dues	
Associate Dues	900.00
Individual Dues	<u>350.00</u>
Total Dues	1,250.00
Miscellaneous Income	<u>105.00</u>
Total Income	2,610.10
Expense Oct 1, 2005 - Mar. 31, 2006	
ARTS Travel.com	49.95
Internet & Web Related Expenses	105.60
Lapel Pins	230.00
Legal Fees	25.00
Miscellaneous Expense	<u>74.99</u>
Total Expense	<u>485.54</u>
Ending Balance March 31, 2006	<u><u>\$19,180.94</u></u>

03/31/06

Alliance of Round Traditional and Square Dance Inc
Income and Expense Detail
 October 2005 through March 2006

Type	Date	Name	Memo	Amount
Income				
Add-a-Buck				
Deposit	3/27/2006	Fiesta De La Cuadrilla	Add-A-Buck donation	39.00
Total Add-a-Buck				39.00
Magnetic sign sales				
Deposit	10/21/2005	Reed, Jerry & Del	Magnet sign sales - CALLERLAB	10.00
Deposit	10/21/2005	Triplett, Gene & Connie	Magnet sign sales - NEC	50.00
Deposit	11/8/2005	Tirrell, Peg & Doc	Magnetic sign sales - Tirrell	5.00
Deposit	11/30/2005	Triplett, Gene & Connie	Magnetic sign sales - Triplett (NEC)	85.00
Deposit	2/14/2006	Promenade Shop	Magnetic sign sales (NEC)	7.50
Deposit	2/14/2006	Triplett, Gene & Connie	Magnetic sign sales NEC	25.00
Deposit	2/14/2006	Triplett, Gene & Connie	Magnetic sign sales NEC	182.50
Deposit	3/24/2006	Wilcox, P	Magnetic sign sales (USA West)	17.50
Deposit	3/24/2006	Wilcox, P	Magnetic sign sales (USA West)	20.00
Deposit	3/27/2006	Holley, Charlie & Kitty	Magnetic sign sales (USDA)	27.50
Total Magnetic sign sales				430.00
Lapel Pins Sales				
Deposit	10/21/2005	Tirrell, Peg & Doc	Lapel pin sales - NSDC	15.00
Deposit	10/21/2005	Nelson, Harry	Lapel pin sales - Wilcox	12.00
Deposit	10/21/2005	Philips, Scott	Lapel pin sales - IAGSDC	50.00
Deposit	10/21/2005	Shaw, Al & Linda	Lapel pin sales - ROUNDALAB	50.00
Deposit	10/21/2005	Harvey, Art & Marilyn	Lapel pin sales - CONTRALAB	40.00
Deposit	10/21/2005	Wilcox, P	Lapel pin sales - cash from Wilcox	39.50
Deposit	10/21/2005	Reed, Jerry & Del	Lapel pin sales - CALLERLAB	25.00
Deposit	3/24/2006	Neufeld, Jimmy	Lapel pin sales (Wilcox)	6.00
Deposit	3/27/2006	Brown, Les & Norma	Lapel pin sales (USA West)	10.00
Total Lapel Pins Sales				247.50
Donations				
Deposit	10/21/2005	CONTRALAB	Donation - CONTRALAB	100.00
Deposit	11/8/2005	Demerath, Angela	Donation from MASDA ARTS Dance	50.00
Deposit	11/8/2005	Williford, John & Dimple	Donation from MASDA ARTS Dance	20.00
Deposit	11/8/2005	Nicholson, Wayne	Donation from MASDA ARTS Dance	14.00
Deposit	11/8/2005	Holley, Charlie & Kitty	Donation from MASDA ARTS Dance	150.00
Deposit	11/8/2005	Brittin, Albert	Donation from MASDA ARTS Dance	50.00
Deposit	3/24/2006	United Square Dance Assoc (CA)	Donation from dance - USDA (CA)	154.60
Total Donations				538.60
Dues				
Associate Dues				
Deposit	10/3/2005	56th National Square Dance Convention	Assoc dues - 56th NSDC	100.00
Deposit	11/8/2005	Las Vegas Square & Round Dancers Inc	Assoc dues - Las Vegas Sq/Rd Dancers	100.00
Deposit	2/14/2006	Idaho Federation of Sq/Rd Dn Clubs	Assoc Dues - Idaho Fed Sq/Rd Dn Clubs	100.00
Deposit	2/14/2006	Wisconsin Sq/Dn Convention Corp.	Assoc Dues - Wisconsin Sq/Dn Convention	100.00
Deposit	2/14/2006	New Mexico Round Dance Association	Assoc Dues - NM Round Dn Assoc	100.00
Deposit	3/24/2006	United Square Dance Assoc (CA)	Assoc Dues - USDA (CA)	100.00
Deposit	3/24/2006	North Carolina Callers Association	Assoc Dues - North Caroline Callers Assoc	100.00
Deposit	3/27/2006	Heart of America Federation of Sq/Dn Clubs	Assoc Dues - Heart of America Sq/Dn Fed	100.00
Deposit	3/27/2006	Arkansas State Square Dance Federation	Assoc Dues - Arkansas Sq/Dn Fed	100.00
Total Associate Dues				900.00
Individual Dues				
Deposit	10/21/2005	Philips, Scott	Individual dues - Scott Philips	25.00
Deposit	11/8/2005	Weber, Jim & Edythe	Individual dues - Jim & Edythe Weber	50.00
Deposit	11/8/2005	Barber, Steve & Hollis	Individual dues - Steve & Holly Barber - 3 years	150.00
Deposit	11/30/2005	Morse, Ronald	Individual dues - Ronald Morse	25.00
Deposit	11/30/2005	Brundage, Bob	Individual dues - Bob Brundage	25.00
Deposit	3/24/2006	Rudebock, Tom & Beverly	Indiv Dues - Tom Rudebock	25.00
Deposit	3/27/2006	Brown, Les & Norma	Indiv Dues - L & N Brown	50.00
Total Individual Dues				350.00
Total Dues				1,250.00

03/31/06

Alliance of Round Traditional and Square Dance Inc
Income and Expense Detail
 October 2005 through March 2006

Type	Date	Name	Memo	Amount
Miscellaneous Income				
Deposit	10/21/2005	Wilcox, P	Luggage tag sales - Wilcox	15.00
Deposit	11/30/2005	ATEK Industries	Magazine Subscription/ American Squaredance	90.00
Total Miscellaneous Income				105.00
Total Income				2,610.10
Expense				
ARTS Travel.com				
Check	11/15/2005	Your Travelbiz.com	ARTS Travel.com	49.95
Check	11/29/2005	Your Travelbiz.com	ARTS Travel.com	49.95
Check	12/13/2005	Your Travelbiz.com	ARTS Travel.com	49.95
Deposit	2/16/2006	YTB Travel	YTB Travel - Reimburse 2 mths fees	-99.90
Total ARTS Travel.com				49.95
Internet & Web Related Expenses				
Check	10/17/2005	Deerfield Hosting	ARTS-Dancetravel.com URL Registration - 3 years	25.65
Check	10/17/2005	Deerfield Hosting	ARTS-Dance.org & .com Web hosting for 1 year	79.95
Total Internet & Web Related Expenses				105.60
Lapel Pins				
Check	1/4/2006	Reed, Jerry	Reimburse purchase of Lapel Pins	230.00
Total Lapel Pins				230.00
Legal Fees				
Check	10/6/2005	CA Secretary of State	CA Filing & Disclosure Fee	25.00
Total Legal Fees				25.00
Miscellaneous Expense				
Check	1/4/2006	California Square Dance Council Inc	Refundable deposit for CA convention	25.00
Check	2/16/2006	Office Depot	Printer Cartridge	49.99
Total Miscellaneous Expense				74.99
Total Expense				485.54
Net Income				2,124.56

**April 2006 ARTS Meeting Minutes -
Attachment 2 (Board /Officers Action Report)**

**ARTS Governing Board and Officers Actions
October 2005 thru March 2006**

This document is a report for the actions taken by the ARTS Governing Board or ARTS Officers from October 2005 thru March 2006.

There were no reportable actions taken in October 2005

The following are the actions taken in November 2005

ARTS LOG #05-1025-002 (Fall ARTS Meeting Minutes)

Action Completed as of 11/28/2005 - The Board Approved the following MOTION:

MOTION: Be It Resolved That: The minutes of the October 2005 , ARTS meeting (Draft 2, dated November 7, 2005) be approved.

ARTS LOG #05-1104-001 Ask ARTS #4)

Action Completed as of 11/07/2005 - The Officers reviewed and approved the Ask ARTS #4 article. The final draft was sent to the ARTS Reps prior to distribution.

The following are the actions taken in December 2005

ARTS LOG #05-1025-001 (Video Proposal - 2)

Action Completed as of 12/12/2005 - The Board Did Not Approve the following MOTION:

MOTION Be It Resolved That: The ARTS supports the proposal from Lloyd Juhala from British Columbia, Canada for the production of a square dance promotion video of 8 - 10 minutes.

The following are the actions taken in January 2006

ARTS LOG #05-1219-001 (Disney Proposal Draft 3.2)

Action Completed as of 01/04/2006 - The Officers reviewed a draft proposal from Disney World, Orlando which proposed that Disney sponsor a square dance event to be held at some future date in EPCOT Orlando. The draft proposal was approved and sent to the Board in ARTS LOG 06-0113-001.(NOTE - See 2006 ARTS meeting agenda)

ARTS LOG #06-0601-001 (1 Associate & 4 Individual Memberships)

Action Completed as of 01/31/2006 - The Board Approved the following MOTIONS:

MOTION: Be It Resolved That: The ARTS Governing Board confirm Associate Membership for a 12 month period from the date of approval of this MOTION for: Las Vegas Square and Round Dancers, Inc

MOTION: Be It Resolved That: The ARTS Governing Board confirm Individual Membership for a 12 month period from the date of approval of this MOTION for: Bob Brundage - Albuquerque, NM; Ronald Morse - Fleischmanns, NY; and Les and Norma Brown - Denver, .

ARTS LOG #06-0113-001 (ARTS Support - Disney World Square Dance Event)

Action Completed as of 01/25/001 - The Board Approved the following MOTION:

MOTION: Be It Resolved That: The ARTS provide promotion and advertising support to the Disney Square and Round Dance Festival, planned for July 28, 29, 30, 2006, as proposed in the letter from Walt Disney World dated January 12, 2006. (NOTE - The dates for this event have to be changed to much later in 2006. Possibly in December 2006.)

There were no reportable actions taken in February 2006

The following are the actions taken in March 2006

ARTS LOG #06-0210-001 (Bylaws Change - Voting on Memberships)

Action Completed as of 01/25/001 - The Board Approved the following MOTION:

MOTION: Be It Resolved That: The ARTS Bylaws, Article II, Section B, be amended to read "Associate Membership will be open to any Dance Related Organizations, Recreational Leaders, or Supporters of the Dance activities. Associate Membership status will be granted to contributors who annually donate a minimum of \$100 to the ARTS."

Be it further Resolved That: The ARTS Bylaws, Article II, Section C, be amended to read "Individual Membership will be open to any individual. Individual Membership status will be granted to contributors who annually donate a minimum of \$50 per couple or \$25 per individual to the ARTS."

12A

ARTS Learn to Dance Phone Report
866 445-2787

The following table is a tabulation of the phone calls received from different numbers and the state of origin of the call for each month. Some calls may have come from cell phones that are register in a different state than the call was actually made from. We have had only 4 prank calls. And though some of those came from NM phone numbers we suspect that the calls were made from CA college students. The table starts at the beginning of the phone bills we could find, which begins with April 20, 2005 and runs through my last phone bill ending on February 19, 2006.

Date	State	#
April 05	CA	1
	WA	1
April	Total	2
May	CA	1
	IA	1
May	Total	2
June	CA	1
	IL	1
	NY	1
June	Total	3
July	CA	1
	OH	1
July	Total	2
August	AZ	1
	CO	1
	DC	1
	NC	1
	NY	1
August	Total	5
September	CA	1
	FL	1
	IL	1
	TN	1
September	Total	4
October	MD	1
	SC	1
	WA	1
October	Total	3
November	CA	1
	CO	1
	MO	1
	SD	1
	TX	1
November	Total	5

December	CA	1
	MO	1
	NC	1
	NM	2
December	Total	5
January 06	CA	2
	DC	1
	FL	1
	OH	2
	PA	1
	TX	1
	VA	1
January	Total	9
February	AL	2
	FL	2
	GA	1
	MD	1
	NV	1
	SC	4
February	Total	11
Grand	Total	51

As you can see the calls have picked up since the bumper stickers have gone out, especial from the south. Many of the calls originated from the Web site. One lady asked at a hotel in OH for Square Dance information and the hotel person pulled the ARTS number from the Web site for her. Also people have said that they saw the number in various publications.

Kimberlee & Michael Streyby



Alliance of Round, Traditional and Square Dance

Add-A-Buck

Program

Fund Raising Project

ARTS-Dance
Add-A-Buck Program

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1. Program Overview
2. Sample Wording
3. Sample Flyer #1
4. Sample Table Poster #1
5. Sample Table Poster #2
6. Sample Table Poster #3
7. Donating Organization Treasurer Responsibilities
8. Multiple donation sheet (can be copied and given to donors)
9. Remittance Form to Report Donations

Included for your convenience is a CD of all the documents included in this packet. (this would need to be approved by the ARTS Board to do.)

All these documents are also available on the web at <http://www.arts-dance.org/>

“Add a Buck” Program Overview

Purpose:

To get organizations holding Festivals and Conventions to **voluntarily** add and collect a small additional amount, where the dancers agree to do so, for donation to the ARTS Dance Foundation

Implementation:

This kit provides you with instructions, resources, examples of wording, materials for advertising, remittance instructions and gratitude.

Target:

Especially Festivals and Conventions, any dance events that are willing to “Add-A-Buck”.

Success assumptions

There will be an assumption that this will only work where organizers are aware and support the ARTS-Dance Foundation, its work, and plans. While the kits will include a brief overview of the ARTS Dance Foundation, it will be important to realize that the ARTS Dance Foundation needs much more exposure.

Brochures, annual reports and other information explaining the ARTS mission, goals and accomplishments are available upon request or can be printed from the ARTS website at www.arts-dance.org.

SAMPLE WORDING FOR FLYERS, TABLE POSTERS

The ARTS recognizes the reference to “Dancing’s Future” may not be appropriate in all situations. Square dancing, contra, clogging, round dance, or any form of dance can be substituted for the word “dancing” in any of these situations.

(Add to your dance flyer)

ADD A DOLLAR FOR DANCING’S FUTURE!
YOU MAY VOLUNTARILY ADD AN EXTRA DOLLAR OR MORE
TO YOUR ADMISSION PRICE. ANY AMOUNT YOU ADD WILL BE
SENT AS A DONATION TO THE **ARTS Dance FOUNDATION**

Dollars for Dancing: Add a Buck for Dancing’s Future

Donate a Dollar for Dancing’s Future

(Add to your dance registration form)

ADD A DOLLAR FOR DANCING’S FUTURE. An
additional \$_____ is enclosed as a voluntary tax-deductible
donation to the **ARTS Dance Foundation**

(Add to your table poster)

THE ARTS Dance FOUNDATION is registered with the IRS as a 501 © (3) corporation
and all donations to the Foundation are tax deductible.

ANNUAL CHRISTMAS SEASON
SING – A – LONG

FRIDAY DECEMBER 27TH , 2002
8:00 PM – 10:30PM

FEATURING

GOOD CALLER & GREAT CUER

NEW LOCATION
*******DANCE HALL COMMUNITY CENTER*******
306 PARKSIDE DR
YOUR TOWN, YOUR STATE

\$10.00 PER COUPLE AT THE DOOR

PLUS LEVEL SQUARES - LIMITED TO 20 SQUARES

ADD A DOLLAR FOR DANCING'S FUTURE!
YOU MAY VOLUNTARILY ADD AN EXTRA DOLLAR
OR MORE TO YOUR ADMISSION PRICE. ANY AMOUNT YOU
ADD WILL BE SENT AS A DONATION TO THE **ARTS Dance FOUNDATION**

Please mail your cheque payable to Dance-A-Bunch:

Good Caller, Address, City, State Zip
Internet: put e-mail here.

My payment for the dance is enclosed: \$10.00 per couple

ADD A DOLLAR FOR DANCING'S FUTURE. An additional \$_____is
enclosed as a voluntary tax-deductible donation to the **ARTS Dance Foundation for
the Preservation and Promotion of Square Dancing.**



HOW YOUR DONATIONS WILL HELP **PROMOTE & PRESERVE OUR DANCE** **ACTIVITY**

- ❖ PROVIDE EDUCATIONAL MATERIALS
- ❖ FUND MARKET RESEARCH
- ❖ DEVELOP AN ADVERTISING CAMPAIGN
- ❖ DEVELOP EDUCATIONAL PROGRAMS
- ❖ DEVELOP ADVERTISING MATERIALS
- ❖ PRESERVE HISTORICAL MATERIALS
- ❖ MATCHING FUNDS FOR GRANTS

THE ARTS Dance FOUNDATION is registered with the IRS as a 501(c)(3) corporation
and all donations to the Foundation are tax deductible.



ARTS-DANCE ACCOMPLISHMENTS

PROMOTE & PRESERVE OUR DANCE ACTIVITY

- ❖ Cooperation between national organizations to increase the number of dancers in the activity
- ❖ Surveys at several National Square Dance Conventions® to assist in market research
- ❖ Grant to the California Square Dance Council to create a notebook and CD for teachers to use in the schools to teach youth to square dance
- ❖ Toll-free number – 866-445-ARTS(2787)
- ❖ Magnetic signs with the toll-free number on them
- ❖ Travel website that donates a portion of the commissions to the ARTS
- ❖ Lapel pins
- ❖ What Is ARTS brochure and membership application
- ❖ Participation in the Education Program at the National Square Dance Convention®
- ❖ Table in the Showcase of Ideas at the National Square Dance Convention®

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- ❖ Table in the Showcase of Ideas at the National Square Dance Convention®

HOW YOUR DONATIONS WILL HELP

- ❖ Provide educational materials
- ❖ Fund market research
- ❖ Develop an advertising campaign
- ❖ Develop educational programs
- ❖ Develop advertising materials
- ❖ Preserve historical materials
- ❖ Matching funds for grants

Add-A-Buck to your entrance fee and donate it to the ARTS.

THE ARTS Dance FOUNDATION is registered with the IRS as a 501 (c) (3) corporation and all donations to the Foundation are tax deductible.

ARTS-DANCE

Alliance of Round, Traditional and Square-Dance

The ARTS-Dance is an alliance of all the national square dance organizations gathering together with a goal of improving the dance activity and increasing the number of dancers in our activity by 50,000 during the next 10 years.

Membership in ARTS-Dance is available to individuals and groups who would like to participate and provide financial support to this worthwhile effort.

One way to participate is to Add-A-Buck to your State Festival entrance fee and donate it to ARTS-Dance.



Contact information can be entered here or you can leave blank.

[Http://www.arts-dance.org](http://www.arts-dance.org)

Donor Organization Treasurer Responsibilities

Treasurer responsibilities:

- 1) Track Add-A-Buck donations separately from regular festival or dance fees.
- 2) Provide tax receipt if donors wish to have one (multiple form provided for copying)
- 3) Acknowledge the donation and announce it during your festival or dance
- 4) Fill out Remittance Form
- 5) Send one (1) check to the ARTS Treasurer for the total of all donations.

Any other ideas or recommendations for the donating organization treasurer that will make it clear what THEY are to do?



This note serves as your receipt for tax purposes related to the calendar year _____.

The ARTS-DANCE FOUNDATION certifies no goods or services were granted in connection with this contribution of \$_____.

Date _____



This note serves as your receipt for tax purposes related to the calendar year _____.

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Incentive Proposal for Square Dancing

As members of the new ARTS organization, we are encouraged about the direction the ARTS Marketing program is taking---in particular, that of obtaining funds or in-kind services from major corporations, agreeing on the use of one logo and one slogan, and involving the clubs and the dancers at the local level. We think this is a terrific start for coordinating square dancers across the country toward everyone's common goal of increasing the number of dancers, and enhancing our image.

Recently, we learned about a method of promotion that fits the goals above and sounds promising in its concept:

There was an article in The Denver Post on Sunday 12/11/05 titled: "Secret Gets Out On Marketing's New Way In". It states that (as we all know) word-of-mouth marketing is a very effective way to spread the word. It also states that many of the "volunteer" promoters may have worn out their effectiveness, and are not willing to "market" on an on-going basis. The suggestion is that "Buzz Marketing" may be an answer. It involves recruiting "agents", setting up an incentive system, and developing a means of reporting and recording the word-of-mouth activity. The incentives could be money, or gifts, or points toward something. The reporting is done on the Internet, and someone has to record or keep track of the results.

ARTS could set up a nationwide incentive "Buzz Marketing" program where anyone could participate, file reports on-line, and win credits toward something (such as mileage points, gift cards, National Squares subscription or National Directory, etc.) for such actions as recruiting, getting prospects to lessons, regaining past dancers, etc.

This incentive program could be promoted to the Councils/Federations, the Clubs, and the dancers at the Nationals, the State Festivals, and the State Associations. A Web site could be set up to record the activity, and the clubs could be responsible to authenticate the lessons, graduations and membership. This would be an on-going function; there would be no grand prize, which would suggest "the end". Everyone who participates could win!

This is our interpretation of what we read, and how it might apply to square dancing. We believe that ARTS might be the best organization to implement this program.

Jim & Judy Taylor

Some thoughts on what needs to be done to make this work.

Person to Person Marketing for Square Dancing

Marketing material that emphasizes the benefits of square dancing:

- Fun
 - Social Capital
 - Need for touching
 - Health benefits – exercise:
 - 10,000 steps,
 - heart stimulation
 - mental stimulation
 - Alcohol free
 - Smoke free
 - Friendly people
 - “Family” atmosphere
 - All kinds of music
 - Builds leadership
- Need printing methods
- Need a distribution procedure
- Need a Marketing Administrator

Program Administrator

- Clubs must be contacted to verify the entries made by individuals.
- Need to generate reports and provide feedback to the square dance community.
- Use statistics for general marketing to the public and to funding sources.
- Issue incentive awards on a regular basis, or on request.
- Solicit funds/incentives from businesses/merchants
- Promote the program:
 - National Conventions
 - State Festivals/Conventions
 - State meetings
 - Council/Federation meetings
 - Clubs & individuals

Nationwide Web site:

Anyone in the program could enter his or her accomplishments.

It should be a secure site.

People would have an ID and password to login.

Have entries go to an “unverified” status for review by administrator or club contact

Home page could contain:

- Welcome message

- Login section

- Navigation to screens for:

 - Rules

 - Help

 - Incentives

 - Maybe earn one point for reporting a conversation, 5 points for a contact name & info, 10 points for getting someone to come to lessons, 20 points for graduating, and 20 points for joining a club.

 - Contacts – Marketing Adm., Program Adm., Web site, State & club.

 - Marketing Fliers and Materials to be used by “Agents”

 - Statistics for State, National

Data Entry Screen

Verification screen for clubs

Display screen for individual

Display screen for Club

Web site Database

Need a Web site Administrator

Provide secure Account records for Individual “Agents”, Clubs, States, Nations

Be able to pull the contact names

Allow record to be flagged as verified or not.

Provide way to display points earned and awarded for individual, club, state & National

Provide way to verify the integrity of the database.

Provide means for mass mailing to Individuals & Clubs