

ARTS MEETING MINUTES
Wichita, KS
June 29, 2008
(Approved September 2, 2008)

CALL TO ORDER -

Meeting called to order at 9:00 A.M. on Sunday, June 29, 2008, 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), 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 - Betsy Gotta
CONTRALAB - Jeff Smith
IAGSDC - Scott Philips
NEC - John Williford
NSDCA - Doc Tirrell
SSDUSA - Ron Holland
ROUNDALAB John Herr
USAWest - Jim Maczko
USDA - Len Houle

Charlie Holley introduced the new Presidents of the USDA, Len & Connie Houle. Len & Connie will be the USDA Rep on the ARTS Board.

ARTS Officers; the following ARTS Officers were present:

Mike Jacobs, Chairman; Scott Philips, Vice Chairman; Edythe Weber, Treasurer; and 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 to the draft agenda:

Presentation by ROUNDALAB - Logo & Slogan
Nominating Committee

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

WELCOME REMARKS -

Chairman Jacobs welcomed everybody to the meeting.

ROUNDALAB PRESENTATION - LOGO and SLOGAN

Bob Nolan. Roundalab Board of DIRECTORS Member made a presentation concerning the project by ROUNDALAB to create a Logo and Slogan for Round Dancing. The basis for this project was the Marketing/Recruiting Plan approved by the ARTS. The project began at the 2006 ROUNDALAB Convention with a brainstorming session. One of the major factors from that session was that ROUNDALAB needed a Marketing Plan. A committee was established to establish an implementation plan. One of the main goals of the implementation plan was creation of a new logo, slogan, and marketing brochure. Bob presented detailed information about the process for developing and selecting the draft Logo and draft slogan. ROUNDALAB also involved a professional ad agency (cost approximately \$2,000) to assist with the process. Additional information will be presented at a later time.

MISCELLANEOUS REPORTS - The following reports were presented:

Treasures Reports:

The following donations were received at various times during this meeting:

Len & Connie Houle, Presidents of the USDA, presented a donation of \$500.00 from the USDA

John Williford, NEC Representative, presented a donation of \$250.00 from the NEC

Robin Alpenglow presented a donation of \$1,000.00 for the web site/video project proposed by Roy Gotta

Finance Report - (Attached)

Current Finance Report was reported by Edythe Weber, Treasurer. The Balance on hand as of January 31, 2008, 2008 was \$26,490.45. Current balance as of May 31, 2008 is \$36,196.49.

Other Finance Matters -

Certificates of Deposit (CD)

This item concerns the investment of ARTS cash assets. The Treasures Report shows there is a total of \$10,073.84 currently invested in two nine-month CDs. Funds in these CDs may be withdrawn without a penalty. The Treasurer made a recommendation that we increase the amount of cash we have invested in CDs. Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that an additional \$15,000 be invested in CDs similar to the current CDs .
(MSC)

ARTS Budget - (FYI)

This item was tabled during the July 2007 meeting and remains on the table.

ARTS Pins - (FYI)

This item concerns the sale status of the ARTS pins. The pins are being sold for \$5.00 each. The Treasurer provided a brief report that Jim & Patty have 28 pins. There are no plans to order more pins.

Magnetic Signs - (FYI)

This item concerns the sale status of the magnetic signs. The signs are being sold for \$2.50 each. The Treasurer provided a brief report that there are 143 signs available. If there are signs which have become damaged, please notify Edythe. There are no plans to order more signs.

T-Shirts and Caps - (FYI)

This item concerns the sale of T-Shirts & Caps. The Treasurer provided a brief report that there are five shirts available. There are no plans to order more shirts or caps.

Dance America (Donations) -

This item concerns donations from Dance America Dances. The Treasurer reported the dances resulted in total donations of \$9,576.32 which are included in the Treasurers Report above. Review of this item included questions about future dances. It was agreed that the original idea was for a single event. Discussion of this item resulted in agreement that other benefit dances by any organization, dancer, or dance leaders would be welcomed. There was no discussion concerning involvement by The ARTS in the dances.

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, D.C.); 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), October 2007 (Orlando, FL), February 2008, Long Beach, CA

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

This item concerns a discussion and vote to confirm the actions taken by the ARTS Governing Board and the ARTS Officers since the February 2008 meeting. It is policy that at each Board meeting the Board will review and vote on the actions taken by Email by the Board and the Officers since the last meeting. Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that the actions taken by the ARTS Governing Board and Officers since the February 2008 meeting be confirmed. (MSC)

NSDC Information - (FYI)

57th NSDC - Wichita, KS - (FYI)

This item concerns ARTS activities at the 57th NSDC. Discussion of this item resulted in agreement that the ARTS seminars were well attended and provided good feedback. There is still concern from the dance activity about what The ARTS is doing and how we can support the activity.

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

We plan to have two ARTS seminars. We have provided this information to the Seminar Chairman. More information will be provided to the 58th NSDC after this meeting. The plan is for the ARTS Officers and Jim Maczko to staff these seminars. We also plan to have a display in the showcase.

During the February 2008 ARTS meeting we approved purchasing an ad on the inside cover of each of the three Daily Program Books.

59th NSDC - Louisville, KY - (FYI)

We have had no contact with the 59th NSDC staff. We need to identify the Education Chairman to establish contact with the ARTS Secretary. The Secretary will contact the convention to inform them we would like to do two seminars. We plan to present information/discussion seminars. We plan to have a display in the showcase.

60th NSDC - Detroit, MI - (FYI)

We have had no contact with the 60th NSDC staff. We need to identify the Education Chairman to establish contact with the ARTS Secretary. We have not had any contact from the NSDC. We plan to present information/discussion seminars. We plan to have a display in the showcase.

61st NSDC - Spokane, WA - (FYI)

We have had no contact with the 61st NSDC staff. We need to identify the Education Chairman to establish contact with the ARTS Secretary. We have not had any contact from the NSDC. We plan to present information/discussion seminars. We plan to have a display in the showcase.

OLD BUSINESS -

Toll Free Telephone Number -

This item concerns the Toll Free Phone Number. The number has been transferred to Jeff & Cathy Smith. Cathy provided a brief report; there have been only two calls since the transfer.

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. Discussion of this item during the February 2008 ARTS meeting resulted in agreement that the project should go forward. The first step is creation of a script which will be used to create the video, however, there has been no progress. After creation of the script Michael Streby will begin work on creation of the video.

Discussion of this item resulted in agreement that the video project proposed by Roy Gotta and reported under New business at this meeting will replace this item. This item will be removed from future agenda until such time as it again becomes a viable project.

Newsletter - (FYI)

This item concerns the ARTS Newsletter which has been published following each ARTS meeting. The editor (Peg Tirrell) reported the next issue of the Newsletter is planned to 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 web site, 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 are again requested to review the web site and notify Jim to update the ARTS web site. John Williford reported the NEC has created a new web site. All Reps are encouraged to visit and review the web site: <http://nsdcnec.com>

ARTS Tri-Fold Information Brochures - (FYI)

This item concerns the ARTS Tri-Fold Brochure. The brochure has been updated and printed. Copies were distributed at the 57th NSDC. Copies were also available at the meeting and the attendees were encouraged to take copies for distribution. Several thousand copies were also sent to the ARTS Secretary in Florida. Bonnie Abramson, Patty Wilcox, and Jim Maczko were recognized for their outstanding work in revising the brochure.

Ask ARTS - (FYI)

We have published nine Ask ARTS articles. There were several suggestions for future articles, including a report on the Dance America dances, the web site/video project proposed by Roy Gotta and others. The attendees were requested to send their input to Del Reed, Ask ARTS editor. Jim Weber will add a button on the ARTS web site to provide a way to submit questions to Del.

Dancing Backgrounder -

This item concerns the Square Dancing Backgrounder. Jim Maczko has been working with Kara Udziela to create the document. The initial draft has been approved and draft copies were made available to the attendees. Jim reported that we need photos which can be used. Jim Weber reported there are photos which he can make usable. Discussion of this item resulted in agreement that photos will be added and then the draft will be submitted to the Board via ARTS LOG for approval. There was agreement that the Backgrounder should be approved and produced prior to September 2008.

Incentive Proposal - (FYI)

This item concerns the "Incentive Marketing" plan submitted by Jim & Judy Taylor and Dan McPeck & Judy Winter, to be called The "Group." The Group has made presentations at the 56th NSDC, 2007 USA West, and the 57th NSDC conventions. The group requested funding for their presentation at the 57th NSDC, however, there were no funds provided to the group. There has been discussion that the group should implement this program on a small (local) scale before trying on a larger scale. There was agreement that the presentation at the 57th NSDC provided more clear information about the program. This item will be removed from future agenda until more information or a request to add it to the agenda is received.

Nationwide Benefit Dance - (FYI)

This item concerns the series of nationwide fundraising dances to benefit The ARTS. The dances were scheduled for February 29, 2008, but were held on other dates as well. All ARTS organizations were encouraged to help advertise these dances and individuals were encouraged to plan, sponsor, and hold one of these dances. Information and materials to support this effort were distributed. Several dances were held. As reported previously the dances resulted in total donations of \$9,576.32. There was discussion about whether the results were worth the efforts.

There was general agreement that this proposal was a good idea and should be repeated, with some changes. These changes include: 1) Better publicity, 2) More flexibility in scheduling dances, and 3) Make this an annual event, 4) Possibly designate a month for dances. The Chairman will take these ideas and create a committee to work on this item. The ARTS Executive Director was directed to submit an ARTS LOG to request ideas for future dances.

YTB Travel -

This item concerns the online travel site. Jim Weber reported we are receiving some money from the web site. Jim reported the web registration for the ARTS travel web site is nearing expiration and needs to be renewed. There was brief discussion of the need to continue and to increase the publicity for the travel web site. Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that the ARTS Travel web site (<http://www.arts-dancetravel.com/>) be renewed for a period of 10 years at an approximate cost of \$80.00. (MSC)

Web site - (FYI)

This item concerns the web site for The ARTS. Jim Weber provided a brief report. Jim was asked to modify the information on Dance America to provide a report of the dances held. This item will remain on future agenda for the ARTS Meetings.

Considerable discussion of the Recruiting Plan during the October 2007 ARTS meeting 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. Jim Weber was authorized to purchase the following: 1) www.squaredanceamerica.org, 2) www.rounddanceamerica.org, and 3) www.contradanceamerica.org. The three web sites are online. Future discussion of this issue will be considered as part of the ARTS web site business.

Executive Director - (FYI)

This item concerns the ARTS Executive Director. Discussion during the February 2008 ARTS meeting resulted in approval of Jerry Reed as Executive Director at a salary of \$100.00 per month. This item will stay on the agenda for future discussions. Jerry stated he would be honored to accept the position, but would decline any salary at this time. There was agreement that The ARTS will reimburse Jerry for expenses directly related to his duties as Executive Director. Jim Maczko has begun drafting guidelines and a job description for this position.

(NOTE - Subsequent to the meeting Jerry established the following Email address for his duties as ARTS Executive Director - DirectorARTS@aol.com - Jim Weber has also established the following Email address for Jerry - ExecutiveDirector@arts-dance.org).

There has been discussion concerning the status of the ARTS Secretary and Executive Director. Additional discussion will be considered by Email or during the Fall 2008 ARTS meeting.

ARTS Business/Action Plan - (FYI)

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 provided milestones through January 1, 2012. The only action under consideration is an "Email 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. The ARTS Secretary sent the Business Plan to the ARTS Reps in November 2007. Jerry Reed was to review the plan and make a report at the June 2008 ARTS meeting. Unfortunately, Jerry was not able to do a detailed review and will provide more information at the Fall 2008 meeting.

At the conclusion of the February ARTS meeting Jim Maczko reported that Charlie Holley had suggested that we have Jim and Pam Kidwell, who were guests at the meeting, review the ARTS Business plan and provide input. Jim & Edythe Weber and Jim Maczko agreed this would be a good idea. Jim Maczko sent the latest version of the ARTS Business Plan as distributed on November 1, 2007 to Jim and Pam for their review and comment.

(NOTE - Jim and Pam Kidwell are active dancers in the San Diego area having served as Presidents of the San Diego Square Dance Association and are currently Promotions Committee Chairmen of the California Square Dance Council, and have been delegates to the United Square Dancers of America, Inc.)

Jim Maczko reported Jim & Pam have not yet had the opportunity to review the plan, but do plan to complete a review. Additional information will be provided at the Fall 2008 ARTS Meeting in October 2008

Possible Grant Request Projects -

This item concerns brainstorming by The ARTS Board to identify projects which would be valid candidates for grant requests. Discussion of this item during the October 2007 ARTS meeting resulted in direction to the ARTS Secretary to 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. ARTS LOG 07-1101-004 (ARTS Projects - Grants) was submitted to the ARTS Reps on 01 NOV 07. There was no response to that ARTS LOG.

Discussion of this item resulted in agreement that the ARTS Executive Director will submit the proposal for the video from Roy Gotta to Gary Felton to try to determine if this project may qualify as a valid project for a grant request. Ron Holland also offered information about a possible grant writer/researcher. Ron was requested to submit the information to Jerry.

AAHPERD/NDA -

This item concerns the American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD) and the National Dance Association (NDA). The ARTS Board has discussed involvement with AAHPERD and the NDA by Calvin Campbell, CALLERLAB rep to the NDA. He has attended the past four (2004, 2005, 2006, and 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 had indicated he will not be needing this money, however, he did attend the convention and submitted expenses to CALLERLAB which has been paid.

ARTS LOG 08-0521-002 (AAHPERD/NDA Expenses) was submitted to the ARTS Reps and mailing list. The purpose of that ARTS LOG was to provide the ARTS Reps with a copy of a report from Calvin Campbell reporting on his attendance at the 2008 AAHPERD/NDA convention. The ARTS has committed up to \$1,000.00 to help with Calvin's expenses to attend these conventions and to present information, workshops, or seminars dance. Calvin did that at the 2008 convention. This ARTS LOG included a request that the Reps be prepared to discuss this item at this meeting.

We need to discuss this item and a request to reimburse the CALLERLAB Foundation \$650.00 because the Foundation has already paid Calvin's expenses.

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 past ARTS meetings revealed that Calvin's attendance and presentations at the convention has strengthened the connection between the NDA and our activity.

The NDA and CALLERLAB are planning to cosponsor a training seminar immediately prior to the 2009 CALLERLAB convention. This seminar would provide instruction and materials to support dancing in schools. There is also a possibility that Continuing Education Units (CEU) would be earned by school teachers attending the seminar. There will be additional expenses involved with this seminar. Additional discussions between the NDA and CALLERLAB will continue and future seminars may be planned.

Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that The ARTS Reimburse The CALLERLAB Foundation \$650.00 as The ARTS share of the expenses for Calvin Campbell to attend the 2008 AAHPERD Convention. (MSC)

(NOTE - Subsequent to the meeting a check was written to the CALLERLAB Foundation in accordance with the above MOTION)

ARTS Electronic Mailing Tree - (was 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. Such a Mailing Tree system could provide a means for mass distribution of any information to the dance activity. At this time discussions are concentrating on an Electronic Mailing Tree which has the potential to get information to individual dancers.

There has been agreement that the 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, 4) The people on this distribution list would send the message on to the distribution list under them, and 5) This process would continue until the message is delivered to individual people. There has been agreement that procedures and guidelines need to be developed for implementation of this system.

Jim Weber has provided guidelines for creation of such an Electronic distribution system. This information has been provided to the ARTS reps for review, consideration, and discussion. The plan was to complete review of the draft guidelines prior to the February 2008 ARTS meeting. This review was NOT accomplished.

There was agreement on the following points 1) The guidelines should be posted on the ARTS web site, 2) The ARTS Secretary should coordinate initial work to get started on this system, 3) Jim Weber & Charlie Holey will work to get information to the USDA with a proposal that the USDA create a tri-fold or other document to explain how the Mailing Tree will be organized and implemented.

The ARTS Executive Director reported he will review this issue and take positive steps to get the Electronic Mailing Tree implemented prior to the Fall 2008 ARTS meeting.

ARTS Grant Program (was 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 exchange ideas, debate, 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.

ARTS LOG 08-0521-001 (ARTS Grant Program) was submitted to the ARTS Reps for review of the draft ARTS Grant program Guidelines and Application. The draft Guidelines & Application were submitted to the ARTS Officers by the same ARTS LOG. The result of this ARTS LOG was approval of the following Motion: "MOTION: Be It resolved That: the ARTS Officers approve Draft 8, dated June 2, 2008 of the Grant program Guidelines and Application."

Draft 8, dated June 2, 2008 of the Guidelines was to be submitted to the ARTS Board for review, during this meeting. Unfortunately, that did not happen. Therefore, the ARTS Director will submit this item to the ARTS Board for review, discussion and vote prior to the Fall 2008 ARTS meeting. If there is no agreement by the Board, this item will be on the agenda for the Fall 2008 ARTS meeting

CONTRA 101 (FYI)

This item concerns a project by CONTRALAB to create materials to support introduction and teaching of CONTRA dancing. Jeff Smith reported they have completed the final draft of the materials. The completed materials should be available in the summer of 2008. There was some discussion of the music which will be used. Jeff reported that the music is public domain music through the Kentucky Dance Foundation. The package will include written materials, and CDs. The estimated cost will be approximately \$15.00. There was agreement that we will help advertise the project and include an order form on the ARTS web site. Jeff was requested to provide information for an article to help publicize the project.

Bylaws Amendment - (FYI)

This item concerns the Amendment to the Bylaws to remove the Universal Round Dance Council (URDC) from the Bylaws. Discussion of this item during the February 2008 ARTS meeting resulted in approval of the Bylaws change. Jim Maczko will update the Bylaws and send the revised Bylaws to the ARTS Secretary for distribution.

(NOTE - Subsequent to the meeting the revised Bylaws were sent to the ARTS Reps and posted on the ARTS web site)

NEW BUSINESS -

Web Site & Video Project - (Attached)

This item concerns a proposal from Roy Gotta for the creation of a web site dedicated to attracting new dancers. Roy reported he has met with a professional video production company and has preliminary cost estimates and a broad overview of the idea. Roy has sent an outline of the proposal to CALLERLAB, ROUNDALAB, the ARTS, USDA, NEC, and CONTRALAB.

Roy reported the main points of this project are: 1) Establish a dedicated web site, 2) Create professional, upbeat videos of about two to four minutes for each segment of the activity, and 3) The videos would be accessed through the web site. After viewing a video the web site visitor would be referred to other web sites and contacts for additional information. The videos could also be produced on DVDs and made available for clubs or organizations to be used to provide information and publicize the activity. Roy provided details of his proposal and information about the involvement he and Betsy have had with the production of videos. Roy reported the estimated cost of this project is approximately \$20,000. Considerable discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that The ARTS take on the web site and video project as proposed and described by Roy Gotta as an ARTS sponsored project with Roy Gotta as Chairman. ARTS will encourage ARTS Board Member organizations to contribute (MSC)

(NOTE - Robin Alpenglow presented a donation of \$1,000.00 for the web site/video project proposed by Roy Gotta)

Next Meeting -

The next meeting is scheduled for Sunday, October 5, 2008 (time TBD) in Orlando, FL in the Amerisuites Hotel North West. The ARTS Executive Directory will be providing additional information prior to the meeting. The 2009 Spring ARTS meeting will be held at the 59th NSDC Pre-convention in Louisville, KY in February, 2009

ADJOURNMENT -

The meeting adjourned at 12:10 P.M. Sunday, June 29, 2008.

Submitted by

Jerry L. Reed

ARTS Executive Director

Approved by ARTS LOG 08-0718-002

ARTS Meeting
June 29, 2008

Treasurer's Report

JUST A REMINDER –

LAPEL PIN SALES – being sold @ \$5 each

My records indicate these people still have pins to sell.

Jim Maczko/Patty Wilcox – 28 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 – 12 signs left

If anyone has had to discard signs because the lettering has come off the sign, please let me know so that I can subtract that number from the leftover numbers.

T-SHIRTS/CAPS

We sold 1 t-shirt at the ARTS Dance America Dance in Warrensburg on February 29th.

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

I believe we should invest more of the funds in CD's.

06/23/08

Alliance of Round Traditional and Square Dance Inc
Financial Statement
February 1 - May 31, 2008

| | |
|--------------------------------------|--------------------|
| Beginning Balance Feb 1, 2008 | \$26,490.45 |
| Income | |
| YTB Travel Royalties | 114.71 |
| Magnetic sign sales | 5.00 |
| Donations | |
| Dance America | 9,576.32 |
| Total Donations | 9,576.32 |
| Dues | |
| Associate Dues | 200.00 |
| Individual Dues | 325.00 |
| Total Dues | 525.00 |
| T-Shirt/Cap Sales | 8.00 |
| Total Income | 10,229.03 |
| Expense | |
| Advertising | 144.00 |
| Meeting Expense | 200.00 |
| Miscellaneous Expense | 137.99 |
| Postage and Delivery | 41.00 |
| Total Expense | 522.99 |
| Ending Balance May 31, 2008 | \$36,196.49 |

\$26,122.65 - Checking
\$5,036.92 - 1 9-month CD
\$5,036.92 - 1 9-month CD

Alliance of Round Traditional and Square Dance Inc
Profit & Loss by Class
February through May 2008

| | <u>Feb - May 08</u> |
|------------------------|------------------------|
| Income | |
| YTB Travel Royalties | 114.71 |
| Magnetic sign sales | 5.00 |
| Donations | |
| Dance America | 9,576.32 |
| Total Donations | <u>9,576.32</u> |
| Dues | |
| Associate Dues | 200.00 |
| Individual Dues | 325.00 |
| Total Dues | <u>525.00</u> |
| T-Shirt/Cap Sales | 8.00 |
| Total Income | <u>10,229.03</u> |
| Expense | |
| Advertising | 144.00 |
| Meeting Expense | 200.00 |
| Miscellaneous Expense | 137.99 |
| Postage and Delivery | 41.00 |
| Total Expense | <u>522.99</u> |
| Net Income | <u><u>9,706.04</u></u> |

Alliance of Round Traditional and Square Dance Inc
Income and Expense Detail
February through May 2008

| | Type | Date | Name | Memo | Amount |
|-----------------------------------|---------|------------|--|---|-----------------|
| Income | | | | | |
| YTB Travel Royalties | | | | | |
| | Deposit | 02/19/2008 | YTB Travel | ARTS Travel commission | 26.50 |
| | Deposit | 02/19/2008 | YTB Travel | ARTS Travel commission | 35.26 |
| | Deposit | 03/17/2008 | YTB Travel | ARTS Travel commission | 8.50 |
| | Deposit | 05/15/2008 | YTB Travel | ARTS Travel commission | 19.52 |
| | Deposit | 05/16/2008 | YTB Travel | ARTS Travel commission | 24.83 |
| Total YTB Travel Royalties | | | | | <u>114.71</u> |
| Magnetic sign sales | | | | | |
| | Deposit | 05/06/2008 | Weber, Jim & Edythe | Magnetic sign sales | 5.00 |
| Total Magnetic sign sales | | | | | <u>5.00</u> |
| Donations | | | | | |
| Dance America | | | | | |
| | Deposit | 03/17/2008 | WASCA | Dance America | 1,050.00 |
| | Deposit | 03/17/2008 | North Alabama Sq/Dn Callers Assoc | Dance America | 247.00 |
| | Deposit | 03/17/2008 | Sardis Stars | Dance America | 325.00 |
| | Deposit | 03/17/2008 | Shalotte Wheel & Dealers | Dance America | 574.00 |
| | Deposit | 03/17/2008 | Central CA Sq/Dn Assoc. | Dance America | 260.00 |
| | Deposit | 03/17/2008 | Capp, C.D. | Dance America | 20.00 |
| | Deposit | 03/17/2008 | Western Carolina Federation | Dance America | 506.00 |
| | Deposit | 03/18/2008 | Denver Area Callers & Cuers Assoc. | Dance America | 250.00 |
| | Deposit | 03/18/2008 | Broome, Walter | Dance America | 10.00 |
| | Deposit | 03/18/2008 | Holley, Charlie & Kitty | Dance America (Montgomery AL) | 334.00 |
| | Deposit | 03/18/2008 | Kountry Kuzins | Dance America | 60.00 |
| | Deposit | 03/18/2008 | Moseley, Loretta | Dance America | 14.00 |
| | Deposit | 03/18/2008 | Willard, Dorothy | Dance America | 14.00 |
| | Deposit | 03/18/2008 | Williford, John & Dimple | Dance America | 50.00 |
| | Deposit | 03/18/2008 | Nicholson, Wayne | Dance America | 14.00 |
| | Deposit | 03/18/2008 | Messick, James | Dance America | 25.00 |
| | Deposit | 03/19/2008 | McClure, Mac | Dance America (Greenville SC) | 329.00 |
| | Deposit | 03/19/2008 | Merchant, Frances | Dance America (Columbia SC) | 460.00 |
| | Deposit | 03/19/2008 | Davis, Marguerite | Dance America | 10.00 |
| | Deposit | 03/19/2008 | Ridgway, Merrill | Dance America (Charleston SC) | 308.00 |
| | Deposit | 03/19/2008 | Missouri Promenaders | Dance America (St. Louis) | 100.00 |
| | Deposit | 03/31/2008 | San Diego Square Dance Association | Dance America | 1,500.00 |
| | Deposit | 03/31/2008 | Westport Squares | Dance America (WI) | 250.00 |
| | Deposit | 03/31/2008 | Northwest Florida Sq/Rd Dn Assoc | Dance America | 499.32 |
| | Deposit | 05/06/2008 | West Crt Dis of MO Federation | Dance America | 1,013.00 |
| | Deposit | 05/16/2008 | Kilbuck Squares | Dance America Dance (Laurel Mountain Fed) | 61.00 |
| | Deposit | 05/16/2008 | Graham, Kenneth | Dance America Dance (Laurel Mountain Fed) | 78.00 |
| | Deposit | 05/16/2008 | Do Si Do Squares | Dance America Dance (Laurel Mountain Fed) | 50.00 |
| | Deposit | 05/15/2008 | Cumberland Valley Western Sq/Rd Dn Assoc | Dance America Dance - Cumberland Valley | 210.00 |
| | Deposit | 05/29/2008 | Theodore Palmern | Dance America (WI) | 100.00 |
| | Deposit | 05/30/2008 | Canaveral Squares | Dance America | 855.00 |
| Total Dance America | | | | | <u>9,576.32</u> |
| Total Donations | | | | | <u>9,576.32</u> |
| Dues | | | | | |
| Associate Dues | | | | | |
| | Deposit | 02/19/2008 | Wisconsin Sq/Dn Convention Corp. | Assoc dues - Wisconsin Sq/Dn Convention Corp. | 100.00 |
| | Deposit | 03/19/2008 | Missouri Federation of Sq/Rd Dance Clubs | Assoc dues | 100.00 |
| Total Associate Dues | | | | | <u>200.00</u> |
| Individual Dues | | | | | |
| | Deposit | 03/17/2008 | Seastrom, Michael | Indiv dues | 100.00 |
| | Deposit | 03/18/2008 | Figg, Marvin & Julie | Indiv dues | 50.00 |
| | Deposit | 03/18/2008 | Spear, Judy | Indiv dues | 25.00 |
| | Deposit | 03/18/2008 | Broome, Walter | Indiv dues (Broome/Corley) | 50.00 |
| | Deposit | 03/19/2008 | Sanderson, Albert & Betty Lou | Indiv dues | 50.00 |
| | Deposit | 05/15/2008 | Raef, Bob & Pat | Indiv Dues | 25.00 |
| | Deposit | 05/15/2008 | Pichecko, Allene | Indiv dues | 25.00 |
| Total Individual Dues | | | | | <u>325.00</u> |
| Total Dues | | | | | <u>525.00</u> |

Dance America Donations

| Location of Dance | # dancers in attendance | # callers and cuers | Amount received | Comments |
|--|-------------------------|---------------------|-----------------|--|
| Springfield, MO | 39 | 1 | \$60.00 | |
| Montgomery, AL | 40+ | 8 | \$461.00 | |
| Cedar Rapids, IA | 40 | 3 | \$0.00 | but had a great time & distributed info on ARTS |
| Central CA Square Dance Assoc. | 391 | 3 | \$280.00 | |
| WASCA & MDSDF (Maryland area) | 120 | 13 | \$1,050.00 | |
| Western Carolina Federation | 90 | 4 | \$506.00 | |
| Sardis Stars, Charlotte, NC | 60 | 4 | \$325.00 | |
| Shallotte Wheel & Dealers & Diamond Flippers | | | | |
| Wilmington, NC area | 96 | 8 | \$574.00 | |
| Denver area | 0 | 0 | \$250.00 | donation - did not want to compete with club dances |
| North AL Callers Assoc. | 47 | 7 | \$247.00 | |
| Columbia, SC | 91 | 5 | \$460.00 | |
| North Charleston, SC area | 58 | 6 | \$318.00 | |
| Greenville, SC area | 86 | 4 | \$329.00 | |
| St. Louis, MO area | 92 | 3 | \$100.00 | |
| Westport Squares | 47 | 1 | \$250.00 | |
| San Diego Square Dance Assoc, Inc. | 115 | 1 | \$1,500.00 | |
| NW Florida Sq/Rd Dn Assoc. | | | | |
| Pensacola, FL | 34 | 4 | \$218.00 | |
| NW Florida Sq/Rd Dn Assoc. | | | | |
| Fort Walton Beach, FL | 61 | 4 | \$281.32 | |
| Cumberland Valley Sq/Rd Dancers | 50 | 3 | \$210.00 | |
| Heart of America / MO Fed NW District / MO Fed WC District | 259 | 13 | \$1,013.00 | |
| Laurel Mountain Federation (PA) | 0 | 0 | \$189.00 | snowed out - 6 clubs in federation made donations anyway |
| Waterford, WI (49th WI State Convention) | 60 | 7 | \$100.00 | |
| Canaveral Squares | 0 | 0 | \$855.00 | |
| | | | | |
| | | | | |
| | 1836 | 102 | \$9,576.32 | |

June 2008 ARTS Meeting Agenda (Page 1 of 1)

ARTS Governing Board and Officers Actions February 2008 thru June 2008

ARTS LOG 08-0121-001 (Feb Mtg Attendance)

Action completed as of 01-28-2008 - The purpose of this ARTS LOG was to gather accurate information about the number of sleeping rooms we need to contract for at the February 2008 ARTS meeting in Long Beach, CA on Sunday, February 24, 2008. The result of this ARTS LOG was response that we will be using five rooms for a total of nine room night.

ARTS LOG 08-02-4-001 (ARTS Email Tree)

Action completed as of 02-04-2008 - The purpose of this ARTS LOG is to provide the ARTS Reps with information relating to an "Email Tree" system which may be developed and adopted by the ARTS to provide an efficient way to communicate with the dance activity. The results of this ARTS LOG was the information was provided by Jim Weber in response to our discussion of the item during the October 2007 ARTS meeting. This item was discussed during the February 2008 ARTS meeting.

ARTS LOG 08-0227-001 (Org Roundtable - 57 NSDC)

Action completed as of 05-07-2008 - The purpose of this ARTS LOG is to ask the ARTS Board to provide a rep to staff an Organizational Roundtable session at the 57th NSDC. Jim Weber has provided information about the Roundtable.

ARTS LOG 08-0229-001 (FEB ARTS Mtg - Minutes)

Action completed as of 04-02-2008 - The purpose of this ARTS LOG was for the ARTS Voting reps and ARTS Officers to review Draft 1 - dated February 29, 2008, of the minutes of the February 2008 ARTS meeting held 24 FEB 08. The results of this ARTS LOG was approval of minutes of the February 2008 ARTS meeting.

ARTS LOG 08-0502-001 (ARTS Mtg Agenda)

05-22-2008 - The purpose of this ARTS LOG is to request input for the agenda for the June 2008 ARTS meeting. The result of this ARTS LOG was submission of one item for the agenda. Roy Gotta requested we discuss a proposal for the creation of web site dedicated to attracting new dancers.

ARTS LOG 08-0513-001 (ARTS Tree of Life Brochure)

Action completed as of 05-22-2008 - The purpose of this ARTS LOG was: 1) For the ART Officers to review draft 1 (Attached) of the ARTS 2008 Brochure and 2) Provide comments to Jim Maczko. There were only two responses to the ACTION message (Scott and Jerry). Both of us approved the brochure with changes: 1) The Toll free info - Please move the phone to the right to uncover the text behind the phone and 2) The Inter net comm section - Our style policy is the enter "Email" and "Email" not "E-Mail". The brochure was approved, as noted above, and Jim should begin checking on printing costs.

ARTS LOG 08-0521-001 (ARTS Grant Program)

Action completed as of 06-15-2008 - The purpose of this ARTS LOG is for the ARTS Reps to review and provide comments regarding the ARTS Grant Program. The purpose of this message is for the ARTS Officers to review and VOTE on the final Draft of the Guidelines and application. The result of this ARTS LOG was approval of the following Motion: MOTION: Be It resolved That: the ARTS Officers approve Draft 8, dated June 2, 2008 of the Grant program Guidelines and Application. The guidelines will be reviewed during the June 2008 ARTS meeting.

Item
27

Roy & Betsy Gotta
2 Laurel Place
North Brunswick, NJ 08902-2812
Ph: 732-249-2086
email: ugottadance@optonline.net
www.gottadance.eboard.com

ATTACH
REQUEST ELEC
COPY FROM ROY

May 15, 2008

To: Mike Jacobs, Chairman, ARTS
John Marshal, Chairman CALLERLAB
Gordon Smith, Chairman CONTRALAB
John McKinstry, Chairman, IAGSDC
Harry & Pat Nelson, President, NEC
Herman & Pat Meyer, President, NSDCA
Kristine & Bruce Nelson, Chairman, ROUNDALAB
Eileen Okolowicz, President, SSDUSA
Kay & Jim Rogers, President, USA West
Si & Marilyn Kittle, President, USDA

Re: Video Proposal

The initial idea for this project came to me while driving home from one of my round dance classes. I was thinking of putting something on the bulletin board of the hall I rent and how to adequately describe the activity. I thought what a great thing it would be if I could refer people to an Internet link that would show them exactly what it is. I have a web site, but it does not have the capability to show video clips. I can however link to other sites that would show video clips.

I then thought, why not do this right, include all aspects of our dance activity, and create professionally done video clips to showcase the various forms of our chosen means of recreation. Initially, I thought that each video clip could then be used on the various web sites of the individual organizations as video explanations of the different forms of dance.

I met with the President of Custom Video Productions, of Red Bank, NJ, and he took me to the next level. Why not create a web site dedicated to attracting people to our activity. It would be a 24/7 interactive web address to expose millions of people worldwide to our vision.

The main points of the project would be as follows:

- Establish a dedicated web site, something like "Recreational Dancing.org"
- Create professional, upbeat videos for each segment of our activity.
 - *each video 2 - 4 minutes long after editing and voiceovers.
 - *separate segments for Modern Western Square Dancing, Round Dancing, Contra Dancing, Youth Square Dancing, and Gay Square Dancing.
 - *The viewer wouldn't just get a web site, but get an experience.
- After viewers enter the web site, they click on the form of dance they are interested in. If they want more information, there will be drop down menus asking for what state, province, or country they hail from. They will then be referred to other web sites and personal contact phone numbers.

Initially, almost all traffic to the web site will be generated by the leaders of the respective dance forms. The web address would be listed, perhaps as a tear off, on all print advertising, mentioned in all interviews, and any place where the public might see it. People who go to the internet will watch almost anything for 2 – 4 minutes. If our presentations are exciting enough, they just might give it a try. All dancers and leaders will be encouraged to access the web site as much as possible. That way, whenever someone “googles” almost any form of dance, our web site will end up early in the search. (One of the determining factors in the order of search results, is the number of previous hits.)

All of the video could also be compiled on a DVD which could be used at demos, activity fairs, etc.

COST! The initial estimate for the creation of a web site of this quality is \$15,000 to \$20,000. From my own experience you need to figure that the \$20,000 figure is the more accurate estimate. This would entail 3 days of filming (probably at a festival or convention that included most of the forms of dance), editing, voiceovers, and creation of the web site.

Samples of Custom Video Productions work can be found at www.cvpnj.com.

Final Comments: For years, the dancing public has been asking, why hasn't there been any significant efforts to “get the word out” on a global scale. The answer, of course, is money. When you talk network commercial, \$1,000,000 is just getting started. Internet advertising, internet promoting, and internet information dissemination, are all established practices. Maybe this web site will work, maybe it won't, but it's time we started spending some money and taking some chances.

Thank you for listening, Roy Gotta