

ARTS MEETING MINUTES
Hilton Alexandria Mark Center
Alexandria Virginia
March 18, 2007

CALL TO ORDER -

Meeting called to order at 9:20AM on Sunday, March 18, 2007, by ARTS Chairman Mike Jacobs.

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/Tim Crawford
CONTRALAB -	Kathy Smith
IAGSDC -	Scott Philips
NEC -	Dick/Linda Petersen
NSDCA -	Doc/Peg Tirrell
ROUNDALAB -	Carter/Ruby Ackerman
SSDUSA -	Ron Holland
USAWest -	Jim Maczko/Patty Wilcox
USDA -	Si/Marilyn Kittle

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

ARTS Officers; the following ARTS Officers are present:

Mike Jacobs - Chairman; Scott Philips - Vice Chairman, Jerry Reed - Secretary

ARTS Officers; the following ARTS Officers are not present:

Edythe Weber - Treasurer;

Others Present (not listed above):

Lyle & Jean Beck, Calvin & Judy Campbell

WELCOME COMMENTS -

Chairman Mike Jacobs made a brief opening statement. Mike Jacobs noted that a copy of a promotional video from Canada is available at this meeting. The video was played during a break in the meeting.

AGENDA CHANGES/APPROVAL

The Chairman asked for a MOTION to accept the agenda. Prior to acceptance, the following item, was added:

A discussion of the Monk TV show featuring square dancing:

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

MISCELLANEOUS REPORTS - The following reports were presented:

Treasurer Reports:

Edythe Weber, Treasurer was not able to attend the meeting. The following reports were submitted by the Treasurer;

Finance Report - (attachment 1)

As of February 28, 2007, the financial statement shows an opening balance of \$20,040.68 and an ending balance of \$19,780.22. Donations and renewing and joining Members continue to be received. The largest single expense was advertising in the amount of \$987.75.

Other Finance Matters -

ARTS Budget

This item concerns the creation of a budget. No additional information is available at this time.

ARTS Pins - (FYI)

This item concerns the sale status of the ARTS pins being sold @ \$5 each. The following is the status as reported by the Treasurer:

Jerry Reed (CALLERLAB) – 13 pins

Jim Maczko/Patty Wilcox – 37 pins

Jim & Edythe Weber – 6 pins

Magnetic Signs - (FYI)

This item concerns the sale status of the magnetic signs being sold @ \$2.50 each. As reported by the Treasurer:

Charley Holley (USDA) – 39 bumper signs left

Patty Wilcox (USA West) – 35 signs left

Jim Maczko (Returned from ACA) – 50 signs left

Jerry Reed (CALLERLAB) – 46 signs left

Jim & Edythe Weber – 20 signs left (had to throw away 7 signs because they stuck together and the printing peeled off, not fit to sell)

T-shirts & Ball Caps (FYI)

This item concerns the sale of T-shirts and baseball caps being sold. As reported by the Treasurer:

Jim Weber has 1 3XL, 2 XL, 2 LARGE, 1 MEDIUM, 2 ball caps

Does anyone else have any shirts or caps? I am not aware of any. If someone wants a shirt or cap before Charlotte, please let us know. Otherwise we will plan to bring these to Charlotte. We will also have them at Pre-Convention in Wichita.

Reports from past meetings -

Copies of the minutes of the past meetings were 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); June 2006 (San Antonio, TX), October 2006 (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 2006 meeting. 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 2006 meeting be confirmed. (MSC)

NSDC Information - (FYI)

56th NSDC - Charlotte, NC -

- 1) The 56th NSDC staff has agreed to place the following items in to the registration package for all attendees:
 - a) ARTS Survey, b) ARTS Tri-Fold Brochure, c) all past "Ask ARTS articles.
- 2) The ARTS participation on the Education Panels & Seminars. There is a "What is ARTS?" Seminar scheduled at the NSDC. The seminar is planned as an "Open Forum" format. It was agreed we need more publicity for the Seminar. Jim Weber will be asked to make a poster for the "What Is ARTS?" seminar. The seminar will be announced at the USDA meeting prior to the NSDC. The ARTS Secretary was asked to contact the NSDC for more publicity of the seminar. Dick Peterson will ask the NSDC if The ARTS can put up our own posters to advertise the seminar.
- 3) Support of the Incentive Marketing initiative as proposed by Jim & Judy Taylor and Dan McPeek & Judy Winter.

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. During the October 2006 meeting Jim asked that the topics for the seminars be provided before the 57th NSDC Pre-Convention in. The ARTS Secretary is not aware of any action on this item. 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. Jim Maczko agreed to send the General Chairman and Education Chairman contact information to the ARTS Secretary.

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 Streby, 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 October 2006 ARTS meeting it was reported that the video is nearly completed and may be completed in time for possible distribution at the 56th NSDC in Charlotte, NC. Apparently, the video will not be completed by June. Discussion of this item resulted in agreement that investigation of the cost of professional help with story board and script should be done. Jim Maczko agreed to request Michael to obtain an estimate for this professional help.

Toll Free Telephone Number - (attachment 3)

This item concerns the toll free information line installed in Michael & Kimberlee Streby' s home. Since January 2005 there have been 152 calls received. See that attached report for more detail.

Publications - (FYI)

This item concerns a list of publications and contact information. Jim Weber, ARTS web site Webmaster requests that each Governing Board representative or someone they designate review the ARTS website, ARTS Member publications, and look at their publications listed and notify Jim if the listing is complete or if additions or deletions are required.

ARTS Tri-Fold Information Brochures -

The brochure needs to be reviewed for possible updates. It was agreed that 7,500 copies need to be printed for the 56th NSDC in Charlotte. Jim Maczko agreed to update the brochure and to check on the cost of printing a more professional looking brochure for the 56th NSDC. Jim will send the cost proposal to the Secretary for approval by the ARTS Officers for approval of the printing costs.

Ask ARTS - (FYI)

During the October 2006 meeting 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. Del Reed will work on the next article, on the ARTS Survey and the ARTS seminars in Charlotte.

ARTS Newsletter - (FYI)

Peg Tirrell, newsletter editor, asked about the continuation of the procedure of publishing the newsletter after each meeting. There was agreement that this should continue as a way to help spread the word about the ARTS. Peg has agreed to continue as the newsletter editor.

PR Proposal -

Responsibility for this item was transferred to the Publicity Ad-Hoc Committee during the October 2006 meeting. 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

During the October 2006 meeting 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 agreement that the committee will review the issue of the PR proposal and develop a plan to resolve this issue. No action has been taken on this item.

Discussion of this item resulted in agreement that we should contact Weber/Shandwick to determine whether they are still interested in this issue and would be willing to provide a revised proposal to support the ARTS PR effort. Jim Maczko agreed to contact Weber/Shandwick to request a revised proposal. Further action will be taken when we receive additional information from Weber/Shandwick.

OLD BUSINESS -

Incentive Proposal

This item concerns the "Incentive Marketing" plan Jim & Judy Taylor and Dan McPeek & Judy Winter, to be called The "GROUP". The idea has been discussed in previous ARTS meetings and the Group is planning to implement the initial plan at the 56th NSDC in Charlotte, NC. Discussion of this item during the October 2006 ARTS meeting resulted in agreement that this item will be on the agenda for this meeting. There was one request that we discuss concerns regarding the Incentive Marketing Plan. The concern is with our IRS 501 (c)(3) status to be sure everything in the incentive proposal fit in with our IRS limitations. Jim Maczko reports that our attorney has determined that this will NOT have a negative impact.

There was a conference telephone call during this meeting. Several ideas were discussed and exchanged.

The Group has been in communication with Craig & Millie Brandt, Education Chairman for the 56th NSDC. They will be using room 205 on Friday at 3:00 PM to present the Incentive Marketing program. They are asking for help from the ARTS-Dance organization in the way of funds and manpower. The following are their requests:

- 1) Use of a battery operated blinking pin with the word "DANCE" to get dancers attention to their program. They would like to attach it to a card with "ARTS" above the pin, and an invite to the Seminar below the pin. They would like approval of funds to order 1000 pins at \$1.35 ea. plus \$50.00 shipping from China. The prototype would cost \$200.00 to make and the minimum order is 1000 pins. They plan to order some extra batteries and magnets at 10 cents each.
- 2) They would like permission to use the ARTS logo on the material we are creating for this seminar.
- 3) They would like to ask some or all of the ARTS members will help promote the seminar, and hopefully, some will be able to attend.
- 4) They would like a supply of ARTS informational trifolds to have available on a table outside the seminar room.

5) They want to sign people up on the database that we are proposing. Ken Robinson has agreed to make a working data entry screen if we tell him what data we want on to collect.

It would be good publicity if a lot of people wore the pins to the Saturday night dance. They might give a prize of some sort to one or more dancers if they are wearing the pin.

Dan & Judy have determined that they must attend a family wedding, and will not be able to be in Charlotte. Jim & Judy will be there, and with a little help from ARTS, it will be a success.

Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that a budget of \$1,600 be approved to support the Incentive Marketing Program as proposed by Jim & Judy Taylor and Dan McPeek & Judy Winter. (MSC)

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 included beginning to advertise these dances on July 1, 2006. All ARTS organizations were encouraged to help advertise these dances and individuals are encouraged to plan, sponsor, and hold one of these dances. Peg Tirrell requested that all ARTS Reps report the number of dancers who attend these dances. The number of dances and dancers could then be used in a PR effort and in ASK ARTS articles.

International Dance Council - (FYI) (attachment 4)

This item concerns a brief discussion of the International Dance Council - CID - Conseil International de la Danse; UNESCO, Paris, France. Scott Philips and Lyle Beck have requested we discuss this organization and how it may support or help our efforts. Discussion of this item resulted in agreement that the Council is most involved with performance dance such as ballet, jazz, etc. and not folk dance such as our activity. There was general agreement that this organization would most likely not be of help to us.

The ARTS & YTB Travel - (attachment 5)

The online travel site has been activated. Our agreement with YTB Travel has been extended until October 31, 2007. Jim Weber will provide an update and report of activity at the June 2007 ARTS meeting.

Web Site -

This item concerns the web site for The ARTS. The web site is online and available. The ARTS Secretary is not aware of any further action required at this time. Funding for hosting the web site will be continued until further notice. This item will remain on future agenda.

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 have reviewed the Member Organization committees and conducted brief discussion of this item. No further action has been taken on this item.

ARTS Dancer Survey -

This item concerns the dancer survey which has been done at several events. The plan is to conduct the survey in Charlotte at the 56th NSDC 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. Jim Maczko agreed to contact Michael Streby to print the survey forms and provide to the 56th NSDC staff for inclusion in the convention packages. Dick Peterson agreed to talk with the 56th NSDC staff to make sure they are prepared to put the survey form into the packages and when they need to be in Charlotte.

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.

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 has provided some information about E-mail distribution programs. Many of these lists require the recipients to agree to receive messages. During the October 2006 meeting, 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.

Add-A-Buck Project - (FYI)

This item concerns the Add-A-Buck Program which has been approved by the ARTS Reps. During the October 2006 ARTS meeting, there was considerable discussion of the possibilities of several festivals including the National Square Dance Conventions. Jim Maczko and Jim Weber will follow up with the General Chairman of the 57th NSDC in Wichita, KS. Dick Peterson reported that the NEC will discuss this issue with the Long Beach NSDC General Chairman.

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). In October 2005 the 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.

During the October 2006 ARTS meeting 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. No additional information was available for this meeting. Additional discussion of this item will be on the agenda for the June 2007 ARTS meeting in Charlotte, NC.

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 during the October 2006 ARTS meeting resulted in agreement with a MOTION to approve Jim as an Honorary Member. 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 the meeting, the MOTION was submitted to the ARTS Board in ARTS LOG 06-1007-001 (Honorary Membership - Jim Maczko). Only seven Members voted on this LOG and only five approved. Even though a majority of those voting approved the MOTION, the Bylaws require 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. In accordance with the bylaws approval by 6 of the 10

Board Members is required to grant Honorary Membership. Therefore, this MOTION was not approved. No further action will be taken on this item at this time.

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.

During the October 2006 ARTS meeting Ken 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 further discussion of this item at this meeting.

AAHPERD/NDA -

This item concerns a discussion of the American Alliance of Health, Physical Education, , Recreation, and Dance (AAHPERD). During the October 2006 ARTS meeting, Jim Maczko briefly discussed the involvement in AAHPERD and the National Dance Association (NDA) by Calvin Campbell. Calvin is the CALLERLAB rep to the NDA and has attended the past four (2004, 2005, 2006 2007) AAHPERD/NDA national conventions and has made presentations featuring square dancing.

Calvin gave a presentation at this meeting to covering the structure of AAHPERD and the NDA. This presentation included information about Calvin's activities and presentations at the conventions. Brief discussion of this item and how the ARTS may become involved with either or both.

Calvin reported that the members of the NDA had been concerned because the organization was not doing enough for the school teachers in the area of dance. In 2004 Calvin was selected as the CALLERLAB rep to the NDA. He attended the convention and presented a program at the 2004 NDA convention and has repeated in 2005, 2006, and 2007. His presentations have been well received and have been modified over the years to meet the needs of the school/physical education teachers. He has made similar presentations at regional meetings. There was general agreement that these type presentations help to bring more and better awareness of our activity to non-dancers which may help our public image.

The ARTS Secretary has a copy of Calvin's PowerPoint presentation at this meeting. Any rep desiring a copy may contact the ARTS Secretary (ARTSSecretary@aol.com) for an electronic copy.

Calvin's attendance at the national convention have been covered by CALLERLAB. Discussion of this item included talk about the possibility of the ARTS providing financial assistance to Calvin or some other person to attend the conventions to present the type program Calvin has done over the years. Additional discussion of this possibility will be on the agenda for the June 2007 ARTS meeting.

SD -101 and Moving & Groovin Comparison - (attachment 6)

This item concerns a discussion of a comparison between the Square Dancing 101 (SD-101) and the Moving & Groovin programs. Calvin Campbell was asked to conduct a comparison between the two programs and provided a report of the results of his comparison. Calvin reported that each product is designed for a different audience. Discussion of this item resulted in agreement that SD-101 was produced in response to an existing need and was completed on a limited budget. The results of his comparison are attached.

The ARTS Secretary was asked to send the comparison to Bonnie Abramson (Bjabramson@aol.com) and Calvin was asked to contact Bonnie to discuss his comparison report and results.

ARTS Publicity/Mass Mailing -

This item concerns the problem 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 know we exist or they do not; and if they do they don't know enough.

During the October 2006 ARTS meeting we discussed a proposal 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.

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. No additional information was available at this meeting. This item will remain on the agenda for the June 2007 ARTS meeting.

National Square Dance Directory - Advertising - (FYI)

This item concerns the ARTS ads in the National Square Dance Directory (NSDD). This item was discussed in ARTS LOG 06-11-06-001 (Ad in NSDD) and the following MOTION was approved. MOTION: Be It Resolved That: The ARTS purchase an ad in the National Square Dance Directory (on line) in the amount of \$144.00. This item will be removed from future agenda.

Advertising in Program Book for 56th NSDC - (FYI)

This item concerns a proposal for The ARTS to place an ad in the program book for the 56th NSDC. The ARTS Officers discussed this item in ARTS LOG 06-1117-001 (Ad in Prgm Book - 56th NSDC) and approved the following MOTION: MOTION: Be It Resolved that: The ARTS place a full page color ad in the 56th NSDC Program Book at a cost \$843.75. Jim Maczko was asked to coordinate getting the ad to the 56th NSDC Program Book. Committee. This item will be removed from future agenda.

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 discussion of this item during the October 2006 ARTS meeting resulted in agreement that no further action should be taken at that time but that this item should on the agenda for this meeting. Discussion of this item resulted in agreement that no action is required and that it be removed from future agenda.

NEW BUSINESS -

Dancing Keeps You Young DVD - (FYI)

This item concerns a promotion DVD produced in Canada. Tim Crawford provided a copy of the DVD which was played during the meeting. There was general agreement that the DVD was high quality but could have been shorter. The DVD was designed as a promotion for square dancing for non-dancers. The DVD can be made available to associations at no cost. No copies should be made without permission. No further action is required at this time.

Astronaut Farmer (Movie) - (FYI)

This item concerns a recently released movie featuring a segment with square dancing. Jim Maczko reported that square dancing was a very minor part of the movie. Even though there was no bad exposure there was also no down side. This item will be removed form future agenda.

Monk TV Show - (FYI)

This item concerns a recent episode of the Monk TV show which featured square dancing. There was considerable exposure of the activity which provided a positive image of square dancing. This item will be removed form future agenda.

Deduction - ARTS Donations - (FYI)

This item concerns a brief discussion of how we provide documentation of donations. The Treasure provides this documentation for renewals and new members. This item will be removed form future agenda.

Next Meeting -

The next meeting is scheduled for June 2007 in Charlotte, NC at the 56th NSDC. The ARTS Secretary will contact the NEC Rep to determine if we can use the NEC room as we have in the past. The meeting is scheduled to start at 9:00 AM on Sunday, July 1, 2007. As agreed by the ARTS Governing Board, The ARTS will host future meetings.

ADJOURNMENT -

The meeting adjourned at 3:30 PM Sunday, March 18, 2007

Submitted by

Jerry L. Reed
ARTS Secretary
Transcribed from audio recording
Approved by ARTS LOG 07-0408-002; May 4, 2007)

Alliance of Round Traditional and Square Dance Inc
Financial Statement
October 1, 2006 - February 28, 2007

Beginning Balance October 1, 2006	\$20,040.68
Income	
YTB Travel Royalties	46.73
Add-a-Buck	326.01
Magnetic sign sales	2.50
Lapel Pins Sales	37.00
Badge sales	10.00
T-shirt/Cap Sales	16.00
Dues	
Associate Dues	200.00
Individual Dues	475.00
Total Dues	675.00
Total Income	1,113.24
Expense	
Advertising	987.75
Internet/Web Related	79.95
Legal Fees	199.50
Meeting Expense	106.50
Total Expense	1,373.70
Ending Balance February 28, 2007	\$19,780.22

ARTS Meeting
March 18, 2007

Treasurer's Report

JUST A REMINDER –

LAPEL PIN SALES – being sold @ \$5 each

My records indicate these people still have pins to sell.

Jerry Reed (CALLERLAB) – 13 pins

Jim Maczko/Patty Wilcox – 37 pins

Jim & Edythe Weber – 6 pins

MAGNETIC SIGN SALES – being sold @ \$2.50 each

My records indicate these people still have signs to sell.

Charley Holley (USDA) – 39 bumper signs left

Patty Wilcox (USA West) – 35 signs left

Jim Maczko (Returned from ACA) – 50 signs left

Jerry Reed (CALLERLAB) – 46 signs left

Jim & Edythe Weber – 20 signs left (had to throw away 7 signs because they stuck together and the printing peeled off, not fit to sell)

T-SHIRTS/CAPS

Jim Weber has 1 3XL, 2 XL, 2 LARGE, 1 MEDIUM, 2 ball caps

Does anyone else have any shirts or caps? I am not aware of any.

If someone wants a shirt or cap before Charlotte, please let us know. Otherwise we will plan to bring these to Charlotte. We will also have them at Pre-Convention in Wichita.

If anyone thinks this is wrong, or has had to discard signs like we did, please let me know.

ARTS Governing Board and Officers Actions
October 2006 thru February 2007

ARTS LOG 06-0911-001 (ARTS PR Comm Actions)

Action Completed as of 10-30-2006 - The results of this ARTS LOG was discussion and vote on this issue at the Fall 2006 ARTS meeting resulting 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 PR Publicity Committee. The committee would review the tasking and develop a plan for resolution of this issue. (MSC).

ARTS LOG 06-1007-001 (Honorary Membership - Jim Maczko)

Action Completed as of 11-09-2006 - The Board approved the following MOTION:

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

However, only seven votes were cast (5 approve, 1 not approve, and 1 abstain. In accordance with the bylaws approval by 6 of the 10 Board Members is required to grant Honorary Membership. Therefore, the MOTION was not approved.

ARTS LOG 06-1007-002 (October 2006 ARTS Meeting Minutes)

Action completed as of 11-17-2006 - The Board approved the following MOTION:

MOTION: Be It Resolved That: The minutes (Draft 3, dated 18 OCT 06) of the October 2006 ARTS meeting be approved.

ARTS LOG 06-1016-001 (Ad in Program Book - 56th NSDC)

Action Completed as of 11-17-2006 - The Board Approved the following MOTION:

MOTION: Be It Resolved that: The ARTS place an ad in the 56th NSDC Program Book at a cost not to exceed \$843.75. The decision of the final size and cost of the ad will be made by the ARTS Officers.

ARTS LOG 06-1106-001 (Ad in National Square Dance Directory)

Action Completed as of 12-08-2006 - The Board approved the following MOTION:

MOTION: Be It Resolved That: The ARTS purchase an ad in the National Square Dance Directory (on line) in the amount of \$144.00.

ARTS LOG 06-102-001 (ARTS Seminars in Charlotte)

Action Completed as of 11-13-2006 - The following are the results of this ARTS LOG:

The purpose of this ARTS LOG is to select panelists for the ARTS Seminars during the 56th NSDC in Charlotte in 2007. There were only a couple of responses to the Start ACTION message. Jim Maczko volunteered to follow thru with the 56th NSDC Education committee and Scott Philips provided some input. Based on the non response from the other officers and Jim Maczko's offer, Jim is hereby asked to follow thru with the 56th NSDC staff to select the topics, descriptions, and staff for the ARTS seminars in Charlotte.

ARTS LOG 06-1117-001 (Ad in Program Book - 56th NSDC)

Action Completed as of 12-01-2006 - The Officers approved the following MOTION:

MOTION: Be It Resolved that: The ARTS place a full page color ad in the 56th NSDC Program Book at a cost \$843.75.

ARTS LOG 06-1201-001 (Winter 2006 ARTS Newsletter)

Action Completed as of 12-15-2006 - The Officers Approved the following MOTION:

MOTION: Be It Resoled That: The Winter 2006 ARTS Newsletter be approved.

ARTS LOG 07-0114-001 (Wife Swap TV Show)

Action Completed as of 01-22-2007 - The Officers Did NOT Approved the following MOTION:

MOTION: Be It Resolved That: The ARTS help promote a search for a square dance couple as a candidate for the ABC Television Show "Wife Swap"

ARTS LOG 07-0203-001 (Voting Reps - March 2007 Meeting)

Action Completed as of 02-21-2007 - The result of this ARTS LOG was confirmation of the Voting Reps for the March 2007 ARTS meeting.

ARTS LOG 07-0203-002 (Spring 2007 ARTS Meeting Agenda)

Action Completed as of 02-21-2007 - The result of this ARTS LOG was input from ARTS reps for the March 2007 ARTS meeting.

This is a tally of the ARTS phone calls since its inception, January 18, 2005, through March 16, 2007. Our very first call was from Liberty Missouri. Notice in April '05 we went international.

2005 Report

Date	State	#	Date	State	#
January 2005		0	August 2005	AZ	1
February 2005	CA	1		CO	1
	MO	1		DC	1
	Total	2		NC	1
March 2005	CA	1		NY	1
	NY	1		Total	5
	TN	1	September 2005	CA	1
	Total	3		FL	1
April 2005	CA	3		IL	1
	Nova Scotia	1		TN	1
	WA	1		Total	4
	Total	5	October 2005	MD	1
May 2005	CA	1		SC	1
	IA	1		WA	1
	Total	2		Total	3
June 2005	CA	1	November 2005	CA	1
	IL	1		CO	1
	NY	1		MO	1
	Total	3		SD	1
July	CA	1		TX	1
	OH	1		Total	5
	Total	2	December 2005	CA	1
				MO	1
				NC	1
				NM	2
				Total	5

2006 Report

Date	State	#	Date	State	#	Date	State	#
January 2006	CA	2	May 2006	CA	1	November 2006	IL	1
	DC	1		OH	1		SC	1
	FL	1		OK	1		Total	2
	OH	2		NC	2	December 2006	CA	1
	PA	1		Total	5		FL	1
	TX	1	June 2006	OR	1		MO	1
	VA	1		SC	2		NC	1
	Total	9		TX	1		TX	1
February 2006	AL	3		Total	4		Total	5
	CA	1	July 2006	CA	1			
	FL	3		CO	1			
	IN	1		FL	23			
	GA	1		GA	2			
	MD	1		OK	1			
	NC	2		Total	28			
	NV	1	August 2006	CO	1			
	SC	4		FL	1			
	Total	17		IL	1			
March 2006	LA	1		LA	1			
	NC	2		WA	1			
	NM	1		Total	5			
	NY	1	September 2006	CA	2			
	SC	1		FL	1			
	TX	2		MA	1			
	Total	8		NC	2			
April 2006	CA	1		SC	2			
	MD	1		Total	8			
	MO	1	October 2006	MA	1			
	NC	2		SC	1			
	SC	4		TX	1			
	Total	9		Total	3			

2007 Report

Date	State	#	Date	State	#
January 2007	MO	1			
	NC	1			
	PA	1			
	Total	3			
February 2007	NC	1			
	OH	1			
	SC	1			
	Total	3			
March 2007	CA	1			
	FL	1			
	LA	1			
	SC	1			
	Total	4			
GRAND TOTAL	152				

In July 2006 the ARTS number was published as a contact number in a FL paper for a class. Unfortunately the club did not call us first with the information they wanted us to pass on. For a specific class they should publish their own number. For generic publicity using the ARTS number is appropriate. The many calls from the Carolinas and California can be attributed to the bumper stickers. We get many calls from the generated by the web site.

Michael & Kimberlee Streby

International Dance Council

Dance Day preparations

On the 29th of April, as every year since 1982, Dance Day will be celebrated all over the world by the international community of dancers and dance enthusiasts. The International Dance Council CID has prepared the following guidelines as a useful checklist for persons institutionally involved in the wider field of dance: teachers, choreographers, group leaders, journalists, researchers, associations, suppliers, organizations etc.

Object

The main purpose of Dance Day events is to attract the attention of the wider public to the art of dance. Special emphasis should be given to addressing a "new" public, people who do not follow dance events during the course of the year.

Events

Dance Day events may be special performances, open-door courses, public rehearsals, lectures, exhibitions, articles in newspapers and magazines, dance evenings, radio and TV programs, visits, street shows etc.

Organizers

Events are primarily organized by dance companies, amateur groups, schools, associations and other institutions active in dance. Wherever possible, it is better for events to be organized jointly with a non-dance institution such as a government agency, a public school, a municipality, a business enterprise, a trade union.

Content

Organizers have full freedom to define the content of the event. Make sure that you include general information on the art of dance, its history, its importance to society, its universal character. This can be done in a short speech, a note in the program, a text distributed to those present. By adding this dimension you make the event different from dance activities taking place any other day. Read a message from a prominent personality, a poem, a passage from a text by a famous author.

Coordination

In order to achieve maximum success, it is important that preparations start early enough. It is imperative to inform the press and generally the media about your event. Notify an organization holding a central position at regional or national level, which should publish a list of events planned for Dance Day. Entrance to events should preferably be free, or by invitation. Invite persons who do not normally attend dance events.

Location

At best, events should take place in "new" places, such as streets, parks, squares, shops, factories, villages, discotheques, schools, stadiums etc. By setting the event in original surroundings you stress the fact that this is an event dedicated to the universal family of dancers.

Prof. Alkis Raftis; President of the CID

1. Please translate the message to the language of your country (if applicable) and send it to the Press and to dance organizations.

2. World Dance Day has been established in 1982 in view of attracting attention to the art of dance, every year on the 29th of April.

On that day, dance companies, dance schools, organizations and individuals are asked to organize an activity addressing an audience larger than their usual one.

3. The International Dance Council (Conseil International de la Danse - CID) is the official umbrella organization for all forms of dance in all countries of the world.

It is a non-governmental non-profit organization (NGO) founded in 1973 within the UNESCO headquarters in Paris, where it is based. Its purpose is to act as a worldwide forum bringing together international, national and local organizations as well as individuals active in dance. It represents the interests of the dance world at large and consults accordingly governments and international agencies.

International Dance Council - CID - Conseil International de la Danse
UNESCO, Paris, France
www.cid-unesco.org

**ALLIANCE of ROUND, TRADITIONAL, and SQUARE DANCE (ARTS-DANCE)
SPRING 2007 MEETING, March 18, 2007
Hilton Alexandria Mark Center Hotel
5000 Seminary Rd, Alexandria, VA**

ARTS Travel Report

The key to success of any venture is advertising your product. You must let the people know who you are and what you are offering them and why they should use your product or services.

We are not failing at this; however we could be doing a lot better job. I still do not see the ARTS Travel site advertising in all the Governing Board organizations publications or on their websites. This is something we must all do. Some State and National dance publications have advertised the ARTS Travel website in their publications: Iowa, Missouri, Florida, and American Square Dance. This all helps.

To make the ARTS Travel website a success we must **ALL** advertise it in every issue of our publications and link it from your websites. If we do this and show the dance community why they should use the ARTS Travel website and how it will benefit the dance community, we will have success and provide funding for the ARTS.

As of March 14, 2007, ARTS has received \$282.85 in travel commissions; see report commission history. Also see commissions research report to see bookings since the fall meeting report.

The most travel commission is paid on cruises. I think we should schedule a dance cruise. A 6 or 7 day cruise with 80-100 cabin bookings could generate seven to eight thousand dollars commission. The date of the cruise would be 9-12 months away. We would invite a caller or two and a cuer.

This would require each organization to help fill the cabins by advertising in your publications, distributing flyers, and word-of-mouth.

I would like to discuss and make a decision on whether to pursue scheduling a cruise at the ARTS Summer meeting in Charlotte. I will have additional information and projected figures then.

Sorry I could not attend this meeting. With our involvement with the 57th NSDC and preparing for Pre-Convention we could not be at both.

If anyone has any question, please contact me.

Home phone: (816) 781-3598 Fax: (816) 781-3041

Cell Phone: (816) 830-0301

Jweber10@kc.rr.com or artstravel@arts-dance.org



ytb TRAVEL
NETWORK

HOME

LOGOUT

Travel Portal: Commission History

Payment Information:

Arts
1316 Middlebrook Drive
Liberty, Missouri 64068
(816) 781-3598
travel@arts-dance.org

User ID: artsdance

The Commission History is a list of all payments made by YourTravelBiz.com, Inc., to you. To view the transaction details of any particular payment, simply click the reference number.

Commission History for Arts				
Check Tracking Number	Date	Gross Amount	Adjustments?	Total Payment
326077	2/22/2007	\$6.00	-\$1.50	\$4.50
304177	1/22/2007	\$43.14	-\$1.50	\$41.64
289999	12/20/2006	\$19.65	-\$1.50	\$18.15
259713	11/20/2006	\$30.08	-\$1.50	\$28.58
188128	9/22/2006	\$12.10	-\$1.50	\$10.60
170537	8/22/2006	\$42.91	-\$1.50	\$41.41
156134	6/22/2006	\$22.88	-\$1.50	\$21.38
144352	5/23/2006	\$43.31	-\$1.50	\$41.81
132131	4/24/2006	\$61.98	-\$1.50	\$60.48
126683	3/23/2006	\$15.80	-\$1.50	\$14.30



ytb TRAVEL NETWORK

Travel Portal: Commissions Research

Refine Search

New Search

Personal Commissions						
	Travel Type	Commission Level	Booking Date	Passenger 1	Amount	Status
View	HOTEL	40%	8/3/2006	JAMES WEBER	\$1.30	PAID
View	HOTEL	40%	8/3/2006	JAMES WEBER	\$1.30	PAID
View	AIR	40%	8/15/2006	N/A	\$1.66	PAID
View	AIR	40%	8/15/2006	N/A	\$1.66	PAID
View	CAR	40%	8/17/2006	MICHAEL Preskitt	\$1.74	PAID
View	CAR	40%	8/17/2006	MICHAEL Preskitt	\$1.74	PAID
View	AIR	40%	8/27/2006	SCHIRMER DANA	\$2.00	PAID
View	AIR	40%	8/27/2006	SCHIRMER DANA	\$2.00	PAID
View	HOTEL	40%	9/4/2006	JIM KIDWELL	Pending	PENDING
View	HOTEL	40%	9/17/2006	JIM MACZKO	\$2.57	PAID
View	HOTEL	40%	9/17/2006	JIM MACZKO	\$2.57	PAID
View	HOTEL	40%	9/17/2006	JIM MACZKO	\$6.18	PAID
View	HOTEL	40%	9/17/2006	JIM MACZKO	\$6.18	PAID
View	HOTEL	40%	9/22/2006	JIM MACZKO	Pending	PENDING
View	AIR	40%	9/29/2006	SHAW ALVIN	\$8.00	PAID
View	AIR	40%	9/29/2006	SHAW ALVIN	\$8.00	PAID
View	AIR	40%	10/1/2006	BAKER CLARK	\$2.00	PAID
View	AIR	40%	10/1/2006	BAKER CLARK	\$2.00	PAID
View	AIR	40%	10/5/2006	SHAW ALVIN	\$8.00	PAID
View	AIR	40%	10/5/2006	SHAW ALVIN	\$8.00	PAID
View	HOTEL	40%	10/6/2006	JAMES WEBER	\$3.72	PAID
View	HOTEL	40%	10/6/2006	JAMES WEBER	\$3.72	PAID
View	AIR+HOTEL	40%	11/17/2006	Jim Maczko	\$15.14	PAID
View	AIR+HOTEL	40%	11/17/2006	Jim Maczko	\$15.14	PAID
View	AIR	40%	11/17/2006	MACZKO JIM	\$4.00	PAID
View	AIR	40%	11/17/2006	MACZKO JIM	\$4.00	PAID
View	AIR	40%	12/8/2006	BOWMAN WAYNE	\$4.00	PAID
View	AIR	40%	12/8/2006	BOWMAN WAYNE	\$4.00	PAID
View	AIR	40%	12/8/2006	TRIPLETT RANS	\$4.00	PAID
View	AIR	40%	12/8/2006	TRIPLETT RANS	\$4.00	PAID
View	HOTEL	40%	12/10/2006	JIM MACZKO	Pending	PENDING
View	AIR	40%	12/10/2006	MACZKO JIM	\$4.00	PAID

View	AIR	40%	12/10/2006	MACZKO JIM	\$4.00	PAID
View	AIR	40%	12/13/2006	WEISS CHARLES	\$4.00	PAID
View	AIR	40%	12/13/2006	WEISS CHARLES	\$4.00	PAID
View	AIR	40%	12/19/2006	WOOD JONATHAN	\$8.00	PAID
View	AIR	40%	12/19/2006	WOOD JONATHAN	\$8.00	PAID
View	AIR	40%	12/19/2006	MACZKO JIM	\$4.00	PAID
View	AIR	40%	12/19/2006	MACZKO JIM	\$4.00	PAID
View	AIR	40%	1/14/2007	WOOD JONATHAN	\$4.00	PAID
View	AIR	40%	1/14/2007	WOOD JONATHAN	\$4.00	PAID
View	AIR	40%	1/26/2007	RUDEBOCK THOMAS	\$2.00	PAID
View	AIR	40%	1/26/2007	RUDEBOCK THOMAS	\$2.00	PAID
View	HOTEL	40%	1/30/2007	GLADYS NEWTON	Pending	PENDING
View	AIR	40%	2/16/2007	STURGIS SANDRA	\$2.00	PENDING
View	AIR	40%	2/16/2007	STURGIS SANDRA	\$2.00	PENDING
View	AIR	40%	3/1/2007	ABERNATHY CHRISTOPHER	\$2.00	PENDING
View	AIR	40%	3/1/2007	ABERNATHY CHRISTOPHER	\$2.00	PENDING
View	AIR	40%	3/4/2007	MACZKO JIM	\$4.00	PENDING
View	AIR	40%	3/4/2007	MACZKO JIM	\$4.00	PENDING

Evaluation/comparison of Square Dancing in Schools Materials
 Movin & Groovin and Square Dancing 101
 By Calvin Campbell
 February 5, 2007

Calvin was asked to do a side by side comparison of these two products. The following is his evaluation:

Item checked	M&G	SD 101	Comments
Number of CDs	8	4	
Number of Artists SD	6	1	
Number of Basics	26	36	
Sources for Music	14	2	
Number of Singing Calls	40	0	
Singing calls printed	YES	NO	
Number of Patter Tunes	20	28?	
Patter calls printed	YES	NO	
Partner Dances	8	0	
Trio Dances	8	0	
Mescolanzas	5	0	
Contra Dances	12	0	

Both these products are aimed at elementary grades starting in grade 3 and extending through grade 5 in SD-101 and to adults in M&G.

Children in grades 3, 4 & 5 really have no particular preference in music type. At the most, they may have some slight preference for the type of music they hear in the movies they attend or the music their parents play. For example, they respond very well to Disney tunes.

It is the ideal time of life to expose these children to different kinds of music. In our case, it is the ideal time to expose them to square dance style music. M&G does a very good job of doing this. In the comparisons above there is music from 14 different record producers and a wide variety of sounds. There are 20 different patter recordings and 40 singing calls.

On the other hand, SD-101 music is entirely drawn from two CDs that were made for royalty free backgrounds for rap and hip-hop projects. All the music is in the extreme end of what can be called the "alternate square dance music" area. It states in the manual, that each of these tunes had to be modified by Scot to make them acceptable to him. By the time these children get to the age where they are forming strong musical preferences, both hip-hop and rap will be long out of style. I found that most of the recordings had so little phrase structure that they would have been impossible for me to use.

When any organization endorses a product, they are saying that the majority of their membership feels it is a good product and would be willing to recommend it. In many ways, the endorsement is telling the prospective teacher, that this is what we feel the young people should be hearing and dancing to.

Cal believes that, if other callers would take the time to listen to the music used on these CDs, that a large majority of us would agree that we would not want to use or dance to this kind of music all night. In that case, we should not be promoting a course about square dancing to elementary students and uses only one extreme style of music.