

ARTS MEETING MINUTES

Clarion Hotel
Orlando, Florida
October 1, 2006

CALL TO ORDER -

Meeting called to order at 9:00AM on Sunday, October, 1, 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)

ROLL CALL -

Governing Board Representatives

The following Voting Members representing Governing Board Members were present

CALLERLAB - John Marshall
IAGSDC - Scott Philips
NSDCA - Doc Tirrell
USAWest - Patty Wilcox
USDA - Si Kittle

The following Governing Board Member(s) were not present

CONTRALAB, NEC, ROUNDALAB, SSDUSA, and URDC

ARTS Officers; the following ARTS Officers are present:

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

ARTS Officers; the following ARTS Officers are not present:

Others Present (not listed above):

Lyle & Jean Beck, Dana Schirmer, Ailene Picheco, Tim Crawford, Peg Tirrell, Jim Weber, Marilyn Kittle, and Tim Marriner

AGENDA CHANGES/APPROVAL

The Chairman asked for a MOTION to accept the agenda. Prior to acceptance, the following item, was added: A discussion of possible grants from Wal-Mart and Target:

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

OPEN GENERAL ISSUE DISCUSSIONS -

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

USDA reported they have included an online "shopping mall" linked to the USDA web site. The money generated by this link is sent to USDA

If any rep did not receive the Campers newsletter, contact Doc & Peg Tirrell and they will send a copy.

MISCELLANEOUS REPORTS - The following reports were presented:

Treasure Reports:

Finance Report -

Current Finance Report was presented by Edythe Weber, Treasurer. Balance on hand as of September 30, 2006 is \$20,040.63. This total does not include any moneys donated or collected during this meeting. Without objection, the finance report was received and filed for review. The ARTS Financial Year is October 01 thru September 30. During the past fiscal year the Net excess income for The ARTS was \$2,984.30.

The Treasurer reported her consideration that we could open an interest bearing account of some kind to earn some interest on the money which is not needed for immediate expenses. A suggestion was made that we investigate a money market account which allows withdrawal of money without penalty.

Other Finance Matters -

(1)ARTS Budget

This item concerns establishing a budget for the organization. The treasurer reported we are still working on a budget.

(2)ARTS Pins - (FYI)

This item concerns the sale status of the ARTS pins. The treasurer reported that most of the pins have been paid for and that we have received the pins back from the American Callers Association. Rep may request more pins from the Treasurer

(3)Magnetic Signs - (FYI)

This item concerns the sale status of the magnetic signs. The treasurer reported money continues to be received.

Reports from past meetings -

Copies of the minutes of the past meetings are available on the ARTS web site:

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); Fall (October) 2005 ARTS Meeting (Orlando, FL); April 2006 (Charlotte, NC); and June 2006 (San Antonio, TX)

Confirm Actions by the ARTS Board & Officers Since the Last Meeting - (Attachment 1)

This item concerns a discussion and vote to confirm the actions taken by the ARTS Governing Board and the ARTS Officers since the April 2006 meeting. The attached list of these actions needs to be reviewed and confirmed. 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 April 2006 meeting be confirmed. (MSC)

NSDC Information - (FYI)

56th NSDC - Charlotte, NC -

ARTS LOG ARTS LOG 06-0526-001 was submitted to request topics for seminars. The Chairman will be working with the NSDC Education committee to schedule the seminars. We plan to participate in the Education program and have a display in the showcase. We discussed asking the 56th NSDC to help with distribution of the dancer survey and the ARTS Tri-Fold brochure into the registration packages. There was discussion of asking the 56th NSDC to also insert a paper with all the past Ask ARTS articles. Discussion of this issue resulted in the following MOTIONS:

MOTION: Be it resolved that the 56th NSDC be asked to place the ARTS dancer survey, the ARTS Tri-Fold Brochure, and a paper with all past "Ask ARTS" articles into each convention registration package in Charlotte. (MSC)

MOTION: Be it resolved that the editors of American Square Dance Magazine and National Squares be asked to place an article in their magazines about the ARTS survey and the importance of completing the survey in Charlotte.. (MSC)

57th NSDC - Wichita, KS - (FYI)

Jim & Edythe Weber are the Education Chairman for the NSDC. No specific plans have been made, however, we do plan to present two seminars. Jim Weber, Education Committee Chairman, asked that the topics for the seminars be provided before the 57th NSDC Pre-Convention. We plan to have a display in the showcase.

58th NSDC - Long Beach, CA - (FYI)

We have had no contact with the 58th NSDC staff. We plan to have a display in the showcase.

59th NSDC - Louisville, KY - (FYI)

We have had no contact with the 59th NSDC staff. We plan to have a display in the showcase.

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

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

Video Projects - 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. During the June 2006 ARTS meeting, a video was available for viewing. Michael has nearly completed work on this task. The video may be completed in time for possible distribution at the 56th NSDC in Charlotte, NC

Toll Free Telephone Number -

Jim Maczko reported the calls continue to be received, however, there has been a reduction in the frequency.

Publications - (FYI)

This item concerns a list of publications and contact information. Jim Weber asked that all reps insure that he is provided information about member organization pubs.

ARTS Tri-Fold Information Brochures -

The updated brochures were distributed at the 55th NSDC in San Antonio, TX in June 2006. During the June 2006 ARTS meeting there was general agreement that improving the Tri-Fold could make it more attractive and therefore encourage more people to read it. The ARTS Secretary has requested a cost proposal for color printing of the brochure; we do not have an answer at this time. Brief discussion resulted in agreement that some changes should be made prior to the next printing.

Ask ARTS - (FYI)

There was discussion of publishing an article about the dancer Survey in Charlotte in late February. Additional discussion included the idea to repeat an article explaining what The ARTS is.

PR Ad-Hoc Committee - (Tim Marriner, Chairman)
Members Doc & Peg Tirrell and Dana Schirmer

Public Relations (PR) Proposal -

This item concerns discussion of the proposal for seven items from the Portland PR company Weber/Shandwick. This proposal has been submitted, reviewed, discussed, and voted on and rejected by the Board. The items were: 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. The Ad-Hoc Committee has not taken action due to the difficulty in communications. The Chairman of the Ad- Hoc Committee reported his belief that in-house ARTS resources may be able to accomplish the work as proposed by Weber/Shandwick, but that such an effort will require a great deal of coordination and probably face-to-face discussions by a working group to get the job done. Trying to accomplish this tasking by E-mail or by in frequent communications seems to be a very difficult, if not impossible, job.. There was discussion of whether this task should not be undertaken until we have accomplished (or achieved) our efforts to educate the dance community about The ARTS. Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that the Public Relations Ad-Hoc Committee be disbanded and that the task of reviewing the PR proposal from Web/Shandwick be assigned to the ARTS Publicity Committee. The committee would review the tasking and develop a plan for resolution of this issue. (MSC)

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. No action will be taken on this item until the PR Proposal from Weber/Shandwick has been revisited and discussed.

OLD BUSINESS -

Incentive Proposal(Attached)

This item concerns a proposal from Jim & Judy Taylor and Dan McPeek & Judy Winter, to be called The "GROUP", that The ARTS investigate the idea of using an "Incentive Marketing" program to help recruit more dancers. The general idea for this proposal is that "incentives" would be awarded to dancers, clubs, organizations, or others for their activities in recruiting new dancers. The "incentives" would be solicited from businesses and others to make the program attractive and to encourage participation. The program would be web based to track participation, activities by participants, lists of "incentives", tracking for awarding of "incentives", and other aspects of the program. Reportedly, a basic prototype web site is under construction. (See the attached paper for more details)

Jim Maczko provided input from our attorney in North Carolina. After reviewing the tax-exempt regulations the attorney wrote he must advise that such incentives would most likely place the tax-exempt status of the ARTS-Dance in jeopardy. The attorney's concerns were passed to the Board and to the GROUP. The GROUP will review the information from the attorney and provide input to the ARTS Officers with information about other groups which do use this "incentive" type recruiting/marketing program. (See attached paper for more details)

During the meeting a conference call between The GROUP and the Board was completed. During this call The GROUP indicated they would like to try a smaller version of the Incentive Program during the 56th NSDC in Charlotte. Their plan is to solicit participation in a trial Incentive program with the goal of having dancers respond to an offer of an "incentive" to go to a designated area (table, booth, or other location) to receive an "incentive" reward for either providing their name and contact information, or signing up to receive additional information, or some other act which will qualify them for the "incentive" reward. Jim Maczko will submit a request to the NEC and 56th NSDC committee to request permission to set up and implement the small version trail program in Charlotte. There was also discussion of The GROUP being allowed to participate in a seminar or panel discussion on Friday or Saturday of the 56th NSDC to help promote the trial incentive program at the convention.

During the conference call, Ken Robinson discussed the prototype web site he has set up to support the program. Ken was asked to send the link to the web site to the ARTS Secretary who will provide the link to the ARTS Board and Reps.

Discussion of this item resulted in agreement that the smaller version trial of the program should be tried in Charlotte. There was some discussion of what the "incentive" reward should be. The GROUP was asked to provide a cost estimate for the "incentive" reward. It is possible The ARTS would help with purchase of the "incentive". The GROUP will submit a written proposal for the details of the smaller version of the Incentive program in Charlotte for review by the ARTS Board.

This item will be on the agenda for the March 2007 ARTS meeting.

Nationwide Benefit Dance - (FYI)

This item concerns a series of nationwide fundraising dances to benefit The ARTS. The dances are scheduled for February 29, 2008. Linda Shaw has agreed to Chair this project. Linda will provide advertising materials. 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. .

There have been requests that The ARTS provide information about how to advertise the dances. There was general agreement that we need to implement an aggressive publicity campaign to spread the word about the dances. The ARTS Secretary was directed to contact Linda Shaw to ask her to create a flyer and press release announcements which could be distributed to dance organizations to help publicize the dances. There was discussion of how The ARTS will be able to distribute the information. There was general agreement that each Member Organization should help with distribution of information. There was also discussion of creating a "tree-type" electronic mailing list. This would involve The ARTS sending electronic mailings to top level contacts and those contacts would send the mailing on to their mailing list. This process would continue until the electronic mailing was delivered to all dancers who have E-mail. There was discussion that such a "tree-type" electronic mailing list, while a notable goal, should not dominate our efforts to distribute information. This item will remain on the agenda for future meetings.

The ARTS & YTB Travel -

The online travel site has been activated. Jim Weber provided information about the activity on the site. He reported we have had a small amount of income (approximately \$120.00) from the site. All ARTS organizations are encouraged to publicize the site and encourage their members to use the site. Caller and dance groups are also encouraged to book cruises through YTB Travel site. Jim has publicity information and materials available for distribution and publication to help publicize this service.

Discussion of this item included information about the possibility of a conference phone call, hosted by YTB Travel. This conference call would include all state association reps and the ARTS Board Members and other reps. The purpose of the call would be for YTB Travel to provide information and explanation of the benefits of utilizing YTB Travel services. Jim was asked to provide information about this conference call proposal to the ARTS Secretary

This item will remain on future agenda so that reports of activity can be presented to the group. Discussion of this issue resulted in the following MOTION:

MOTION: Be it resolved that the mutual cooperation agreement between The ARTS and YTB Travel be extended until October 31, 2007. (MSC)

Web Site -

This item concerns the web site for The ARTS. The web site is online and available. Jim Weber will provide an update. No Additional Action is required at this time. Discussion of this issue resulted in the following MOTION:

MOTION: Be it resolved that funding of the web hosting of the ARTS web site be continued until further notice. (MSC)

Committee Structure Proposal -

This item concerns a proposal that the Board create a structure of Standing Committees to receive, review, and action on items of interest to the Board. The Committee receiving the item would be required to take action and report to the Board. We have identified the committee structure of each of the Member Organizations. The Officers has reviewed the Member Organization committees and conducted brief discussion of this item. Additional action will be undertaken by the incoming ARTS Chairman and Officers. Further discussion of this item will be part of the agenda for the March 2007, ARTS meeting

ARTS Dancer Survey -

This item concerns the dancer survey which has been done at several events. During the June 2006 ARTS meeting Gene & Connie Triplett were asked to make an official request that the ARTS be allowed to conduct a survey in Charlotte and that the 56th NSDC staff help in distribution of the survey forms. Michael Streby reported that the results of all the various surveys have shown very consistent results. The plan is to conduct the survey in Charlotte and if the results are substantially the same as from past surveys to not do additional surveys for some time. It is anticipated that the results from the survey in Charlotte will be consistent with previous results.

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 person. This item will stay on the agenda for future discussions.

Spring 2007 Meeting (March 18, 2007) -

This item concerns the Spring 2007 ARTS meeting. The meeting is scheduled to start at 9:00 AM on Sunday, March 18, 2007. The meeting will be held in the host hotel for the WASCA dance event which is to be held in the Hilton Alexandria Mark Center hotel, 5000 Seminary Rd., Alexandria, VA. The telephone for the hotel is: 1-703-845-1010; Fax: 1-703-820-6425. And the web site for the hotel is:

<http://www.hilton.com/en/hi/hotels/index.jhtml?ctyhocn=DCAAHHF>

The ARTS Secretary will contact the Chairman of the WASCA event to obtain details about the location of the hotel, which airport is recommend and other details. The secretary will forward the information to the ARTS Reps.

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. During the June 2006 ARTS meeting 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.

Al Shaw also agreed to work on this project. Ken Robinson provided some information about E-mail distribution programs. Many of these lists require the recipients to agree to receive messages. Jim Weber reported that the mailing list which is part of the ARTS web site provides the capability of dancers to add or remove their E-mail address to the list and receive messages sent to the list. This system requires those signing up to agree. There was agreement that the E-mail distribution system can work like a mail tree where the message is sent to individual state or region coordinators, then the coordinators will send the message on to a smaller group.

No new information was reported during this meeting. This item will remain on future agenda.

Disney World Proposal - (FYI)

This item concerns a proposal from Disney World, Youth Events Group, that the ARTS sponsor a dance event at Disney. There has been no additional communication with Disney on this item and all efforts for completion have failed. This item will be removed from future agenda.

Add-A-Buck Project -

This project was presented, discussed, and approved at the April 2006 meeting. The materials have been distributed. The committee has discussed a proposal that a followup mailing be sent to request feedback from the recipients of the original package. Brief discussion of this item resulted in agreement that the followup mailing would be a good idea and should be done. There was considerable discussion of the possibilities of several festivals including the National Square Dance Conventions. Jim Maczko and Jim Weber will followup with the General Chairman of the 57th NSDC in Wichita, KS.

Auxiliary Board Memberships - (FYI)

This item concerns the request to the Country Dance & Song Society (CDSS) to join as an Auxiliary Board Member. Last year the CDSS had responded that they were going to review the invitation. However, we have had no additional response. This item will be removed from future agenda.

Grant proposal - (attached)

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). In October 2005 Grant Application was accepted for review and revision prior to submission to the RWJ Foundation. In June 2006 the CALLERLAB Grant Writing Committee submitted review comments. It has been agreed that additional action will be required to re-write the grant request.

There has been some discussion of a suggestion that we approach a professional grant writer to review this grant and provide an estimate of the validity of submitting such a grant, and the cost to prepare it. Discussion of this item during this meeting resulted in agreement that Jim Maczko will send the original draft of the application and additional pertinent information to John Marshall. John will forward the materials to Gary Felton, CALLERLAB Member and professional grant writer. Gary will review the materials and provide input concerning the feasibility of the grant request and an estimate of the work required to complete the grant request. This item will be on the agenda for the March 2007 ARTS meeting.

Recruiting Plan -

This item concerns the plan accepted by the ARTS Board for presentation to other groups to be modified by other organizations as desired. During the June 2006 Arts meeting Ken Robinson provided a brief report on the work he has done to create a web site to support and promote the Recruiting Plan. He reported the web site is available for review. A basic site structure is in place, however, there was no text on the site. The site structure needed much more work and text for web pages will need to be created. There was general agreement that the basic site structure looks good and that considerably more work needs to be done. Ken was asked to send a link to the sample site to the ARTS Secretary and the Secretary would send the information to the ARTS Reps. The ARTS Secretary did not receive the information. There was no additional information available at this meeting.

Support Letter to Pittsburgh -

This item concerns a request for a letter of support from an NSDC bid committee based in Pittsburgh, PA which is bidding on the 60th National Square Dance Convention (NSDC). The following was received: We are the proposed General Chairman for the 60th National Square Dance Convention to be held in Pittsburgh, PA in 2011. We are requesting a letter of support from ARTS to help in our endeavor. Address the letter to: Clyde & Judy Miles; Proposed General Chairman; 904 Main Street; Harwick, PA 15049. Your help in this matter would be greatly appreciated.

Considerable discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that The ARTS send a letter to the Pittsburgh, PA NSDC bid committee preparing to bid on the 60th NSDC in 2011. The letter will indicate The ARTS supports their effort to bid for the NSDC. (MSC)

Election Of Officers -

In accordance with the Bylaws the election of the ARTS officers was conducted at this meeting. The following is the list of candidates for the ARTS Officers: Chairman - Mike Jacobs; Vice Chairman Mike Jacobs and Scott Philips; Treasurer - Edythe Weber; and Secretary -Jerry Reed. The following is are the results of the Election:

MOTION: Be it resolved that the following be elected as the ARTS officers: Chairman- Mike Jacobs; Vice Chairman - Scott Philips; Treasurer - Edythe Weber; Secretary - Jerry Reed . (MSC)

NEW BUSINESS -

Honorary Membership -

This item concerns the nomination of Jim Maczko as an Honorary Member. The ARTS Bylaws provide that 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. Discussion of this item resulted in agreement with the MOTION printed blow. However, because approval of this MOTION requires a two-thirds vote by the Board and there are only one-half of the Board Members present at this meeting, the following MOTION will be submitted to the Board in an ARTS LOG for review and vote:

MOTION: Be it resolved that Jim Maczko be approved as an ARTS Honorary Member.

National Dance Standards - (FYI)

This item concerns a discussion of National Dance Standards published by the National Dance Association. These Standards provide guidelines for how dance is to be taught in schools at various grade levels. There was discussion of obtaining a copy of the document for the ARTS Reps to review. Also included was discussion about how The ARTS might help get our dance activity included in the Standards document. No additional action was identified at this time.

AAHPERD -(FYI)

This item concerns a discussion of the American Alliance of Health, Physical Education, , Recreation, and Dance (AAHPERD). Jim Maczko briefly discussed the involvement in AAHPERD and the NDA by Calvin Campbell. Calvin is the CALLERLAB rep to the NDA and attended the past two (2005 and 2006) AAHPERD/NDA national conventions and has made presentations featuring square dancing. Jim has discussed the possibility of Calvin including information about Square Dancing 101 in his presentations to the AAHPERD/NDA conventions. No additional action was identified at this time.

ARTS Publicity/Mass Mailing -

Many of us have found that the understanding of The ARTS or even knowledge of the existence of the organization is lacking throughout the dance community. Simply put, the dancers either do know we exist or if they do, they don't know enough.

This item concerns a proposal from Charlie Holley that The ARTS undertake a project to create a mass mailing to ALL dancers/cuers/callers and others involved with the activity to publicize the accomplishments and activities of The ARTS and to promote a wider recognition of the organization. This project would require creation of the information materials and a mailing list for the mass distribution of the information through regular postal service. Charlie believes such a project would be a good way to get the word out to all dancers to publicize what The ARTS is and what we are trying to do for the dance world.

Creation of the mailing could be done by collecting names and addresses from ARTS Member organizations and perhaps from sources such as The National Square Dance Directory, American Square Dance magazine, Grand Square Inc., or others. There was general agreement that collecting names and addresses could cause privacy issues but one way to decrease this would be for each Member organization do their own mailing. However, it was recognized that obtaining addresses for dancers would be more difficult than for members of CALLERLAB, ROUNDALAB, CONTRALAB, or other organizations with members mailing addresses. There was brief discussion of the USDA project to collect 60,000 names and addresses for the USDA Credit Card program.

Discussion of this item resulted in agreement that we could contact the state reps and ask that they agree to pass the information on to the dancers/organizations and others in the activity. There was general agreement that creation of a mailing list to include every dancer in the activity is not feasible. However, creation and implementation of a mailing "tree" system could be accomplished. Such a "tree" would involve a mailing to state or regional contacts and then those contacts would send the mailing to their contacts, and so on until the mailing reached the dancers at the club level. Jim Weber reported he sends the ARTS publicity and Press Releases to all the publications on our mailing list. There was discussion about doing such a mailing by E-mail which would be simpler and faster. There was also some discussion about placing ads (paid) in the various square dance publications.

The second part of this project is creation of the materials which would be mailed. Such materials publicize the accomplishments of The ARTS and promote a wider recognition of the organization including purpose and goals.

Considerable discussion of this item resulted in agreement that the Publicity Committee (Michael Streby) be asked to investigate this issue and develop a plan for consideration by the Board. Jim Maczko will notify Michael.

National Square Dance Directory - Advertising -

This item concerns the ARTS ads in the National Square Dance Directory (NSDD). The NSDD has gone digital and will be published in the future on the web at: <http://www.nsddirectory.com/LoginForm.aspx>. The Directory will not be published in hard copy in the future. Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that Lyle Beck contact the National Square Dance Directory to determine the following 1) What is the cost of our ad, 2) How will the ARTS ad be displayed, 3) What format will the ARTS ad be in, 4) What is an "ad" and what is a "listing", 5) will there be a charge for club listings, 6) Does the Directory need anything more from the ARTS to place our ad in the Directory. Lyle will report results to the ARTS Secretary and an ARTS LOG will be submitted to discuss and vote on the action we need to take. (MSC)

Advertising in Program Book for 56th NSDC -

This item concerns a proposal for The ARTS to place an ad in the program book for the 56th NSDC. Brief discussion of this item resulted in agreement that we would investigate the cost of an ad in the 56th NSDC program book. Del Reed volunteered to contact the 56th NSDC committee to determine to cost of an ad and details of how we should proceed if we decide to place an ARTS ad in the book. Del will report her findings to the ARTS Secretary and an ARTS LOG will be submitted to discuss and vote on this issue.

Software For Non-Profit Organizations -

This item concerns a source for discounted computer software. The source reportedly provides a source for discounted software, the web site for this source is: <http://www.techsoup.com/> Brief description of this item resulted in agreement that no further action should be taken at this time. This item will be on the agenda for the next ARTS meeting.

Grant From Wal-Mart & Target - (FYI)

This item concerns a source for possible grants to help dance clubs, organizations, or associations. The grants are approved and provided by individual stores. Requests may be submitted to help clubs or organizations. Information about this source of grants was distributed during the meeting and is available on the web links listed below.

Target - <http://sites.target.com/site/en/corporate/page.jsp?contentId=PRD03-001818>

Wal-Mart - <http://www.walmartfacts.com/featuredTopics/?id=5>

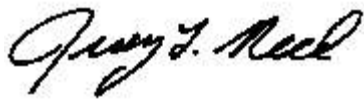
Next Meetings -

The next meeting is scheduled for March 2007 near Washington, DC at the WASCA event. The ARTS Secretary will contact the General Chairman ~~fo~~ of the event for more information about the hotel and meeting spaces. The meeting is scheduled to start at 9:00 AM on Sunday, March 18, 2007. As agreed by the ARTS Governing Board, The ARTS will host future meetings.

ADJOURNMENT -

The meeting adjourned at 3:40 PM on Sunday, October 1, 2006

Submitted by,



Jerry L. Reed
ARTS Secretary; Transcribed from audio
Approved November 9, 2006 by ARTS LOG 06-107-002

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ARTS Governing Board and Officers Actions

June 6, 2006 thru September 30, 2006

This document is a report for the actions taken by the ARTS Governing Board or ARTS Officers from June 6, 2006 thru September 15, 2006.

ARTS LOG 06-0511-001 (60th NSDC - Pittsburgh, PA)

Action Completed as of 09-11-2006 - The following are the results of this ARTS LOG:

This item will be discussed at the October 2006 ARTS Meeting.

ARTS LOG 06-0516-001 (Committee Structure & Procedures)

Action Completed as of 09-20-2006 - The following are the results of this ARTS LOG:

The ARTS Officers agreed this item will be discussed at the October 2006 ARTS Meeting.

ARTS LOG 05-0518-001 (APR 2006 Mtg Min)

Action Completed as of 06-07-2006 - The Board Approved the following MOTION:

MOTION: Be It Resolved That: The minutes of the April 2006 ARTS meeting be approved

ARTS LOG 06-0526-001 (Seminars in Charlotte - 56th NSDC)

Action Completed as of 08-22-2006 - The following action was approved:

The convention has requested that three topics be identified for seminars in Charlotte.

The following topics have been suggested:

What can I do to help promote ARTS?; Add-a-Buck & Dance America; Brainstorming/Q & A session; What can ARTS do to help the dancers and the activity?; Outreach to younger dancers -- 20's and 30's; How to make dancing more of a family affair?

The ARTS Secretary suggests the Chairman work with the 56th NSDC Education Committee to develop a set of three topics and arrange for ARTS Members to staff these panels.

ARTS LOG 06-0531-001 (RWJ Grant Review Comments)

Action Completed as of 06-08-22-2006 - The following are the results of this ARTS LOG:

This item was discussed at the June 2006 ARTS meeting and will be on the agenda for the Fall 2006 ARTS meeting,

ARTS LOG 06-0604-001 (June Mtg Agenda)

Action Completed as of 06-08-2006 - The results of this ARTS LOG was the agenda for the June 2006 ARTS meeting in San Antonio, TX.

ARTS LOG 06-0705-001 (Singles Ad)

Action Completed as of 07-07-2006 - The Officers Approved the following MOTION:

MOTION: Be It Resolved That: The ARTS Ad to be placed in the Singles Dance-A-Rama flyer as presented in this ARTS LOG be approved.

ARTS LOG 06-0703-001 (June Meeting Minutes)

Action Completed as of 08-16-2006 - The Board Approved the following MOTION:

MOTION: Be It Resolved That: The minutes of the June 2006 ARTS meeting held in San Antonio, Texas be approved.

ARTS LOG 06-0708-001 (Ad in DAR Flyer)

Action Completed as of 07-26-2006 - The results of this ARTS LOG are that the Officers approved and ARTS ad in the 2007 Singles Dance-A-Rama flyer.

ARTS LOG 06-0822-001 (Summer 2006 Newsletter)

Action Completed as of 08-23-2006 - The Officers Approved the Summer issue of the Newsletter and it has been distributed.

ARTS LOG 06-09-07-001 (ARTS Meeting Agenda)

Action Completed as of 09-20-2006 - The agenda items submitted were added to the October 2006 ARTS meeting agenda.

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Incentive Recruiting
From Jim & Judy Taylor to Ad-Hoc Committee
Tuesday, September 19, 2006 2:54 PM

Dear Committee;

Judy Winter is setting up a teleconferencing meeting, and we will present a discussion using that technique at the ARTS meeting in Orlando. Jim Maczko should have a response from the lawyer; Ken Robinson should have a mock-up demonstration of a few pages of a Web site, and a cost estimate; we will have some suggestions to present.

One suggestion is about the use of teleconferencing. Another is about the use of WebEx meetings. Judy Winter is familiar with these techniques, as she helps set them up at Coors.

As far as Incentive Recruiting (Marketing) goes, we want to get started by asking ARTS to have a booth at the 56th NSDC, and we will use "Buzz Marketing" techniques to entice dancers to come to the ARTS booth. At the booth, the dancers may be given something if they wish to participate in the Incentive Recruiting program by signing up using the login screen of the system (or paper forms if necessary). They will then be given a (something?) to entice other dancers to come and sign up.

We would also like to present the Incentive Recruiting (Marketing) program at one of the Educational programs at the Convention. We saw that ARTS had requested members to ask for ideas for those Seminars or Panels. We would man the Seminar, and provide the materials. Hopefully the Seminar could be on Friday late, or Saturday to give us some time to recruit dance leaders to come to the Seminar.

Of course, we will accept volunteer help from anyone, and/or financial help for ARTS booth, handouts and (pins?).

Jim & Judy Taylor
Dan McPeck & Judy Winter

From Jim Maczko

In a message dated 9/20/2006 7:45:03 AM Eastern Standard Time, jmaczko@san.rr.com writes:

Jim and Judy:

We are in need of clarification of one issue with regard to the use of the ARTS "booth" at the 56th NSDC in Charlotte.

ARTS will have a table in the Showcase of Ideas which may be used as a "booth," but generally, these areas do not have electrical outlets available to power the login screen for dancers to sign-up for the ARTS Incentive Marketing program.

It would seem that for ARTS to have a "booth" in the vendor area we would need to be on the NSDC Vendor seniority list. This would require that we move quickly, if in fact the Governing Board would approve this aspect of the promotion of the Incentive Marketing program.

With regard to the teleconferencing aspect of the Incentive Marketing program report during the Fall ARTS meeting, this would need to be coordinated with Jerry Reed who has made the arrangements for the meeting room at the Orlando International Airport Hotel & Conference Center.

It appears as though you are making good progress with the development of plans for the Incentive Marketing program and we look forward to learning more of your progress.

Jim Maczko - Chairman of the Governing Board

Incentive Recruiting Information

The following information was provided by Jim Maczko in a message dated 9/29/2006 9:32:09 PM Eastern Standard Time

The initial response of Chuck Alt - the ARTS attorney – was positive –

The organization can of course solicit tax-deductible gifts structured as sponsorships for activities within the ARTS-Dance tax-exempt operations. To answer the question concerning the incentives, can you clarify what type of incentives/rewards are being contemplated as care needs to be taken in this area

After further review, the attorney had second thoughts –

After reviewing the tax-exempt regulations a bit I must advise that such incentives would most likely place the tax-exempt status of the ARTS-Dance in jeopardy. The statute and regulations provide that if "any" part of the organization's net earnings inure to the benefit of a private individual. While there are exceptions to this rule through certain interpretations announced by the IRS, such a program as you have described as an incentive rewarded to dancers in the form of merchandise if they attract new members does not appear to one of the exceptions. For example, it is possible for a tax-exempt charitable organization to give token items having insubstantial value to contributors as an incentive to contribute and such tokens would not reduce the contribution deduction. If goods of greater value were given in exchange for contributions, the deduction would be reduced or denied. In addition, individuals may be paid fair market value for services rendered to the organization. In the proposed program, the persons receiving the goods would not be contributing but would be deemed to be receiving a fee for recruiting new members. Although I can find no direct authority, I believe such an operation would violate the rule against private inurement and thus threaten the ARTS-Dance tax-exempt status, especially where items of substantial value (eg, the \$250 level) of merchandise is given. However, it does not appear to be a question of the value of the item given the regulation's prohibition against "any" part of the net earnings flowing to a private individual. The organization may instead prefer to focus on retaining a part time development person to fundraise and find new members. As long as fair compensation is paid to such person, the tax-exempt status should not be threatened. I realize all this may seem a bit circular, but in this realm, form is as important as substance.

As to the sponsorship issue, I want to caution you that while seeking sponsorships is acceptable, should be deductible to the donor, and received tax-free by the organization, the donor's name and logo can be publicized but there can be no qualitative statements as to the donor's products or services.

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Review of ARTS Proposal by CALLERLAB Grant Writing Committee May 26, 2006

- Initially, according to the RWJ Foundation website, the proposal needs to be formatted to fit the Brief Proposal Application. This form and the instructions are attached. The ARTS proposal will have to be drastically reduced in size and made more concise.

Suggestions:

- Overall, the narrative needs to be more succinct with clear, simple sentences.
- Statistics would make a more effective argument.

The University of Missouri, Columbia, did a study that says that 100% of children in the US will be obese by the year 2010.

Also, dance is healthy - include some statistics on the number of calories burned, how music is good for your health, and/or how it dancing helps mental health, also.

- Avoid using the phrase "We think" because they probably don't care what you think. They want to know what you can accomplish.
- Don't include "lingo" specific only to these (dance related) organizations. There needs to be sort of a translation into words and phrases that the non-square and round dancing world would understand.
- Objectives should be brief and measurable. A rule of thumb for objectives is to make them SMART - Smart, Measurable, Attainable, Relevant, and with a Timeframe. It is not always possible to include all of these but it is best when they do.

Example of wording for stating the problem.

According to a University of Missouri, Columbia, 100% of children will be obese by the year 2010, if current trends continue. 100% of children will be subject to the health problems associated with obesity – diabetes, heart disease, joint pain, etc. What a frightening legacy! Our children are not active enough. In school or through organized sports, they receive instruction in the rules and techniques of baseball, basketball, softball, football, and soccer. Yet they are unlikely to continue these activities into adulthood. As adults, they are more likely to watch these activities than participate in them.

Objectives and Activities

- Good idea to mention the licensing.
 - Needs to be brief - ex. Eliminate the word "specific," it is unnecessary. Also, could eliminate the word "objective," since this is in the objective section.
- "basic" instead of "basis"
 - explain what Square Dance 101 is and why it is better than what teachers are already doing in schools – easy for teachers, saves them time,

Outcomes:

- should relate to the objectives, be measurable
- maybe refer to a life skill or life recreation

Research Methods

- will you ask questions, survey, focus groups,
- how will you gather the information and over what period of time
- who will do it
- basically more specifics

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Communications

- how will you convince schools that this is better or different than what they have been doing, without insulting them
- connecting to the Learning Standards would be helpful
- how will you tailor the message to each audience

Collaborations

- Listing all the organizations is valuable, might be easier to read if done in bullet points

Additional suggestions:

- Connect this activity to educational or learning standards in several states. These standards may be available on the internet.
(NOTE - Illinois standards are found at <http://www.isbe.state.il.us/ils/>)
- Most of the proposals accepted by RWJ Foundation involve scientific research. That is not found in the ARTS proposal.
- Somehow deal with the fact that many schools already do some form of square dancing. It may not be Modern Western Square Dancing, but the people reading the proposal probably won't know that or understand the difference. What does this proposal have to offer that is different than what was done in the schools when we were kids or what is done now.

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Publicity/Mass Mailing

From Charlie Holley

In a message dated 9/23/2006 1:35:42 PM Eastern Standard Time, kittyncharlie@knology.net writes:

Regarding my recommendation of mass mailing, I think that we have to do this. I do not believe that we will be crossing the privacy lines as some one has said we might. All of us receive mail from companies that have received our address from banks, credit companies, utilities, and other sources. I do know that you can not share patient information from doctors or hospitals, but all that we are trying to do is to promote our activity with people that are already involved in our activity. I hope that all of the Arts governing board members will undertake and endorse this effort. I feel that we need to get the word down to the dancers if we are ever going to get DANCE ACROSS AMERICA Dance in 2008 to be successful. I realize that we are going to start promoting this in 2007, but even now that we are talking about this dance and ARTS we find more than half do not know about ARTS. This is no ones fault but ours. We can change this and I hope that we do. As I have suggested to Jerry Reed I think that under the ARTS address on the envelope we should use graphic art of dancers so that everybody will recognize that this symbol as dancers.

Charlie Holley

From Scott Philips

In a message dated 9/23/2006 2:58:04 PM Eastern Standard Time, scottp@aracnet.com writes:

I agree completely with Charlie. I went to the Oregon Mid-Summer Festival in July and found that most everyone I talked with had no idea what ARTS was and what we are trying to do. If we are to be successful we must get down to the club level of dancers.

Scott Philips
