

ARTS MEETING MINUTES  
Charlotte, North Carolina  
July 1, 2007  
(Approved - August 8, 2007)

CALL TO ORDER -

Meeting called to order at 9:05 AM on Sunday, July 1, 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
CONTRALAB -	Jeff Smith
IAGSDC -	Scott Philips
NEC -	John Williford
NSDCA -	Doc Tirrell
ROUNDALAB -	Bruce Nelson
USAWest -	Jim Maczko
USDA -	Si Kittle

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

SSDUSA - Ron Holland  
URDC - Curt Warlock

ARTS Officers; the following ARTS Officers are present:

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

ARTS Officers; the following ARTS Officers are not present:

None

AGENDA CHANGES/APPROVAL

Prior to acceptance of the agenda two items were added: 1) Discussion of "Mini-ARTS" type meetings and 2) Interesting Web Sites.

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

WELCOME REMARKS -

Chairman Mike Jacobs welcomed all attendees and thanked them for their support. Mike acknowledged Jim Weber's birthday and thanked Jim Maczko and Patty Wilcox for their extra efforts in support of the ARTS. Mike also acknowledged Charlie & Kitty Holley who attended this meeting. He also acknowledged Scott Philips for his recognition by receiving the Golden Boot Award at the IAGSDC convention. Of particular note was Scott's support and work on behalf of The ARTS. Finally, Mike related a comment made during one of the ARTS information sessions at the 56<sup>th</sup> NSDC from a dancer who was very impressed with the amount of work already done by the group in only five years. This comment provides another perspective on the amount of progress we have made.

MISCELLANEOUS REPORTS - The following reports were presented:

Treasure Reports:

Finance Report - (attached)

Current Finance Report was presented by Edythe Weber, Treasurer. Beginning Balance as of March 1, 2007 was \$19,780.22. The Balance on hand as of May 31, 2007 is \$18,837.63. This total does not include any moneys donated or collected during this meeting. Without objection, the finance report will be received and filed for review. The ARTS Financial Year is October 01 thru September 30. Several donations were received during this meeting: 1) NEC - \$500.00, 2) North Carolina Caller - \$100.00, 3) John & Dimple Williford - \$100.00, and 4) Jerry & Del Reed (Canaveral Squares and Dixie Diamonds) - \$50.00

Other Finance Matters -

(1)ARTS Budget

This item concerns establishing a budget for the organization. Brief discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that discussion of the ARTS Budget be tabled. (MSC)*

(2)ARTS Pins - (FYI)

This item concerns the sale status of the ARTS pins. The treasurer reported that several ARTS Members still have pins which have not been sold. There was some money turned in at this meeting including \$65.00 from Jerry Reed to cover the cost of all pins held by CALLERLAB. Brief discussion of this item resulted in agreement that we will not order more at this time.

(3)Magnetic Signs - (FYI)

This item concerns the sale status of the magnetic signs. Several ARTS organizations still have signs still unsold. Sales continue, however, sales are slow. CALLERLAB is holding at least 100 signs which were not picked up by other reps. Jerry Reed was asked to bring these signs to the October 2007 ARTS meeting. The Treasurer reported that the signs held by the USDA were mailed from Charlie & Kitty Holley to Lenny Houle and were lost in the mail. Brief discussion of this item resulted in agreement that the cost of these lost signs (nearly \$100) will be written off as a loss.

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); June 2006 (San Antonio, TX), October 2006 (Orlando, FL); March 2007 (Alexandria, VA)

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 March 2007 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 March 2007 meeting be confirmed. (MSC)*

NSDC Information - (FYI)

56<sup>th</sup> NSDC - Charlotte, NC -

ARTS Reps participated in a seminar "What Is ARTS?." Even though attendance was small there was a very good discussion and exchange of ideas. Discussion of this item resulted in agreement that the seminar was a success. We also had a display in the Showcase Of Ideas.

57<sup>th</sup> NSDC - Wichita, KS -

Jim & Edythe Weber are the Education Chairman for the NSDC. We plan to present two seminars. We need to identify the title and staff for the seminars. There was a suggestion that we change the title of the seminars and post our own flyers at the next convention. There was also a suggestion that all ARTS Reps attend the seminars as possible. The ARTS Secretary was tasked to send an ARTS LOG to collect suggestions for titles and staff. We plan to have a display in the showcase.

58<sup>th</sup> NSDC - Long Beach, CA - (FYI)

We have not had any contact with the 58<sup>th</sup> NSDC staff. We plan to present two seminars. The ARTS Secretary will be contacting the 58<sup>th</sup> NSDC staff for to discuss our seminars. We also plan to have a display in the showcase.

59<sup>th</sup> NSDC - Louisville, KY - (FYI)

We have had no contact with the 59<sup>th</sup> NSDC staff. We plan to present information/discussion seminars. 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 March 2007 ARTS meeting it was reported that the video would probably not be completed in time for distribution at the 56<sup>th</sup> NSDC in Charlotte, NC. A finished video was not completed. Requests for information about the status of the video have not been successful. A PowerPoint presentation has been created which may be adequate to publicize The ARTS to dancers. There was agreement that Jim Maczko will send the PowerPoint file to the Secretary for further distribution to ARTS Reps. There was some discussion that video or audio would add to the presentation rather than a static PowerPoint file. Discussion of this item resulted in agreement that several Reps will use the PowerPoint presentation and provide information/reports at the October 2007 ARTS meeting.

Toll Free Telephone Number -

No report or information is available. The Secretary will contact Michael & Kimberlee Streby for a report and to ask if they wish to continue to answer the phone.

Newsletter - (FYI)

This item concerns the ARTS Newsletter which has been published following each ARTS meeting. Peg Tirrell report that there were some mixups after the March 2007 ARTS meeting which resulted in the newsletter not being published. The Newsletter will be published after this meeting.

Publications - (FYI)

This item concerns a list of publications and contact information. Jim Weber, ARTS webmaster has requested 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. The Reps were requested to review the web site and notify Jim to update the ARTS web site.

ARTS Tri-Fold Information Brochures -

The brochure has been reviewed and updated. Color copies (10,000) were printed for the 56<sup>th</sup> NSDC in

Charlotte. Jim Maczko and Bonnie Abramson worked on the update and coordinated the printing. Cost of the printing was \$1,439.26. There was discussion of updating and printing the brochures for the 57<sup>th</sup> NSDC in Wichita, KS. John Williford agreed to contact the 57<sup>th</sup> NSDC General Chairman to discuss getting the brochures into each registration package.

Ask ARTS - (FYI)

ASK ARTS #8 which features information about the Dancer Survey in Charlotte has been published. Additional ASK ARTS articles are planned for Dance America and on the Add-A-Buck program. All Reps are requested to submit ideas to Del Reed. There was considerable discussion of how to best distribute this information.

PR Proposal - (attached)

This item concerns discussion of the proposal for seven items which was submitted for consideration from the Portland PR company Weber/Shandwick. 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. This proposal was previously submitted, reviewed, discussed, voted on, and rejected by the Board. During the March 2007 meeting 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 contacted Weber/Shandwick to request a revised proposal. The response from Weber/Shandwick was that they are willing to do the work and honor their previous proposal.

There was considerable discussion of the following item from the proposal:

**Square Dancing Backgrounder**

**Weber Shandwick would take interviews with you or review background material that you have in order to create a backgrounder on square and traditional dance that would be compelling for new members and could also be sent to reporters. We have heard from you that there are significant physical, mental and social benefits to joining a local organization. We would suggest that you aggregate that data and the actual source material that it came from. Weber Shandwick will then write a backgrounder, including some history, a key health benefits sections, an anecdotal story, and national level contacts for more information.**

**If there are medical foundations or research firms that would require copyright permissions, Weber Shandwick can work those permissions out for you. We would also recommend that there be brief paragraphs describing the several types of traditional dance. We would create this backgrounder in such a way that a local club would have the ability to customize certain portions, such as contact information, but the format and design would be one approved by A.R.T.S.**

**Cost: \$5,000 materials research creation, formatting and writing. Artistic Design, T.B.D.**

Considerable this item resulted in the following MOTION:

*MOTION: Be it resolved that The ARTS will contract with Weber/Shandwick to implement the Square Dance Backgrounder portion of the original proposal from Weber/Shandwick. The ARTS Officers will review the contract to determine the responsibilities for both parties. **(MSC)***

(NOTE - Weber/Shandwick made a presentation at the 54<sup>th</sup> NSDC in Portland, Oregon on their proposal. The ARTS Secretary will send a copy of that presentation to the ARTS Reps.)

OLD BUSINESS -

### Incentive Proposal (Handout Attached)

This item concerns the "Incentive Marketing" plan submitted by Jim & Judy Taylor and Dan McPeek & Judy Winter, to be called The "Group". During the March 2007 ARTS meeting the ARTS Reps approved a request for \$1,600 to support the Incentive Marketing Program as proposed by the group. The Group implemented the initial plan at the 56<sup>th</sup> NSDC in Charlotte, NC. Implementation included distribution of flashing pins to advertize the information seminar (handout attached) and the seminar itself. The Group distributed 800 flashing pins and the seminar room was filled to capacity for the presentation by the Group. The seminar included a presentation of the draft web site to be used to support the Incentive Marketing Program. The seminar was an open discussion of ideas including a short questioner. There were no clear determination made during or as a result of the seminar. Several attendees expressed interest in the ideas presented while other seemed to have no clear concept of the scope, purpose, nor administration of the program. The Group reported the seminar did result in positive exposure of The ARTS to the convention attendees. Several attendees signed up to participate in a discussion group to exchange ideas about the program. The Group was asked to provide a copy of their report to this meeting to the ARTS Secretary for distribution to The ARTS Reps. There was general agreement that the Group should be given the opportunity to review their notes and impressions from the seminar and make appropriate changes to future presentations.

The Group reported they still had about 200 pins left. They proposed that they try to get permission from the 2007 USAWest staff to present this idea at the 2007 USAWest Convention in Pocatello, ID and use the pins as an incentive, similar to the presentation in Charlotte for the 56<sup>th</sup> NSDC. Another possibility would be to turn to flashing pins over to The ARTS Reps for their use or sale or distribution.

Discussion of the plan, the seminar, and the report resulted in agreement that the Group should try to make the presentation to publicize the plan at the 2007 USAWest Convention in Pocatello, ID. Jim Maczko will contact the 2007 USAWest Convention for permission to make this presentation. There was agreement that the presentation should be modified to be more assertive regarding types of activities and incentive awards rather than asking for input. There was agreement that the program is not a simple one and will require considerable explanation and publicity.

(NOTE - The ARTS Secretary has a copy of the presentation made during the seminar at the 56<sup>th</sup> NSDC. To request a copy, please contact the secretary at: ARTSSecretary@aol.com)

### 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 provided a draft generic flyer to announce the dances. 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. There was agreement that there has been some publicity, however, there has been no wide spread publicity. A report of the number of dancers attending these dances would be submitted. The number of dances and dancers could then be used in a PR effort and in ASK ARTS articles. Considerable discussion of how to best publicize this dance resulted in agreement that the ARTS Secretary will submit an ARTS LOG to request input for how to publicize the dance.

Linda Shaw has requested to be replaced as Chair of this project. There was no agreement on a replacement.

### The ARTS & YTB Travel -

The online travel site has been activated. Our agreement with YTB Travel has been extended until October 31, 2007. Jim Weber reported we are receiving money from the travel web site, however, the amounts are not huge. All Reps are encouraged to help with publicity. Jim also asked all organizations to add a link to the ARTS-Travel web site to their organization web site. All reps were reminded that if they experience problems to contact Jim and he will investigate the problem.

### Web Site -

This item concerns the web site for The ARTS. The web site is online and available. Funding for hosting the web site will be continued until further notice. Jim Weber reported that there is committee listings on the

web site which do not contain nor provide any information. Information for these pages needs to be created and posted the web site. This item will remain on future agenda for the ARTS Meetings.

#### Committee Structure Proposal -

This item concerns a proposal that the Board create a structure of Standing Committees to receive, review, and take action on items of interest to the Board. The Committee receiving the item would be required to take action and report to the Board. We have identified the committee structure of each of the Member Organizations. The Officers have reviewed the Member Organization committees and conducted a very brief discussion of this item. No further action has been taken on this item. There was brief discussion of this item including comments that perhaps having the Board review, discuss, and vote as needed on the various issues is best at this time.

#### ARTS Dancer Survey -

This item concerns the dancer survey which has been done at several events. The survey was conducted in Charlotte at the 56<sup>th</sup> NSDC. Although there was supposed to be one survey form for each attendee. Unfortunately, there was only one survey form for each registration package, no matter how many attendees were in the package. Approximately 800 (10%) surveys were collected. The surveys will be processed and a report submitted at the October 2007 ARTS meeting. If the results are substantially the same as from past surveys we will not do additional surveys for some time.

#### 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. There has been 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.

Al Shaw submitted the following additional information for the July 2007 meeting:

**The business plan is finished as far as I know and I really don't have any expertise on the Email tree and establishing those types of communication lines so it would be better if someone else were to handle it. You need someone much more savvy than I am on web communication to work this project.**

There was discussion about creating a distribution system consisting of an "Email Tree." This system would work as follows: 1) The ARTS would maintain an Email list for each state or region representative, 2) This Representative would send the message on to a distribution under them, 3) The people on this distribution list would send the message on to the distribution list under them, 4) This process would continue until the message is delivered to individual people. Jim Weber reported he has guidelines for creation of such an Email distribution system. Jim was asked to send these guidelines to the ARTS Secretary for consideration. This item will remain on future agenda.

#### Add-A-Buck Project -

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. During the March 2007 meeting Jim Maczko and Jim Weber agreed to follow up with the General Chairman of the 57<sup>th</sup> NSDC in Wichita, KS and Dick Peterson reported that the NEC will discuss this issue with the Long Beach NSDC General Chairman. The action to get this item on the 57<sup>th</sup> NSDC registration form was not successful. Dimple Williford reported that adding this onto the registration form for any specific NSDC is up to the General Chairman and not the NEC. Dimple & John also agreed to contact the General Chairman of the 58<sup>th</sup> NSDC to determine if the Add-A-Buck donation can be added to the registration form for the 58<sup>th</sup> NSDC.

#### 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 Health, 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 was 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. Jim Maczko agreed to 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 at the March 2007 meeting nor at this meeting.

The ARTS Secretary will contact John Marshall to request a status report. Mike Jacobs also volunteered to discuss this item with Gary Felton.

#### 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. The Recruiting Plan is posted on the ARTS web site as a PDF file. 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 the March 2007 meeting.

Brief discussion of this item resulted in agreement that the ARTS Secretary and Mike Jacobs will contact Ken to request the status of the web site which will support the Recruiting Plan.

#### 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. 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.

Calvin gave a presentation at the March 2007 ARTS meeting covering the structure of AAHPERD and the NDA. This presentation included information about his activities and presentations at the conventions. Calvin reported NDA has been concerned because the organization was not doing enough for the school teachers. There was brief discussion of this item and how the ARTS may become involved with either or both.

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

The NDA is beginning to look for sources which can provide more assistance to school teachers who are involved with providing dance information in schools. Discussion of this item during this meeting revealed that Calvin's attendance and presentations at the convention has strengthened the connection between the NDA and our activity. The NDA is also discussing with Calvin the possibility of holding a one dance seminar immediately prior to the 2008 CALLERLAB Convention in Los Angeles. This seminar would provide Continuing Education Units (CEU) for school teachers attending the seminar. There will be additional expenses involved with this seminar. Discussion of this seminar is very preliminary at this time.

Calvin's attendance at the AAHPERD/NDA national conventions have been covered by CALLERLAB. Discussion of this item during the March 2007 ARTS meeting included talk about the possibility of the ARTS providing financial assistance to attend the conventions to present the type program Calvin has done over the years. Considerable discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that The ARTS will provide up to \$1,000 in financial assistance for Calvin Campbell to attend the 2008 AAHPERD/NDA national convention to present dance related information in support of the mission and goals of The ARTS. (MSC)*

#### SD -101, CONTRA 101, and Movin & Groovin - (FYI)

This item concerns a discussion of various products which are available to help introduce dancing in schools or other venues. Square Dancing 101 (SD-101) and Movin & Groovin are products which include both textual materials and audio to supplement and support the textual materials. Jeff Smith reported that CONTRALAB has been working on a comparable program featuring CONTRA dancing. This project is nearly completed and will feature textual materials. A copy of this program should be available for review at the October 2007 ARTS meeting.

During the March 2007 ARTS meeting Calvin Campbell presented a report of his comparison between the Square Dancing 101 (SD-101) and the Moving & Groovin programs.. He reported that each product is designed for a different audience. Discussion of this item during the March 2007 meeting 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 available from the ARTS Secretary. The ARTS Secretary provided the comparison to Bonnie Abramson ([Bjabramson@aol.com](mailto:Bjabramson@aol.com)) and Calvin was asked to contact Bonnie to discuss his comparison report and results. No further action is required at this time.

#### 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. It was felt that 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 during the March 2007 ARTS meeting 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.

Jim Weber reported he has information and guidelines for creating an electronic mailing tree. He will provide this information at the October 2007 ARTS meeting. Further action will be taken as appropriate at that meeting.

## NEW BUSINESS -

### ARTS Contribute to Operating Costs - (FYI)

This item concerns a request that we consider setting a time table for The ARTS to start contributing to the expenses of the organization. No action is required at this time.

### Mini-ARTS Meetings -

This item concerns a proposal that The ARTS provide financial assistance to clubs, associations, or other groups which host meetings which bring dancers, callers, cuers, and others together to discuss various aspects and concerns facing the dance activity. The goal of such meetings would be to debate, exchange, and possibly agree on plans of action to help meet the goal of increasing the number of dancers. The proposal for financial assistance includes a provision that a Grant Fund would be created to fund this proposal. Additionally, financial help would be possible if the group sponsoring such a meeting included publicity, information, and presentations about The ARTS, in addition to the other topics to be discussed and presented. Another provision of this proposal is that the financial assistance may be in the form of matching funds, or some other such provision. Discussion of this item resulted in agreement that the ARTS Secretary will submit an ARTS LOG to gather input from the ARTS Reps. This input would be submitted to the ARTS Officers who would draft a proposal to be presented to the Board at the 2007 October ARTS meeting.

### Interesting Web Sites - (FYI)

This item concerns two interesting web sites which may provide information to help the organization and the activity. The Board was requested to review the web sites to determine if either are applicable. The web sites are:

- 1) [spotrunner.com](http://spotrunner.com) - This site promotes affordable TV ads.
- 2) [Richardsimmons.com](http://Richardsimmons.com) - This site promoted Richard Simmons and his desire to establish a legacy that he played a big roll in getting more and more children active

Next Meeting -

The next meeting is scheduled for Saturday, October 13, 2007 in Orlando, FL in the Country Inn & Suites - Orlando Airport. The hotel is located at 5440 Forbes Place, Orlando, FL. The ARTS Secretary will be providing additional information later this year. The meeting is scheduled to start at 9:00 AM on Saturday, October 13, 2007. The Spring 2008 ARTS meeting will be held in conjunction with the Pre-Convention for the 2009 NSDC in Long Beach, CA. As agreed by the ARTS Governing Board, The ARTS will host future meetings.

ADJOURNMENT -

The meeting adjourned at 2:35 PM on Sunday, July 1, 2007

Submitted by,

Jerry Reed  
ARTS Secretary  
Transcribed from audio  
Approved by ARTS LOG 07-0707-003 (8 August 2007)

06/18/07

Alliance of Round Traditional and Square Dance Inc  
**Income and Expense Detail**  
 March through May 2007

Type	Date	Name	Memo	Amount
<b>Income</b>				
<b>YTB Travel Royalties</b>				
Deposit	5/4/2007	YTB Travel	ARTS Travel royalties	41.64
Deposit	5/4/2007	YTB Travel	ARTS Travel royalties	22.08
Total YTB Travel Royalties				63.72
<b>Lapel Pins Sales</b>				
Deposit	5/4/2007	Lapel pin sales	Lapel pin sales - E Weber	5.00
Total Lapel Pins Sales				5.00
<b>Dues</b>				
<b>Associate Dues</b>				
Deposit	4/26/2007	57th National Sqare Dance Convention	Assoc Dues - 57th NSDC	100.00
Deposit	5/4/2007	Wisconsin Sq/Dn Convention Corp.	Assoc dues - Wisconsin Sq/Dn Fed	100.00
Total Associate Dues				200.00
<b>Individual Dues</b>				
Deposit	4/26/2007	Maczko, J	Indiv Dues - Jim Maczko	25.00
Deposit	4/26/2007	Triplett, Gene & Connie	Indiv Dues - Gene & Connie Triplett	50.00
Deposit	4/26/2007	Rudebock, Tom & Beverly	Indiv Dues - Tom Rudebock	25.00
Deposit	4/26/2007	Picheco, Ailene	Indiv Dues - Ailene Picheco	25.00
Deposit	4/26/2007	Holley, Charlie & Kitty	Indiv Dues - Charlie & Kitty Holley	50.00
Deposit	4/26/2007	Taylor, Judy	Indiv Dues - Jim & Judy Taylor	50.00
Deposit	4/26/2007	Harvey, Art & Marilyn	Indiv Dues - Art & Marilyn Harvey	50.00
Deposit	4/26/2007	Herndon, Pat & Ave	Indiv Dues - Pat & Ave' Herndon	50.00
Total Individual Dues				325.00
Total Dues				525.00
Total Income				593.72
<b>Expense</b>				
<b>Grant Funds</b>				
Check	5/1/2007	James Taylor	Grant Funds for Incentive Marketing	200.00
Check	5/21/2007	James Taylor	Balance of DANCE pins for Incentive Marketing	1,250.00
Total Grant Funds				1,450.00
<b>Printing and Reproduction</b>				
Check	3/16/2007	Reed, Jerry	Printing ARTS trifold	38.50
Check	3/16/2007	Reed, Jerry	Printing meeting agendas	25.95
Check	3/16/2007	Reed, Jerry	Shipping USDA sound equip back to CA	102.45
Total Printing and Reproduction				166.90
<b>Telephone</b>				
Check	5/21/2007	Kimberlee Streby	ARTS toll free phone	86.31
Total Telephone				86.31
Total Expense				1,703.21
<b>Net Income</b>				<b>-1,109.49</b>

06/18/07

**Alliance of Round Traditional and Square Dance Inc**  
**Financial Statement**  
**March 1 - May 31, 2007**

<b>Beginning Balance March 1, 2007</b>	<b>\$19,780.22</b>
<b>Income</b>	<u>                    </u>
<b>YTB Travel Royalties</b>	63.72
<b>Lapel Pins Sales</b>	5.00
<b>Dues</b>	
<b>Associate Dues</b>	200.00
<b>Individual Dues</b>	325.00
<b>Total Dues</b>	<u>525.00</u>
<b>Total Income</b>	593.72
<b>Expense</b>	
<b>Grant Funds</b>	1,450.00
<b>Telephone</b>	86.31
<b>Total Expense</b>	<u>1,536.31</u>
<b>Ending Balance May 31, 2007</b>	<u><u><b>\$18,837.63</b></u></u>

**March 2007 ARTS Meeting Minutes(Page 1 of 1)**

ARTS Governing Board and Officers Actions  
March 2007 thru June 2007

ARTS LOG 07-0405-001 (Incentive Marketing Pin)

Action Completed as of 04-09-2007 - The ARTS Officers approved the following MOTION:

MOTION: Be It Resolved That, the flashing light pin design provided by Jim Taylor be approved and that the pins be ordered to stay within the budget of \$1,600 previously approved by the ARTS Board.

ARTS LOG 07-0408-002 (MAR 2007 Mtg Minutes)

Action Completed as of 05-04-2007 - The Board approved the following MOTION:

MOTION: Be It Resolved That: The minutes (Draft 1, dated 08 APR 07) of the ARTS Meeting held March 18, 2007, in Alexandria, VA be approved.

ARTS LOG 07-0408-003 (ASK ARTS #8-Draft 1)

Action completed as of 04-17-2007 - The ARTS Officers approved the following MOTION:

MOTION: be It resolved That: ASK ARTS #8 (Draft 1 - dated April 8, 2007) be approved.

## March 2007 ARTS Meeting Minutes (Page 1 of 2)

To: A.R.T.S. Council  
From: Dean Rodgers, Kara Udziela, Weber Shandwick

Date: July 25, 2005

Re: A.R.T.S. Web site PR Resource area Recommendations

Per our discussion, the following document was prepared to give you an overview of ways to increase awareness for Square Dancing. I am breaking activities down in to two categories – PR “must haves” and PR “should haves.”

### Must Haves

#### Message Development/Press Kit and Materials Creation

Based on our initial conversations and the excellent information you provided, we already have a solid understanding square dancing, its products, your basic growth objectives, challenges, etc. This brings us to a point were we can very easily begin to create background materials on traditional dance to be used on the A.R.T.S. Web site, with the media and as resource material for prospective clubs around the world.

We have prioritized these projects in the order we think might be most beneficial to your needs, and given you pricing estimates accordingly. We will also do one one-hour briefing session at no charge with you before we begin executing.

#### Sample News Release and How-to Fact Sheet

Weber Shandwick would create a sample news release for clubs to use as a guide, along with a blank “guide” release and tip sheet that shows what should be in EACH paragraph of a release. (Please note, logos and custom letterhead are not included in this estimate:

Cost: \$1,500

#### Media Tips and Tricks

Weber Shandwick can summarize the points delivered in the free presentation given at the national convention into a word document including tips for how best to work with the media, how to get your story placed and how to handle interviews for TV and newspapers.

Cost: \$1,000

#### Square Dancing Backgrounder

Weber Shandwick would take interviews with you or review background material that you have in order to create a backgrounder on square and traditional dance that would be compelling for new members and could also be sent to reporters. We have heard from you that there are significant physical, mental and social benefits to joining a local organization. We would suggest that you aggregate that data and the actual source material that it came from. Weber Shandwick will then write a backgrounder, including some history, a key health benefits sections, an anecdotal story, and national level contacts for more information.

If there are medical foundations or research firms that would require copyright permissions, Weber Shandwick can work those permissions out for you. We would also recommend that there be brief paragraphs describing the several types of traditional dance. We would create this backgrounder in such a way that a local club would have the ability to customize certain portions, such as contact information, but the format and design would be one approved by A.R.T.S.

Cost: \$5,000 materials research creation, formatting and writing. Artistic Design, T.B.D.

#### PR/Marketing Success Story Round-up Area

Weber Shandwick recommends that you mine your individual clubs for PR/Marketing successes and then create a category of the Web site where those stories are stored as examples of best practices. You could also run contests at the conventions for people to turn in their best stories, in order to get more stories, more traffic to your Web site, and more positive awareness of A.R.T.S.

Cost: Done by A.R.T.S.

## March 2007 ARTS Meeting Minutes (Page 2 of 2)

### Stock Photos on Square, Round and Traditional Dancing

We would recommend that A.R.T.S. provide 25-50 or more photos of traditional dance that are of high quality to include on the Web site or have printed for distribution to local clubs as marketing collateral. You might consider making it a contest for some sort of prize, in order to drive traffic. For example, at a convention you publicize the contest, have clubs from all over submit their best photos, and allow people to vote.

Cost: Done by A.R.T.S.

### Program Recommendations

A.R.T.S. needs to have a stronger presence with square dance clubs across the world. We recommend a press kit specific to A.R.T.S., including backgrounder on how you got started, a mission statement, bios on your board executives, and opportunities for getting involved. The same Fact Sheet mentioned above should be customized for A.R.T.S., and this kit can be used in all media engagements and as marketing to clubs.

Cost: \$2,000, plus folders or CDs TBD, assuming the above background materials, Fact Sheet, etc., are done.

### News Release on Survey Results

A.R.T.S. has already paid for an attitudinal survey toward square dancing. We believe, if you have positive things to say about ways in which square dancing clubs are rising to meet the challenges revealed by the survey, you could do a news release regarding the results and limited media outreach.

Cost: TBD, based on research findings, positive anecdotes to work with, etc.

## INCENTIVE MARKETING SEMINAR

Presented by Jim and Judy Taylor  
Charlotte National Square Dance Convention  
Friday, June 29, 2007

Thanks go to the ARTS-Dance organization for participating with us in the Incentive Marketing Seminar. We especially appreciate the funding for the 1000 blinking pins and literature that was printed. Eight hundred pins were distributed using word-of-mouth techniques, and were a big hit with the attendees. The seminar room was filled above capacity (40+ seats, with some standing). This verified our first objective, which was to show that incentives and word-of mouth methods are a viable way to market information.

The PowerPoint video that was shown at the ARTS-Dance Board meeting last year at the San Antonio Convention was repeated, along with about five minutes of description and explanation of the program. Ken Robinson had volunteered to develop the Incentive Marketing Web site, and he showed a start of the database on a screen, using his laptop. The seminar was then opened up for questions, comments and suggestions. Some of the ideas were:

- Develop a short, clear objective of the program;
- Ask clubs to respond to a short questionnaire to see if they would work with the program;
- For comparisons, allow adjustments based on population;
- Start with a test market in some location;
- A number of new activities that would qualify for points were mentioned.

We will update our documentation to include the ideas that were suggested in the meeting.

We didn't reach the goal of coming to some conclusion about going forward with the program. About half the room thought the concept was do-able; some of the others didn't contribute to any of the discussion, and there were a few people who didn't understand much about the concept. Some of the individual comments drifted into other areas of recruiting techniques, and had to be re-directed back to talking about the main subject---that of using incentives, probably with a point system, and the database development.

We feel we did give ARTS-Dance a lot of exposure, due to the pins and invitation cards with the logo. The Convention Education Committee also helped tremendously in publicizing ARTS, and the seminars and information table were placed at a great location for visibility---good to request in future Conventions!

The seminar ended after getting six or seven names and e-mails, which Ken has already placed on his Web site to hold a dialog on the subject. We kept about 200 blinking pins. We could keep them and see if Steve Sullivan would want us to present a seminar at the USAWest Convention in Pocatello, or we could give them to ARTS to distribute. We were allotted \$1600 for pins and printing; the 1000 pins and extra batteries and magnets cost \$1450, and the printing bill to be turned in is \$78.64, for a total amount of \$1528.64 spent



**Incentive Marketing Seminar**  
**56<sup>th</sup> National Square Dance Convention**  
**Charlotte, NC – June 29, 2007**

Jim & Judy Taylor – Presenters – [jimtal@msn.com](mailto:jimtal@msn.com)

Ken Robinson – Database & Web site

Dan McPeck & Judy Winter – Assistants

Mike Bentley – Video Sound

ARTS Board – Financial Support

**Objectives of Seminar:**

1. To reach out to many people using word-of-mouth, or “Buzz Marketing”, techniques.
2. To introduce this concept of Incentive Marketing.
3. To get ideas as to how to operate the program most efficiently.
4. Determine how to get the program started.
5. Determine what the incentives should be.
6. Sign people up in the database.
7. Promote ARTS-DANCE (Alliance of Round, Traditional and Square Dance).
8. To get opinions about the feasibility of the program.
9. Get commitments for action.
10. To show that incentives are effective (as pins are used here).

Thanks go to the ARTS Board for being willing to finance the “DANCE” pins, and thanks to Ken Robinson for working on a Web site and database.

**The Program:**

- I. Purpose:
  - A. To formulate a method of promoting dancing (of all types, as included in the ARTS mission).
  - B. To provide leadership and guidance in promoting dancing.
  - C. To raise enthusiasm at all levels in the dancing world.
- II. Definition:
  - A. An Incentive Marketing Program would be an adaptation of the “Buzz Marketing” advertising done by national corporations.
    1. The ARTS adaptation of this would involve individual dancers in word-of-mouth advertising.
      - a. Incentives are needed for volunteers for their continued involvement.
        1. Gift subscriptions
        2. Gas mileage cards
        3. Free registrations, or....?
        4. Point competition
  - B. Website database developed:
    1. To record occurrences of activity
    2. To verify activity
    3. To generate reports
    4. To award incentives
- III. Benefits:
  - Immediate results of more dancers
  - Potential sponsors and benefactors could get national advertising exposure

- Statistics of usage would encourage additional sponsors
- Any existing marketing strategy could be enhanced with this plan (not replaced)
- Promote a united front among all the dance organizations
- Provide a means to promote the single logo and slogan
- Would provide access to national square dance statistical information
- All would be done on computer, minimizing meetings and time

**Questions:**

Who would use it?

How to determine the validity of the data entered?

How should incentives be obtained?

What should the incentives be?

How to distribute the incentives?

How to promote the use of the program?

Should the program be adapted and promoted?

**Registration Form for Incentive Marketing**

Date: \_\_\_\_\_

Enter online at: <http://www.kis-hosting.com/arts/incentive/>

or mail to: J & J Taylor, 1411 W. Lake Ct., Littleton, CO 80120

Username:	_____
Password:	_____
First Name:	_____
Last Name:	_____
Address:	_____
City:	_____
State or Province	_____
Zip or Postal Code	_____
Country:	_____
E-mail: (optional):	_____
Belong to Club:	_____
Council or Federation:	_____
State Association:	_____