

ARTS MEETING MINUTES  
Orlando, FL  
October 13, 2007  
(Approved January 7, 2008)

CALL TO ORDER -

Meeting called to order at 9:00 AM on Saturday, October 13, 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)

The following organization has decided to not continue to support The ARTS:

United Round Dance Council (URDC), newly named the International Choreographed Ballroom Dance Association (ICBDA). Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: The ARTS accept the resignation of the Universal Round Dance Council (URDC) from The ARTS Governing Board. **(MSC)***

ROLL CALL -

Governing Board Representatives

The following Voting Members representing Governing Board Members were present

CALLERLAB - John Marshall  
CONTRALAB - Kathy Smith  
IAGSDC - Scott Philips  
NEC - Gene Triplett  
NSDCA - Marilyn Kittle  
SSDUSA - Ron Holland  
USA West - Jim Maczko  
USDA - Si Kittle

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

ROUNDALAB - Bruce Nelson

ARTS Officers; the following ARTS Officers are present:

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

AGENDA CHANGES/APPROVAL

Prior to acceptance of the agenda Chairman Jacobs asked if there were any additions or changes:

The following items were added/deleted from the draft agenda:

- 1) Amend the Bylaws to remove ACA and URDC from the list of Governing Board Members
- 2) Contra 101 Program Materials

*MOTION: Be It Resolved That: The agenda be accepted as amended). **(MSC)***

WELCOME REMARKS -

Chairman Mike Jacobs welcomed everybody and thanked them for attending.

MISCELLANEOUS REPORTS - The following reports were presented:

Treasure Reports:

Finance Report -

Edythe Weber, Treasurer, made the following reports:

Current Finance Report (Attachment 1)

Beginning Balance as of May 31, 2007 is \$18,837.63. The Balance on hand as of September 30, 2007 is \$19,237.24. Review and discussion of the Finance report resulted in the following MOTION:

*MOTION: Be It Resolved That: The Finance Report dated September 30, 2007 be accepted for file. (MSC)*

Income & Expenses Report (June 1 - September 30, 2007)(Attachment 2)

Income = \$2,392.73  
Expenses = \$1, 993.13  
Net Excess = \$ 399.61

Income & Expenses Report (October 2006 - September 2007) (Attachment 3)

Income = \$4,099.69  
Expenses = \$5,070.03  
Net Loss = -\$ 970.34

Other Finance Matters -

Chairman Jacobs reported the following: (attachment 4)

The Playground Area Square And Round Dance Association, Inc. has disbanded and has made a contribution of \$10,000 to the ARTS. The Secretary will draft a letter for the Chairman's signature acknowledging this donation. Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: The ARTS Governing Board extend Life Membership to the Playground Area Square And Round Dance Association, Inc. (MSC)*

Gene & Connie Tripplett presented Chairman Jacobs a donation of \$1,000.00 from the 56<sup>th</sup> National Square Dance Convention.

Edythe Weber, Treasurer, made the following reports Attachment 5)

ARTS Budget - (FYI)

This item was tabled during the July 2007 meeting. Brief discussion of this item resulted in agreement that this item remain on the table.

ARTS Pins - (FYI)

This item concerns the sale status of the ARTS pins. The Treasurer provided a report.

Magnetic Signs - (FYI)

This item concerns the sale status of the magnetic signs. The Treasurer provided a report.

T-Shirts & Caps - (FYI)

This item concerns the sale of T-shirts & caps. The Treasurer provided a report.

Edythe Weber, Treasurer, reported on a "no loss" CD. Minimum to start is \$5,000. After six days cash may be withdrawn out, if needed, without penalty except for lost interest. Interest rate is 4.25%. Terms range from 28 days to 5 years. Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: The ARTS establish two "no loss" CD's as follows: 1) One in the amount of \$5,000.00 for six months and 2) One in the amount of \$5,000.00 for one year. (MSC)*

Edythe Weber, Treasurer, will take this item for action

#### 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); July 2007 (Charlotte, NC)

#### Confirm Actions by the ARTS Board & Officers Since the Last Meeting - (Attachment 6)

This item concerns a discussion and vote to confirm the actions taken by the ARTS Governing Board and the ARTS Officers since the July 2007 meeting. The attached list of these actions needs to be reviewed and confirmed. The following MOTION is submitted for consideration:

*MOTION: Be It Resolved That: The actions taken by the ARTS Governing Board and Officers since the July 2007 meeting be confirmed. (MSC)*

#### NSDC Information - (FYI)

57<sup>th</sup> NSDC - Wichita, KS - (FYI)

Jim & Edythe Weber are the Education Chairman for the NSDC. We plan to present two seminars: 1) The Race Is On (the Future of ARTS and the Activity) is set for Thursday at 2:30 PM in room 2008 and 2) Ready, Set, Go (What Do You Expect from ARTS?) is set for Friday at 1:00 PM in room 208. Both seminars will be staffed by the ARTS Officers and Jim Maczko. The seminars are included in the Club Leadership program as an elective. The convention plans to publicize the seminars at the convention. 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. Gene & Connie Triplett offered to contact the Education Chairman to establish contact with the ARTS Secretary. 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. Gene & Connie Triplett offered to contact the Education Chairman to establish contact with the ARTS Secretary. We plan to present information/discussion seminars. We plan to have a display in the showcase.

60<sup>th</sup> NSDC - Detroit, MI - (FYI)

We have had no contact with the 60<sup>th</sup> NSDC staff. We plan to present information/discussion seminars. Gene & Connie Triplett offered to contact the Education Chairman to establish contact with the ARTS Secretary. 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

Toll Free Telephone Number -

This item concerns the Toll Free Telephone Number intended to provide a source of information about dancing. We are receiving approximately three calls a month. Discussion of this item resulted in agreement that the number will be transferred to Cathy & Jeff Smith (CONTRALAB Rep). The Secretary will contact Michael & Kimberlee Streby and Cathy & Jeff to begin the transfer process.

Newsletter - (FYI)

This item concerns the ARTS Newsletter which has been published following each ARTS meeting to report the highlights of the meeting and other information as appropriate.

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. There has been little or no progress on production of this video. The issue of the video will be discussed further when there is more information.

This item also includes the PowerPoint presentation which has been created for this purpose. This presentation may be adequate to help publicize The ARTS to dancers. Jim Maczko sent the PowerPoint file to the Secretary and it was provided to the ARTS Reps. There has been discussion that video or audio would add to the presentation rather than a static PowerPoint file. Discussion of this item during the July 2007 ART meeting resulted in agreement that several Reps will use the PowerPoint presentation and provide information/reports at the October 2007 ARTS meeting. There were no reports at this meeting.

The ARTS Secretary will contact Tim Crawford and Jim Mayo to enlist their help with reviewing, editing, and adding an audio script to the PowerPoint presentation.

Publications - (FYI)

This item concerns a list of publications and contact information. Jim Weber, ARTS webmaster reported that the publications, as provided by Member Organizations, are listed on the ARTS web site. ARTS Reps are asked to notify Jim if the listing is complete or if additions or deletions are required.

ARTS Tri-Fold Information Brochures -

The brochure was reviewed and updated and 10,000 color copies were printed for the 56<sup>th</sup> NSDC in Charlotte. There has been discussion of creating and printing a large supply of a more generic version of the brochure for distribution at places other than the NSDCs. This type generic brochure would be valid and useable for several years and could be used at the NSDCs and other places. Discussion included agreement that we will again distribute the the brochures for the 57<sup>th</sup> NSDC in 2008. We need to discuss getting cooperation from the 57<sup>th</sup> NSDC to distribute the brochures in the registration packages. Considerable discussion of this item resulted in the following MOTIONS:

*MOTION: Be It Resolved That: The ARTS information brochure for dancers be reviewed and updated and 25,000 color copies be printed (MSC)*

Jim Maczko agreed to review and update the brochure to create a more generic brochure for this mass printing.

*MOTION: Be It Resolved That: An information brochure, designed to publicize all ARTS-Dance dance forms to non-dancer, be created to be presented, reviewed, and discussed at the Spring 2008 ARTS meeting (MSC)*

Gene & Connie Tripplett agreed to work on the draft for this information brochure.

#### Ask ARTS - (FYI)

Del Reed reported that we have published eight Ask ARTS articles. She agreed to write articles featuring the toll free telephone and the recent donations.

#### OLD BUSINESS -

##### PR Proposal -

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 July 2007 ART meeting a MOTION was approved to implement the Square Dancing Backgrounder portion of the proposal as described below. Jim Maczko was authorized to act as the ARTS point of contact for this issue. Jim reported that Weber/Shandwick is no longer willing to honor the proposal they made in 2005 for the Backgrounder. However, Kara Udziela, who made the 2005 presentation on this project has now left Weber/Shandwick and has opened her own business. She is willing to honor the proposal for the Backgrounder and Jim has been in contact with her. Jim asked the ARTS Reps to send information about documented health benefits and any other information which will be helpful in creation of the Backgrounder to him. He will forward the information to Kara.

##### Incentive Marketing Proposal - (Attachment 7)

This item concerns the "Incentive Marketing" plan submitted by Jim & Judy Taylor and Dan McPeek & Judy Winter, to be called The "Group". During the July 2007 The Group presented a report of the presentation they made during the 56<sup>th</sup> NSDC. The Group implemented the initial plan at the 56<sup>th</sup> NSDC in Charlotte, NC. Discussion of the plan, the seminar, and the report during the July 2007 ARS meeting 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. There was discussion about how the program may be feasible on a local level, but would be difficult on a national level. There was also agreement that a brief explanation of how the program would be organized and implemented would be very beneficial.

The ARTS Secretary has received a message and a report (Attachment 7) from Jim & Judy Taylor. The report provides information about the presentation they did in Pocatello, ID for the 2007 USAWest Convention. Jim Maczko reported there were two presentations in Pocatello and that they were both well attended.

Considerable discussion of this item resulted in the following MOTIONS:

*MOTION: Be It Resolved That: The ARTS supports a presentation of the Incentive Marketing plan by Jim & Judy Taylor and/or Dan McPeek & Judy Winter at the 57<sup>th</sup> National Square Dance Convention in Wichita, KS in June 2008. (MSC)*

Jim Maczko and Jim Weber agreed to followup with the "Group" to let them know they have The ARTS support and can include The ARTS in advertising.

*MOTION: Be It Resolved That: The ARTS tentatively authorize expenditure of up to \$750.00 by the Incentive Marketing "Group" (Jim & Judy Taylor and/or Dan McPeek & Judy Winter) to help promote the Incentive Marketing presentation at the 57<sup>th</sup> National Square Dance Convention in Wichita, KS in June 2008. Review of final proposal from the "Group" and vote on final approval of this expenditure will be done at the Spring (February) 2008 ARTS meeting. (MSC)*

Jim Maczko agreed to followup with the "Group" to let them know they need to provide more information, including a proposal with costs, for consideration by the ARTS Board at the Spring 2008 ARTS meeting.

#### Nationwide Benefit Dance - (FYI)

This item concerns a series of nationwide fundraising dances to benefit The ARTS. The dances are scheduled for February 29, 2008. All ARTS organizations were encouraged to help advertise these dances and individuals are encouraged to plan, sponsor, and hold one of these dances. Copies of a generic flyer advertizing the dances was distributed at this meeting. All Reps were asked to submit information on the dances they have schedule to Jim Weber so information can be posted on the ARTS web site. There was agreement that all dances should be asked to dance to God Bless America or God Bless the USA during the dance. Publicity about these dances could be submitted to set the record for the number dancers dancing for the same event. Dancers would need to sign in and the sign in sheets would be sent in to certify the number of dancers. 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.

Linda Shaw has requested to be replaced as Chair of this project. Discussion of this item resulted in agreement that Cathy Smith will contact Tom James from Florida to discuss the benefit dances with Tom and ask him to take the lead on promotion of the dances. Cathy would work with Tom to provide whatever computer support might be required. There was agreement that we do need a replacement to help with promotion of the dances . All ARTS Reps are encouraged to help publicize the dances.

Some possible sources for promotion include 1) Petticoat Junction, 2) www. Dosado.com, and 3) all ARTS Organizations and Members.

#### The ARTS & YTB Travel - (FYI) (Attachment 8)

The online travel site has been activated. Jim Weber reported the following for the period January 1, 2007 thru October 9, 2007: 1) Total bookings was 31, 2) Bookings with commissions pending: 2, and 3) Total commissions paid: \$314.27. Jim Weber reported that the potential for much more income from this source is tremendous. However, we need to do a much better job of promoting the service and getting people to use the service. All organizations are again encouraged to help publicize this service. Jim again 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. Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: Jim Weber be authorized to print 10,000 business cards to promote the YTB Travel web site. (MSC)*

#### Web Site - (FYI)

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. Some minor changes will be made to the web site and jim will continue to maintain the site. This item will remain on future agenda for the ARTS Meetings.

#### 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 500 (6%) surveys were collected. The surveys are being processed and a report should be ready for the February 2008 ARTS meeting. There are no plans for any additional surveys at this 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. Guidelines and a job description for this person will be drafted. 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. Al Shaw drafted the Business Plan, which was approved during the October 2005 ARTS meeting. The plan began in June 2005 and provides milestones through January 1, 2012. The only action under consideration is a "mailing tree" to be used to distribute information to the dancing community. The issue of a "mailing tree" is the subject of a separate agenda item. Al has notified the Board that we need to find somebody who has much better understanding of web communication to work this project. The ARTS Secretary was directed to send the Business Plan to the ARTS Reps.

#### Add-A-Buck Project -

This item concerns the Add-A-Buck Program which has been approved by the ARTS Reps. Information about the program was distributed at this meeting. Discussion included information about getting the Add-A-Buck donation on the NSDC registration forms. Gene & Connie Triplett agreed to take this item to the NEC and future NSDCs. There have been some donations resulting from this program. This item will be removed from future agenda.

#### Grant Proposal (FYI) -

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). Considerable discussion of this item resulted in agreement that any such grant request requires documented and verified research that whatever project we are considering is, in fact, valid. It was further agreed that other grant requests for smaller projects which can be documented prior to submission of the request. There was discussion that a professional grant writer should be hired to write and submit any future grant request considered by The ARTS. It was agree that this item will be removed from future agenda.

#### Possible Grant Request Projects -

This item resulted from discussion of the Grant Request discussed in the previous item and concerns brainstorming by The ARTS Board to identify projects which would be valid candidates for grant requests. Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: The ARTS Secretary will submit an ARTS LOG to request input from the ARTS Reps and Members to identify a suitable project which would be a valid candidate for a grant request. A professional Grant writer would be hired to work on the grant request for any such project (MSC)*

Recruiting Plan (Web Site) - (Attachment 9)

This item concerns the recruiting plan accepted by the ARTS Board for presentation to other groups to be modified by other organizations as desired. The Recruiting Plan (as accepted) is posted on the ARTS web site. There was some very preliminary work done on this recruiting plan, however, there was no followup for that preliminary work.

Jim Weber reported he has created a new web site at [www.squaredanceamerica.org](http://www.squaredanceamerica.org) to support the Recruiting Plan. This web site is a replacement for the site created a couple of years ago but which did not contain any information. The new web site was available for review at this meeting and Jim explained the setup, format, and content of the new web site.

Considerable discussion of this item resulted in agreement that a separate web site URL for the following dance forms would be a good idea: 1) Square Dancing, 2) Round Dancing, and 3) Contra Dancing. Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: Jim Weber be authorized to purchase the following web URLs for a ten year period (estimated : 1) [www.squaredanceamerica.org](http://www.squaredanceamerica.org), 2) [www.rounddanceamerica.org](http://www.rounddanceamerica.org), and 3) [www.contradanceamerica.org](http://www.contradanceamerica.org) (MSC)*

AAHPERD/NDA - (FYI)

This item concerns the American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD). The ARTS Board has discussed involvement with AAHPERD and the National Dance Association (NDA) by Calvin Campbell, CALLERLAB rep to the NDA. He 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 has been 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. Discussion of this item during the July 2007 ARTS meeting resulted in approval of a MOTION that The ARTS will provide up to \$1,000 in financial assistance for Calvin Campbell to attend the 2008 AAHPERD national convention to present dance related information in support of the ARTS mission. Calvin will be asked to provide a report of his presentation at the convention.

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 the July 2007 ARTS 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 seminar immediately prior to CALLERLAB conventions. 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 preliminary at this time. Additional discussions between the NDA and Calvin will continue and future seminars may be planned.

ARTS Publicity/Mass Mailing -

This item concerns how we can publicize the existence, goals, accomplishments, and other information about The ARTS to the dancing community. The goal of this item is to establish an Electronic "Mailing Tree" to help spread the word to the dancing community.



Previous discussions have included a proposal that The ARTS undertake a project to create a mass mailing to ALL dancers, cuers, and 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 would require creation of the information materials and a mailing list for the mass distribution of the information through regular postal service. There has been agreement that this is a good idea, however, action to complete the project has not been undertaken.

There has been agreement that basis for an Electronic "Mailing Tree" would work as follows: 1) The ARTS would maintain an Email list for each state or region representatives, 2) Email from The ARTS would be sent to these Representatives, 3) These Representatives 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. Discussion during this meeting resulted in agreement that procedures and guidelines need to be developed for implementation of this system.

Jim Weber has reported he has guidelines for creation of such an Electronic distribution system. Jim was asked to send these guidelines to the ARTS Secretary. The ARTS Secretary will submit an ARTS LOG for the Board for review, consideration, and discussion. The plan is to complete review of the draft guidelines prior to the February 2008 ARTS meeting.

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

This item concerns a brief discussion of The ARTS paying expenses. The ARTS Secretary announced the cost of the meeting room for this meeting is \$300. There was discussion about how we have been able to "piggyback" onto other meetings (NSDCs and Pre-Conventions) to use no cost rooms.

#### Mini-ARTS Meetings - (Attachment 10)

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 during the July 2007 ARTS meeting 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 this meeting. The ARTS Secretary cannot find any record of submitting this issue to the Board. This item was discussed at this meeting.

Lyle & Jean Beck provided information about a similar program which the Iowa Federation has implemented. The information for this program is attached (Attachment 10).

Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: Subject to final Board approval, The ARTS establish a Grant Program to provide financial assistance to sponsor "Mini-ARTS" meetings. Guidelines will be drafted by an Ad-Hoc Committee to be submitted to the Board for review and vote. (MSC)*

(The following were assigned to the Ad-Hoc Committee: Lyle & Jean Beck, Jim & Edythe Weber, and Jerry & Del Reed)

## NEW BUSINESS -

### Financial Assistance for Advertising -

This item concerns the possibility of The ARTS establishing a fund to help associations, clubs, or others with the cost of advertising. Considerable discussion of this item resulted in agreement that this type assistance should be provided and administered by local associations or groups and not a national organization such as The ARTS. No further action will be taken on this item and it will be removed from future agenda.

### Bylaws Amendment -

This item concerns a proposed Amendment to the Bylaws to remove the Universal Round Dance Council (URDC) from the Bylaws. Discussion of this item resulted in agreement that a MOTION would be submitted by ARTS LOG for discussion and vote. If approved by the ARTS LOG, the amendment would be voted on for final approval at the February 2008 ARTS meeting.

NOTE: the following MOTION will be submitted by ARTS LOG for review, discussion, and VOTE:

**MOTION: Be It Resolved That: The ARTS Bylaws be amended to delete the Universal Round Dance Council – (URDC) from Article III – Members; Section 1 – Class of Members; A. Governing Board and from Article III – Members; Section 2 – Membership Eligibility and Admission Procedures.**

### Contra 101 Materials -

This item concerns a discussion of materials created to present Contra Dancing. The materials are contained in a package called "Contra 101" and were presented by Cathy Smith (CONTRALAB Rep). Cathy reported they have been working toward getting the materials and permission to get Contra Dancing into schools. She had one copy of the Contra 101 package. The package consists of over 60 pages and has several sections including history, teaching goals, various dances, a list of music, and others. The package will be produced in hard copy and CD. Production and mailing costs are approximately \$10.00 - \$15.00 per copy. CONTRALAB has endorsed this product. The plan would be to sell the packages to schools and others interested in learning/teaching contra dancing. Several ideas were discussed for consideration by Cathy. Considerable discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: A request from CONTRALAB for a grant of \$500 to fund production of CONTRA 101 in two versions, one completely on CD and the second in booklet form to include a music CD be approved. (MSC)*

### Election Of Officers -

The Bylaws require election of the officers at the Fall meeting, therefore the election was conducted at this meeting. Prior to the election, the following MOTION was submitted:

*MOTION: Be It Resolved That: The Bylaws be suspended for the 2007 ARTS Officers Election to allow Scott Philips to run for reelection for a third consecutive term as ARTS Vice Chairman. (MSC)*

The following is are the results of the Election:

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

### ARTS Ad in 57<sup>th</sup> NSDC Program Book -

This item concerns an ad in the program book for the 57<sup>th</sup> NSDC. Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: The ARTS place an ad on the inside front cover of each of the three daily schedules for the 57<sup>th</sup> NSDC at a cost of \$225.00 (\$675 minus 25% discount - \$506.25). The ad will be different on each of the three days to highlight ARTS activities. (MSC)*

Jim Maczko agreed to create the three ads and submit to Dana Schirmer ([schirmerdj@aol.com](mailto:schirmerdj@aol.com)) for inclusion in the daily schedules. Edythe Weber will send a check when informed of the total cost.

ARTS Ad in National Square Dance Directory (NSDD) -

This item concerns an ad in the National Square Dance Directory. Brief discussion of this item resulted in agreement that Lyle Beck will investigate the cost for an ad. Lyle will send the information to the ARTS Secretary for further action as may be required.

Next Meeting -

The next meeting is scheduled to start at 9:00 AM on Sunday, February 24, 2008 in Long Beach, CA in the (TBD Location). The hotel is located at (TBD). The ARTS Secretary will be providing additional information prior to the meeting. The meeting will be held immediately following 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 5:30 PM on Sunday, October 13, 2007

Submitted by,

Jerry L. Reed  
ARTS Secretary  
Transcribed from audio  
(Approved January 7, 2008 by ARTS LOG 07-1102-002)

**The ARTS  
Finance Report  
As of September 30, 2007  
Fall 2007 ARTS Meeting  
October 13, 2007**

<b>Beginning Balance June 1, 2007</b>	<b>\$18,837.63</b>
<b>Income</b>	
<b>YTB Travel Royalties</b>	39.12
<b>Add-a-Buck</b>	13.61
<b>Lapel Pins Sales</b>	90.00
<b>Donations</b>	1,350.00
<b>Dues</b>	
<b>Associate Dues</b>	500.00
<b>Individual Dues</b>	400.00
<b>Total Dues</b>	<u>900.00</u>
<b>Total Income</b>	<u>2,392.73</u>
<b>Expense</b>	
<b>Advertising</b>	1,824.46
<b>Meeting Expense</b>	7.59
<b>Postage and Delivery</b>	37.43
<b>Printing and Reproduction</b>	78.64
<b>Survey Expenses</b>	45.00
<b>Total Expense</b>	<u>1,993.12</u>
<b>Ending Balance September 30, 2007</b>	<u><u>\$19,237.24</u></u>

**Alliance of Round Traditional and Square Dance Inc**  
**Income and Expense Detail**  
 June 1 - September 30, 2007

	Type	Date	Name	Memo	Amount
<b>Income</b>					
<b>YTB Travel Royalties</b>					
	Deposit	08/07/2007	YTB Travel	YTB Travel Royalties	39.12
Total YTB Travel Royalties					<u>39.12</u>
<b>Add-a-Buck</b>					
	Deposit	06/19/2007	Heart of America Fed of Sq/Dn Clubs	Add-A-Buck - Heart of America Fed	13.61
Total Add-a-Buck					<u>13.61</u>
<b>Lapel Pins Sales</b>					
	Deposit	07/09/2007	Wilcox, P	Maczko/Wilcox lapel pin sales	25.00
	Deposit	07/09/2007	Reed, Jerry & Del	CALLERLAB pin sales/pd in full	65.00
Total Lapel Pins Sales					<u>90.00</u>
<b>Donations</b>					
	Deposit	07/09/2007	National Executive Committee	NEC donation	500.00
	Deposit	07/09/2007	Reed, Jerry & Del 56th National Square Dance	Donation/Canaveral Sq/Dixie Dancers	50.00
	Deposit	08/07/2007	Convention	Donation from 56th NSDC raffle sales	800.00
Total Donations					<u>1,350.00</u>
<b>Dues</b>					
<b>Associate Dues</b>					
	Deposit	06/19/2007	San Diego Square Dance Association	Assoc Dues - San Diego Sq/Dn Assoc	100.00
	Deposit	06/19/2007	Alabama Sq/Rd Dance Association	Assoc Dues - Alabama Sq/Rd Dn Assoc	100.00
	Deposit	06/19/2007	Montgomery Area Sq/Dn Assoc Denver Area Square & Round Dn	Assoc Dues - Montgomery Sq/Dn Assoc	100.00
	Deposit	06/19/2007	Cncl	Assoc Dues - Denver Sq/Rd Dn Cncl	100.00
	Deposit	07/09/2007	North Carolina Callers Association	Assoc dues - NC Callers Assoc	100.00
Total Associate Dues					<u>500.00</u>
<b>Individual Dues</b>					
	Deposit	06/19/2007	Ashwill, Lee & Barbi	Indiv Dues - Lee & Barbie Ashwill	50.00
	Deposit	07/09/2007	Gotta, Roy & Betsy	Indivi dues - Roy & Betsy Gotta	50.00
	Deposit	07/09/2007	Baines, Sam & Marianne	Indiv dues - Sam & Marianne Baines	50.00
	Deposit	07/09/2007	Williford, John & Dimple	Indiv dues - John & Dimple Williford	100.00
	Deposit	08/07/2007	Reed, Jerry & Del	Indiv dues - Jerry/Del Reed	50.00
	Deposit	08/07/2007	Weber, Jim & Edythe	Indiv dues - Jim/Edythe Weber	50.00
	Deposit	09/10/2007	Minnick, Pres & Kay	Indiv dues - Minnick	50.00
Total Individual Dues					<u>400.00</u>
Total Dues					<u>900.00</u>
Total Income					2,392.73
<b>Expense</b>					
<b>Advertising</b>					
	Check	06/06/2007	Belk Printing Technologies	10,000 color ARTS brochures	1,439.26
	Check	08/01/2007	Jacobs, Mike	"The Gathering" flyers for ARTS workshop	385.20
Total Advertising					<u>1,824.46</u>
<b>Meeting Expense</b>					
	Check	07/01/2007	Reed, Jerry	Printing agenda for June meeting	7.59
Total Meeting Expense					<u>7.59</u>
<b>Postage and Delivery</b>					
	Check	07/01/2007	Reed, Jerry	Shipping survey to Charlotte for packets	37.43
Total Postage and Delivery					<u>37.43</u>
<b>Printing and Reproduction</b>					
	Check	07/01/2007	James Taylor	Incentive Marketing/printing sign-up sheets	78.64
Total Printing and Reproduction					<u>78.64</u>
<b>Survey Expenses</b>					
	Check	07/01/2007	CALLERLAB	Paper for printing survey	45.00
Total Survey Expenses					<u>45.00</u>
Total Expense					<u>1,993.12</u>
					<u><b>399.61</b></u>

**The ARTS  
Income & Expenses Report  
October 2006 - September 2007  
As of September 30, 2007  
Fall 2007 ARTS Meeting  
October 13, 2007**

	<u>Oct '06 - Sep 07</u>
<b>Income</b>	
YTB Travel Royalties	149.57
Add-a-Buck	339.62
Magnetic sign sales	2.50
Lapel Pins Sales	132.00
Badge Income	10.00
Donations	1,350.00
<b>Dues</b>	
Associate Dues	900.00
Individual Dues	1,200.00
<b>Total Dues</b>	2,100.00
T-Shirt/Cap Sales	16.00
<b>Total Income</b>	<u>4,099.69</u>

<b>Expense</b>	
Advertising	2,812.21
Grant Funds	1,450.00
Internet & Web Related Expenses	79.95
Legal Fees	199.50
Meeting Expense	114.09
Postage and Delivery	37.43
Printing and Reproduction	245.54
Survey Expenses	45.00
Telephone	86.31
<b>Total Expense</b>	<u>5,070.03</u>
<b>Net Income</b>	<b>-970.34</b>

October 4, 2007

Playground Area Square & Round Dance Association  
Terry Kramer, Treasurer  
1198 Cartridge Trace  
Fort Walton Beach, FL 32547

Dear Terry

Joe Vaccari asked me to send you the following information about the Alliance of Rounds, Traditional and Square Dance (ARTS) pursuant to a possible donation to ARTS.

The ARTS mission is to generate public awareness and promote growth and acceptance of contemporary Square, Round, and Traditional Folk Dance by encouraging and assisting a coalition of allied dance groups. The ARTS will provide the leadership and resources necessary to create an achievable marketing program. The ARTS will encourage, promote and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique system of social interactions.

The ARTS Dance is incorporated in North Carolina as an IRS 501 (c)(3) tax exempt corporation. This allows the ARTS to receive tax deductible donations for the furtherance of its goals. The IRS identification number is 20-0201068.

Life Membership status may be granted to any individual, group or organization that has made cumulative donations of \$10,000.

The annual meeting of ARTS is going to be held in Orlando, Florida on October 13, 2007 at the Country Inn & Suites, 5440 Forbes Place, Orlando. We would invite you or someone from your association to attend the meeting if the timing would work out for you. Please let us know if this a possibility.

If we can provide any additional information, please do not hesitate to let us know.

Sincerely,



Jim and Edythe Weber  
ARTS Treasurer

**PASARDA**  
*(Playground Area Square And Round Dance Association, Inc.)*  
17 Industrial Street NW, Fort Walton Beach, Florida, 32548-4813

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October 10, 2007

TO: Mike Jacobs, Chairman, ARTS, Inc.  
% Jim and Edythe Weber  
1316 Middlebrook Drive  
Liberty, Missouri 64068-1941

FROM: The Board of Directors  
PASARDA, Inc.

SUBJECT: Charitable Donation to your organization.

As you may be aware, the *Playground Area Square And Round Dance Association, Inc.* (a 501(c)(7) not-for-profit organization) is in the process of being dissolved after a very long history of serving the local, state and national square and round dance community. This process requires that all remaining funds of the organization be dispersed to qualified charitable organizations prior to actual dissolution of the corporation in the State of Florida.

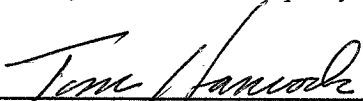
Whereas your organization has verified to us (by letter dated October 4, 2007) that you are a qualified IRS 501(c)(3) charity in compliance with the *Department of Internal Revenue* Service requirements; and


Whereas you have provided us with your Federal Tax I. D. #20-0201068, and


Whereas you have met our requirements, that any funds dispersed by us must go to *qualified* charities and,

Whereas Joseph Vaccari, friend and mentor to square dancers at the local, state and national levels for the last 40 plus years, and one of the original members of PASARDA (incorporated in the State of Florida on December 29, 1966) has recommended your organization whose interests are truly aligned with the spirit and desires of our Board to continue promoting square dancing as a wholesome and fun filled form of entertainment and family enjoyment,

The Board of Directors of the *Playground Area Square And Round Dance Association, Inc.* is pleased to inform you that they have granted your organization a contribution of \$10,000.00 to help ARTS to continue its mission "...to generate public awareness and promote growth and acceptance of contemporary Square, Round, and Traditional Folk Dance by encouraging and assisting a coalition of allied dance groups. The ARTS will provide the leadership and resources necessary to create an achievable marketing program. The ARTS will encourage, promote and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique system of social interactions"

  
\_\_\_\_\_  
Tom Hancock, President, PASARDA

  
\_\_\_\_\_  
Joe Vaccari, Secretary, PASARDA

  
\_\_\_\_\_  
Terrence Kramer, Treasurer, PASARDA



# PASARDA

*(Playground Area Square And Round Dance Association, Inc.)*  
17 Industrial Street NW, Fort Walton Beach, Florida, 32548-4813

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October 10, 2007

Please be reminded that we will require a written receipt acknowledging the amount of our donation. Our cancelled check does not meet the IRS requirements for cash donations over the amount of \$250.00 at any one time.

Thank you.

Terrence Kramer, Treasurer PASARDA

ARTS Meeting  
October 11, 2007

Treasurer's Report

Sale Items  
JUST A REMINDER

**LAPEL PIN SALES** – being sold @ \$5 each

My records indicate these people still have pins to sell.

Jim Maczko/Patty Wilcox – 32 pins

Jim & Edythe Weber – 5 pins

**MAGNETIC SIGN SALES** – being sold @ \$2.50 each

My records indicate these people still have signs to sell.

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

**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, please let us know. If nobody has any other plans, we will plan to try to sell these items at the February 29<sup>th</sup> dance in Warrensburg, MO.

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

Regarding investment of funds to draw some interest –

We can put money into a “no loss” CD. Minimum to start is \$5,000. After six days you can draw money out if needed without penalty or loss (except of interest, of course.) Rate is 4.25%. Terms range from 28 days to 5 years.

ARTS Governing Board and Officers Actions  
June 2007 thru September 2007

ARTS LOG 07-0408-001 (pubs on ARTS Web Site)

Action Completed as of 07-01-2007 - The purpose of this ARTS LOG was for the ARTS Reps to review the ARTS web site and respond with a report of the completion of their review. Please review the ARTS web site and report. Only two responses were received: IAGSD; and USAWest.

ARTS LOG 07-0608-001 (July ARTS Mtg Agenda)

Action Completed as of 06-14-2007 - The purpose of this ARTS LOG was to request input from ARTS Reps and Members for the agenda for the July 2007 ARTS meeting July 1, 2007 in Charlotte, NC. The results of this ARTS LOG was the agenda for the meeting.

ARTS LOG 07-0608-002 (Voting reps for July Meeting)

Action completed as of 06-19-2007 - The purpose of this ARTS LOG was for the ARTS Board Members to identify and inform the ARTS Secretary who the Voting Rep for their organization is for the 2007 July ARTS meeting in Charlotte, NC. The results of this ARTS LOG was an approved list of Voting Reps.

ARTS LOG 07-0614-001 (Weber Shandwick PR Proposal)

Action completed as of 06-14-2007 - The purpose of this ARTS LOG was to forward to the ARTS Reps the proposal from Weber Shandwick provided by Jim Maczko. During the March 2007 ARTS meeting, Jim was asked to contact the PR firm. The results of this ARTS LOG was to provide information to the ARTS Reps for discussion at the July 2007 ARTS meeting,

ARTS LOG 07-0701-001 (Dance America publicity)

Action completed as of 07-18-2007 - The purpose of this ARTS LOG was for the ARTS Reps and others to provide input concerning ideas to publicize the Dance America dances. The result of this ARTS LOG was creation of a publicity, promotion, and implementation package of materials to support this project. The package was created by Jim Maczko and Patty Wilcox and includes sample introduction letter, flyers donation forms, attendance log, receipts, etc which is provided to helps clubs and others sponsor, host, and run dances as part of the Dance America event.

ARTS LOG 07-0705-001 (ARTS Seminars - 57<sup>th</sup> NSDC)

Action completed as of 07-20-2007 - The purpose of this ARTS LOG was to request input from the ARTS Reps and Members for input and suggestions for the ARTS Seminars we will present next June at the 57th National Square Dance Convention (NSDC) in Wichita, KS. The results of this ARTS LOG were several suggestions for the ARTS Seminars at the 57th NSDC in Wichita in June 2008.

ARTS LOG 07-0706-001 (Mini-ARTS Financial Fund)

Action completed as of 07-20-2007 - The purpose of this ARTS LOG was to request input concerning a proposal that The ARTS establish a Grant Fund to provide financial assistance to clubs, associations, or other groups which sponsor and host meetings or discussion groups with the specific goal of discussing and exchanging ideas to help increase the number of dancers and with the general goal of agreeing on proposals for action to meet this goal. The results of this ARTS LOG were several responses. This item has been added to the agenda for the Fall 2007 ARTS meeting October 2007.

ARTS LOG 07-0706-002 (ARTS Committee Structure)

Action completed as of 07-24-2007 - The purpose of this ARTS LOG was to request input concerning a proposal that The ARTS establish a committee structure which would be implemented to review, investigate, and take action on the various issues on interest to the ARTS. The majority of those responding indicated they do not believe we should establish any committee beyond what now exist. This item will be removed from future meeting agenda, until there is a request to add it back onto the agenda.

**ARTS LOG 07-0707-001 (RWJ Grant Request)**

Action completed as of 07-18-2007 - The purpose of this ARTS LOG was to request the CALLERLAB ARTS Rep (John Marshall) to contact Gary Felton regarding the status of the grant request to RWJ Foundation relating to a grant to The ARTS. FYI Mike Jacobs also talked with Gary on this subject. The results of this ARTS LOG was a report of a review of the original Proposal, the comments on the Proposal from the ACA, and the comments on the Proposal from the CALLERLAB Grant Writing Committee. The report was provided to the ARTS Reps.

**ARTS LOG 07-0707-002 (Recruiting Plan Web Site)**

Action completed as of 08-09-2007 - The purpose of this ARTS LOG was to request the STATUS of the web site being designed by Ken Robinson to support the Recruiting Plan. The results of this ARTS LOG is a report from Ken indicating there has been no additional work on the Recruiting Plan web site. It appears that any additional work on this project will require a major effort by some volunteer(s) to research and provide the information to Ken for posting on the web site. The ARTS Secretary has no idea of who would do this work.

**ARTS LOG 07-0707-001(A) (July ARTS meeting Minutes)**

Action completed as of 08-09-2007 - The purpose of this ARTS LOG is for the ARTS Reps to review, discuss, and vote on the minutes of the July 2007 ARTS meeting held July 1, 2007 in Charlotte, NC. The results of this ARTS LOG were approval of the following MOTION:

MOTION: Be It Resolved That: The minutes of the July 2007 ARTS meeting be approved.

**ARTS LOG 07-0712-001 (PR Proposal - Backgrounder)**

Action completed as of 07-24-2007 - The purpose of this ARTS LOG was for the ARTS Officers to review and vote on a proposal that we begin negotiations with Kara Udziela (formerly with Weber Shandwick) for the completion of the "Backgrounder" portion of the proposal first submitted by Weber Shandwick in 2005. The ARTS Reps were provided a message to inform them of the status of our negotiations for a contract for completion of the Backgrounder work as discussed during the July 2007 ARTS meeting. The results of this ARTS LOG was approval of the following MOTION by the ARTS Officers and Jim Maczko was asked to continue contact with Weber/Shandwick to begin negotiations: MOTION: Be It Resolved That: The ARTS will contact Kara Udziela to begin negotiations for a contract to produce Backgrounder information as first proposed by Weber/Shandwick in 2005.

**ARTS LOG 07-0719-001 (RWJ Grant Request - Review)**

Action completed as of 08-09-2007 - The purpose of this ARTS LOG was to provide the ARTS Reps with the review comments regarding the Grant Request to the RWJ Foundation which was originally drafted by John & Alitia Becker and submitted to the ARTS for convention. There were no responses to the Start ACTION message for this ARTS LOG. This item will be on the agenda for the Fall 2007 ARTS meeting in October.

**ARTS LOG 07-0705-001 (#2) (ARTS Seminars - 57<sup>th</sup> NSDC)**

Action completed as of 08-09-2007 - The purpose of this ARTS LOG was for the ARTS Officers to VOTE on the topics and staff for the ARTS seminars to be presented next June at the 57th National Square Dance Convention (NSDC) in Wichita, KS. The results of this ARTS LOG were approval of the staff (ARTS Officers & Jim Maczko & Jim Weber) and the titles (*ARTS and the Future of our Activity [THE RACE IS ON]* and *Tell Us What You Expect From ARTS [READY, SET, GO]*). The descriptions of these seminars need to be drafted.

**ARTS LOG 07-0724-001 (ARTS Promo Presentation)**

Action completed as of 07-24-2007 - The purpose of this ARTS LOG was to forward a Power Point presentation with information promoting The ARTS which was used during the 55th NSDC in San Antonio, TX to the ARTS Reps. The file was provided FYI.

Incentive Marketing - USAWest Convention in Pocatello, ID  
Report to ARTS October 2007 Meeting in Orlando

Upon arriving to the USAWEST Convention on Wednesday, we handed out about 400 ARTS logo card invitations, inviting anyone to attend the Incentive Marketing seminar.

Since there were only about 175 of the "DANCE" pins remaining from the June Convention, we decided to invite people to the seminar to receive their pin (in June we had given out the pins ahead). Thursday's session packed the room with 50 people. The seminar was scheduled in the program book for Thursday and Friday, but we had asked to do it just Thursday; however, since there wasn't room for everyone, we were requested to do it again on Friday, which we did. It lasted about an hour both times. In the end, nearly 15% of the Convention attendees came to the seminar.

The main emphasis of the Incentive Marketing seminar in our minds, had to be reiterated several times---that this is not a recruiting program (there is much information about this available already), but it is a program to give incentives and record activities to encourage recruitment, etc. And based on feedback from ARTS members, some documents were prepared that better showed how the online database would look and work. In the presentation, we used the example documents to explain this, and limited the point generation to just verifiable recruiting activities:

1. Obtaining names and numbers
2. Getting someone to class
3. Completing class
4. Joining a club
5. Coordinating a class
6. Angeling a class at least 50% of the sessions

The example of points was rationalized to be consistent with credit card points. We didn't ask for any input about how to change what we already had. A number of people expressed that they do use some kind of incentives within their club to help in their efforts. There was some agreement that it might be best to have some local groups use the system first to see how it works. Is it easy to use? Would people take the time to log on and update what they have done? Would people understand what they were doing, and how to do it? Could we get feedback from the users? What could we use as incentives? In each session, 3 people agreed to take a CD with the examples and see how it would work in their environment. Yet to do is to see if Ken Robinson can create the online form that we designed as an example, and talk to the ones who said they would look at how they could use the system.

We agreed with Jim Maczko that the session went well, and we would be willing to present it in Wichita at the 57th NSDC if they wanted us. It would be decided later whether we could attract the full room without the expense of the pins. Subsequently, we met Lanny Weaklend, telling him about our success in Pocatello. Apparently, Lanny and Carol are the ones lining up the educational program for the 57th NSDC, and they wrote to us at the end of August, asking if we would be willing to do the seminar. We agreed, proposing that the name of the session will be called "Marketing Incentives"; we feel this more reflects the seminar's purpose. Weaklends sent their recommendations to the Education Chairman, and we have not heard back about the final schedule.

The questions at this time are:

1. Assuming we are on the seminar schedule, does ARTS want us to continue to represent ARTS? (in the interest of square dancing, we are more than happy to do this!)
2. We would like to use pins again (along with the ARTS logo invitations), but if ARTS is willing, we would like to make the pins read "DANCE for LIFE". The cost would be about \$1350 for those pins, plus some for printing logo cards and handouts. If we remake the original "DANCE" pins, the cost might be a little less, and we might be able to order fewer than 1,000, because the template is already made.

Respectfully submitted,

Jim & Judy Taylor

# **ARTS TRAVEL REPORT**

## **01/01/07 – 10/09/07**

<b>Total Bookings</b>	<b>31</b>
<b>Bookings with Commission pending</b>	<b>2</b>
<b>Total Commission pd or to be pd</b>	<b>\$314.27</b>

<b>If only 10 times the booking we could receive \$3,142.70</b>	<b>310 Bookings</b>
<b>If only 20 times the booking we could receive \$6,285.40</b>	<b>620 Bookings</b>
<b>If only 50 times the booking we could receive \$15,731.50</b>	<b>1550 Booking</b>

**How can we promote the ARTS Travel web site?**

**The ARTS Surveys shows that Dancers:**

**Stay in hotels 44,573 nights annually.**  
**Take 6,635 air flights annually.**

**Should we advertise?**  
**Where and how?**  
**Should we pay to ad**

**Jim Weber**  
**ARTS Travel Coordinator**

# Welcome To



<b><u>Who Square Dances</u></b>	<b><u>Today Square Dance Music</u></b>	Photos
<u>Square Dancing is Friendship Set to Music</u>	<u>Square Dancing is Good for You</u>	<u>Learn How to Square Dance</u>
<b><u>Where To Dance</u></b>	<b><u>History of Square Dancing</u></b>	<b><u>Dance Attire and Dress Code</u></b>
<b><u>Toll Free Number 1-866-445-ARTS (2787)</u></b>	<b><u>Winning Ways Success Stories</u></b>	<b><u>Handicapped Dancing</u></b>

This site is sponsored by the  
Alliance of Round, Traditional and Square - Dance

ARTS-DANCE

ROUND  
↓  
Welcome To



This site is under Construction

<b><u>Who Round Dances</u></b>	<b><u>Today Round Dance Music</u></b>	Photos
	Dancing is Good for You	<u>Learn How to Round Dance</u>
<b>Where To Dance</b>	<b><u>History of Round Dancing</u></b>	
<b>Toll Free Number</b> 1-866-455-ARTS (2787)		

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ARTS-DANCE



CONTRA Welcome To



This Page Is Under Construction

<b><u>Who Contra Dances</u></b>	<b><u>Today Contra Dance Music</u></b>	Photos
	Dancing is Good for You	<u>Learn How to Contra Dance</u>
<b>Where To Dance</b>	<b><u>History of Contra Dancing</u></b>	
<b>Toll Free Number</b> <b>1-866-455-ARTS</b> <b>(2787)</b>		

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Alliance of Round, Traditional and Square - Dance

ARTS-DANCE

**GUIDELINES FOR IOWA FEDERATION OF SQUARE & ROUND DANCE RECRUITMENT GRANT PROJECT**

**DESCRIPTION:**

A yearly program funded by the Iowa State Square and Round Dance Federation to help local clubs survive by helping them with financial aid for classes. This program will be reconsidered and approved each year before June 1 and voted on by the general body for approval at the May-June meeting following the convention.

**Who determines how much can be applied to this program yearly:**

Current state treasurer, current state president and immediate past state president.

**Who would be eligible:**

All clubs who are members in good standing of a federation / association, who in turn pay dues to the Iowa State Square and Round Dance Federation.

**Review Committee:**

Current state treasurer, current state president, and immediate past state president will review the applications.

**Terms:**

The clubs applying can receive up to 50% of their total costs up to a maximum of \$300.00 with the club matching this amount. If a club is unable to meet the 50% matching requirement, a higher amount will be considered by the review committee. (See How do they apply for the grant). Clubs making requests WILL remain confidential to everyone except the review committee.

**What can the money be used for:**

- 1) Hall Rent (NO FOOD) for classes.
- 2) Callers/Cuers/Instructors teaching beginning classes.
- 3) Advertising for classes

**How do they apply for the grant?**

The club officers MUST complete the Iowa State Square and Round Dance Recruitment Grant form, which can be obtained from any of the state officers. A complete club financial statement for the past 12 months MUST be submitted with the grant application. All applications must be received before February 1<sup>st</sup>. Applications should be submitted to the current State President.

**Payment:**

A final financial statement for the classes MUST be submitted to the state treasurer within 30 days of completion of classes so payment can be made to the club.

The funds must be distributed by the end of May if applied for and approved.

If a club can not afford 50% of the class cost, a check for half the approved amount will be issued at the time the application is approved, with the remainder being paid at the completion of classes.

<b>Club Name</b>			
Federation of Club			
		<b>Club Officers</b>	
<b>President</b>			
Address			
Phone Number			
E-mail address			
<b>Vice President</b>			
Address			
Phone Number			
E-mail address			
<b>Treasurer</b>			
Address			
Phone Number			
E-mail address			
<b>Secretary</b>			
Address			
Phone Number			
E-mail address			
Number of Club Members			
		<b>Project</b>	
Description of Classes, Time Frame (Start - Stop), Location			
		<b>Budget</b>	
Items	Estimated	Actual *	Requesting
Hall Rent (No Food) for Classes			
Caller / Cuer / Instructor for Classes			
Advertising for Classes			
<b>Date Submitted</b>		<b>Review Committee Report</b>	
Applications must be submitted to the current State President			
<b>Date Accepted</b>		<b>Signatures of Review Committee &amp; Applicant</b>	
President			
Treasurer			
Immediate Past Pres.			
Applicant			

\* to be completed on final report