

ARTS MEETING MINUTES  
Orlando, FL  
October 5, 2008  
(Approved - December 21, 2008)

CALL TO ORDER -

Meeting called to order at 9:10 AM on Sunday, October 5, 2008, by ARTS Vice Chairman Scott Philips

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 -	John Marshall
CONTRALAB -	(Did not attend -Jeff Smith)
IAGSDC -	Scott Philips
NEC -	(Did Not attend) - John Williford
NSDCA -	(Did not attend - Doc Tirrell)
SSDUSA -	Ailene Picheco (For Ron Holland)
ROUNDALAB	(Did Not attend - John Herr)
USAWest -	Jim Maczko
USDA -	Len Houle

ARTS Officers; the following ARTS Officers were present:

Scott Philips, Vice Chairman; Edythe Weber, Treasurer; and Jerry Reed, Secretary/Executive Director

The following ARTS Officer was not present:

Mike Jacobs, Chairman

WELCOME REMARKS -

Vice Chairman Philips welcomed everybody to the meeting.

AGENDA CHANGES/APPROVAL

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

MISCELLANEOUS REPORTS -

Donations:

There were no donations received during this meeting

Treasurer Reports (Edythe Weber) (This information will be provide prior to vote on the minutes)

Finance Report - (Attached)

Current Finance Report will be reported by the Treasurer. The Balance on hand as of balance as May 31, 2008 was \$36,196.49. Current balance as of September 30, 2008 is \$36,871.69.

Certificates of Deposit (CD)

During the 2008 Spring (June) ARTS meeting a MOTION was approved to invest and additional \$15,000 in CDs. This item concerns the investment of ARTS cash assets. The Treasurer reported three more Cd's have been purchased..

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 Treasurer reported there are still some pins out for sale. There are no plans to purchase more pins at this time.

Magnetic Signs - (FYI)

This item concerns the sale status of the magnetic signs. The Treasurer reported there is large supply of signs which have not been sold. There was some discussion of giving the signs to people who donate to the ARTS or other people as may be appropriate. There are no plans to order more signs.

Dance America (Donations) -

This item concerns donations from Dance America Dances. The report from the web site: Total donations were \$9,576.13; 1944 dancers attended the dances and there were 104 callers & cuers .

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; June 2008 (Wichita, KS)

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 June 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. There was some discussion of ARTS LOG 08-0718-001 (ARTS Grant Program) regarding the ARTS Grant program. 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 June 2008 meeting be confirmed. (MSC)*

NSDC Information - (FYI)

58<sup>th</sup> 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 58<sup>th</sup> 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. We have approved purchasing an ad on the inside cover of each of the three Daily Program Books. Jim Maczko has provided the draft ads to the NSDC. The ARTS Director will contact the 58<sup>th</sup> NSDC to provide information for the seminars we would like to present.

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

We have had no contact with the 59<sup>th</sup> NSDC staff. We need to identify the Education Chairman to establish contact with the ARTS Executive Director. The Director 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. The pre-convention will be February 4-7, 2009

(Note - Subsequent to the meeting we have made contact with the 59<sup>th</sup> NSDC and will follow up as needed)

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

We have had no contact with the 60<sup>th</sup> NSDC staff. We need to identify the Education Chairman to establish contact with the ARTS Executive Director. 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.

61<sup>st</sup> NSDC - Spokane, WA - (FYI)

We have had no contact with the 61<sup>st</sup> NSDC staff. We need to identify the Education Chairman to establish contact with the ARTS Executive Director. 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 reported (via Email) there have been four calls to the toll free number. There have been no expenses submitted for the toll free number this year.

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. Discussion of this item resulted in agreement that there is a definite need for a newsletter. The ARTS Director agreed to write a newsletter to report activities since the last issue.

Publications - (FYI)

This item concerns a list of publications and contact information. Jim Weber, ARTS webmaster, reported there are links to Member organization web sites & publications. The Member organizations are responsible for maintaining their list and information.

ARTS Tri-Fold Information Brochures - (FYI)

This item concerns the ARTS Tri-Fold Brochure. The brochure has been updated and .20,000 copies were printed. Copies were distributed at the 57<sup>th</sup> NSDC and to ARTS Reps at the June 2008 ARTS meeting. Several thousand copies were also sent to the ARTS Executive Director in Florida. Copies were also retained in California for the 58<sup>th</sup> NSDC in Long Beach in June 2009. We will again ask the 58<sup>th</sup> NSDC to put a brochure in each registration package.

Ask ARTS - (FYI)

We have published ten Ask ARTS articles. Del Reed plans to write more articles. Several ideas were discussed including information about the ARTS Grant Program. Del requested ideas from members.

Dancing Backgrounder -

This item concerns the Square Dancing Backgrounder. Jim Maczko has been working with Kara Udziela to create the document. The initial draft was presented at the 2008 June ARTS meeting Jim reported we need photos which can be used. The next draft of the Backgrounder was presented and discussed. Several changes were suggested. Jim Maczko will submit these changes to Kara and ask her to add photos. Upon completion of this work, the draft will be submitted for final review, discussion, and vote.

#### Nationwide Benefit Dances - (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. Several dances were held and there was a report earlier in this meeting.

During the 2008 June meeting there was general agreement that having future dances was a good idea, with some changes. These changes include: 1) Better publicity, 2) More flexibility in scheduling dances, 3) Make this an annual event, and 4) Possibly designate a month for these dances. Discussion of this item resulted in agreement that having future dances is a good idea. There was discussion of finding a volunteer to help with publicity. John Marshall agreed to ask Jim Wass if he would agree to help.

Discussion also resulted in the following MOTION:

*MOTION: Be It Resolved That: The ARTS publicize and request other organizations to sponsor ARTS Benefit Dances in March 2009. (MSC)*

#### YTB Travel - (FYI)

This item concerns the online travel site. During the 2008 June meeting we approved renewal of the ARTS Travel web site for a period of 10 years. Jim Weber reported the site has been used 27 times this year and we have received \$123.00. This amount means we need to increase the publicity of the site to increase usage and the money we receive. YTB can also be used for group travel or meetings, such as the ARTS meetings. Discussion agreed that we need to increase publicity.

#### Web site - (FYI)

This item concerns the web site for The ARTS. Jim Weber reported the web site has been updated with the information he has been provided., including the ARTS Grant Program. There is also a Discussion group capability on the web site. There was discussion of listing the contact person for each Member organization rather than the voting member representing the organization. There was discussion of drafting and posting annual reports for 2007 and ensure the report for 2008 is written and posted.

#### Executive Director -

This item concerns the ARTS Executive Director. The Board has previously approved a salary of \$100.00 per month. During the 2008 February and 2008 June meetings Jerry declined the salary at that time. At this meeting he is requesting the salary begin with the 2009 June meeting. At that time he will be able to devote more time to the job of Executive Director. Jerry has initial plans to establish a small, inexpensive office space in the Cocoa area sometime in mid-2009. Jerry will pay the cost of the space, but may ask for reimbursement of some office expenses. Jim Maczko has begun drafting guidelines and a job description for this position.

Discussion of the ARTS Secretary and Executive Director a separate item under New Business.

#### 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. A Business Plan has been approved. The only action under consideration is an "Email Tree" to be used to distribute information to the dancing community. The issue of the ARTS Email Tree is the subject of a separate agenda item.

Jim and Pam Kidwell submitted the following report: They are reformatting the plan to be more consistent with a business plan. The business plan will incorporate text to provide guidance for achieving the organizations objectives. They have identified that they need the Governing Board to provide a set of concise objectives the Board wants to achieve and the time frame for those objectives. This information will be used to identify any intermediate milestones or check points in achieving those objectives.

#### AAHPERD/NDA - (FYI)

This item concerns the American Alliance of Health, Physical Education, Recreation, and Dance (AAHPERD) and the National Dance Association (NDA). CALLERLAB has sent Calvin Campbell (CALLERLAB's Rep) to several AAHPERD/NDA conventions and he has provided presentations and demonstrations of dancing. The purpose of this involvement is help publicized the activity and to help get AAHPERD/NDA Members involved with introduction of dancing schools and other recreation area. During the 2008 June meeting the ARTS Board approved sharing the costs of this involvement.

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 included information about Calvin's attendance at the Southwest Regional convention. There was agreement that The ARTS will help with the expenses for National conventions, but not for regional conventions. Therefore, the ARTS will not assist with the Southwest Region convention.

#### ARTS Electronic Mailing Tree - (FYI)

This item concerns an electronic system to not only help publicize The ARTS, but more importantly, establish a communication system to distribute information relating to the activity to the dancing community. The eventual goal is to have a system which will link the ARTS to every square dance club in the USA, and possibly outside the USA..

The initial work of requesting potential contacts around the country to agree to serve as ARTS Email Tree contacts has been completed. Over 60 people were contacted and asked if they would agree to serve as the ARTS Email Tree contact for their area/region. Five of those contacted have declined and 19 have agreed to serve. These 19 contact represent 15 different states or regions. The Executive Director is continuing efforts to complete the tree.

There are contacts for the following areas: California, Colorado, Florida, Idaho, Illinois, DelMarVA, WASCA, North Carolina, Nebraska, Nevada, New York, Missouri, Oklahoma, Pennsylvania, Delaware Valley, South Carolina, Tennessee.

The Executive Director will continue efforts to establish the tree. A test of the system is planned before the end of the year. Further information will be provided at the 2009 February ARTS meeting.

#### ARTS Grant Program - (FY)

This item concerns the ARTS Grant Program which provides financial assistance to clubs, associations, or other groups which host meetings to bring dancers, callers, cuers, and others together to discuss various aspects and concerns facing the dance activity. The guidelines for the Grant program have been approved, published, and distributed. The first Grant request has been received from the Northern New Jersey Square Dance Association and the ARTS Officers have considered and approved the request. Future agendas will include a report of applications which ~~has~~ **have** been submitted and the action taken on those requests.

#### CONTRA 101 (FYI)

This item concerns a project by CONTRALAB to create materials to support introduction and teaching of CONTRA dancing. The final draft has been completed. The Board has agreed to help publicize this project. Jeff & Cathy Smith reported the project is still in the works and it is being revised and the music is being added. They anticipated completion for this meeting, but it should be completed by the 2009 February ARTS meeting.

Web Site & Video Project - (Attached)

This item concerns the proposal from Roy Gotta for the creation of a web site dedicated to attracting new dancers. During the 2008 June meeting Roy submitted the proposal to the Board. 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. We have received two proposals for this project.

The first proposal was submitted by Brian Wcislo of Custom Video Productions, Inc. The proposal cost is \$22,000.

The second proposal was submitted by Mayer Media Design Studio. This proposal is considerably less than the proposal from. Custom Video Productions, Inc. The proposal cost is \$7,500.

Both Proposals are attached. Extensive discussion of this item resulted in agreement that we will ask both Mayer Media and Custom Video Productions, Inc. to attend the 2009 February ARTS meeting to present their proposal and be ready for discussion by the Board. The Executive Director will contact both companies.

NEW BUSINESS -

Executive Director/ARTS Secretary Relationship -

This item concerns a discussion of the status of the ARTS Secretary and Executive Director. There has been limited discussion of the situation where the positions of Executive Director and ARTS Secretary are held by the same person.

The Bylaws provide that the following Officers will be elected: Chairperson, Vice-Chair person, Secretary, and Treasurer. The Bylaws specify that these officers shall perform the duties prescribed by the Governing Board. There is no mention of the position of Executive Director in the Bylaws.

Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that the Executive Director may be elected to the position of ARTS Secretary as provided for in the Bylaws. During the time the Executive Director is also serving as ARTS Secretary, that person shall have a vote as one of the Officers of the organization. (MSC)*

TechSoup - Computer Software -

This item concerns a request that the Board discuss this issue. Jim Weber provided information about this item. TechSoup is an organization which provides computer software to non-profit organizations at a very substantial reduction in cost. There are certain limitations and requirements which must be met by the receiving organization. Extensive discussion of this item resulted in agreement that guidelines and criteria need to be developed. Additional discussion of this item resulted in agreement that Jim will provide additional information to the Executive Director for further distribution to the Board Members, and others involved with providing direct support, services, or products to The ARTS by the Governing Board. . We need to discuss this issue. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that Jim Weber will be designated as the administrator for this matter and be authorized to accept orders for software from TechSoup from Board Member Representatives and others as authorized by the ARTS Officers or Board. Such orders will include a \$5.00 charge to cover production, shipping, and handling charges. (MSC)*

Future ARTS Meetings -

This item concerns a request from Jim Weber that the Board discuss this issue. For information, the following has been the schedule for past meetings: 1) Immediately following the Pre-Convention for the upcoming NSDC, 2) Immediately following the NSDC, and 3) In conjunction with the CALLERLAB Executive Committee meeting.

There is some concern that we do not allow enough time for the meetings. Discussion of this item resulted in agreement that the meetings will begin at 9:00 AM and we should be plan to meet until 6:00 PM. The Executive Director will inform the ARTS reps.

**Distribution Of ARTS LOGS/Information -**

This item concerns the recipients of ARTS LOGs and other mailings from the ARTS Executive Director. Current policy dictates that ARTS LOGs and information are distributed as follows: 1) ARTS LOGs for ARTS Officer action are sent to the ARTS Officers only, 2) ARTS LOGs for ARTS Board Action are sent to the ARTS Board only, and 3) General interest topics (including ARTS meeting agenda, and ARTS meeting minutes (among others) are sent to the ARTS mailing list (includes ARTS Officers, ARTS Board Members, and all others who are ARTS Members OR who have requested to receive ARTS information. Discussion of this item resulted in agreement that ARTS LOGs which will be discussed and/or voted on by the Board will sent to the entire mailing list as maintained by the Executive Director.

**Adopt a Library (Publicity) -**

This item concerns a publicity idea from San Antonio, TX. This idea is to print bookmarks with publicity information and provide them to a library as a free give-a-way. The Executive Director will provide additional information in an ARTS LOG.

**Payments & Dues Through Web Site -**

This item concerns a suggestion that The ARTS set up a system to accept payments through the web site using PayPal. Additional information will be provided to the Executive Director and this item will be on the agenda for the 2009 February ARTS meeting.

**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:

The following is are the results of the Election:

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

**Next Meeting -**

The will be held Sunday, February 8, 2009 in Louisville, KY immediately following the Pre-Convention for the 59<sup>th</sup> NSDC in the Pre-Convention host hotel . The ARTS Executive Directory will be providing additional information prior to the meeting.

**ADJOURNMENT -**

The meeting adjourned at 3:50 P.M. Sunday, October 5, 2008.

Submitted by

Jerry L. Reed

ARTS Executive Director

Approved by ARTS LOG 08-1023-002

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**Finance Report**

<b>Beginning Balance June 1, 2008</b>	<b>\$36,196.49</b>
<hr/>	
<b>Income</b>	
YTB Travel Royalties	23.65
Lapel pins	10.00
Donations	2,850.00
Dues	
Individual Dues	175.00
<b>Total Dues</b>	<b>175.00</b>
Interest	261.43
<hr/>	
<b>Total Income</b>	<b>3,320.08</b>
<b>Expense</b>	
Meeting Expense	650.00
Printing & Reproduction	1,994.88
<b>Total Expense</b>	<b>2,644.88</b>
<b>Ending Balance September 30, 2008</b>	<b>\$36,871.69</b>
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<b>\$11,536.42 - Checking</b>	
<b>\$5,167.43 - 9-month CD</b>	<b>April-09</b>
<b>\$5,167.43 - 9-month CD</b>	<b>April-09</b>
<b>\$5,000.00 - 12-month CD</b>	<b>July-09</b>
<b>\$5,000.00 - 9-month CD</b>	<b>May-09</b>
<b>\$5,000.00 - 12-month CD</b>	<b>September-09</b>



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**ARTS LOGS**

ARTS Governing Board and Officers Actions  
July 1, 2008 thru September 30, 2008

ARTS LOG 08-0228-001 (Incentive Mrktng Pgrm -Support)

Action completed as of 07-28-2008 - The purpose of this ARTS LOG was for The ARTS Officers and Jim Maczko to review the current situation regarding the Incentive Marketing Program and the request for support and financial assistance from the Group. This ARTS LOG was Overcome By Events (OBE). The Incentive Marketing Group made a presentation at the 57th NSDC in Wichita, KS. The ARTS did not provide financial support

ARTS LOG 08-0718-001 (ARTS Grant Program)

Action completed as of 08-16-2008 - The purpose of this ARTS LOG was for the ARTS Board to review and provide comments regarding the ARTS Grant Program and to VOTE on the program. The ARTS Officers are invited to respond as well. The result of this ARTS LOG was approval of the following: MOTION: Be It Resolved That: Draft 9, dated July 27, 2008, of the GUIDELINES FOR ARTS-DANCE EDUCATION GRANT PROJECT be approved.

(NOTE- The approved procedures have been posted on the ARTS web site.)

ARTS LOG 08-0718-002 (JUN 2008 ARTS Mtg - Minutes)

Action completed as of 09-02-2008 - The purpose of this ARTS LOG was for the ARTS Voting reps and ARTS Officers to review the minutes of the June 2008 ARTS meeting held 29 JUN 08 and for the Voting Reps to VOTE. The result of this ARTS LOG was approval of following: MOTION Be It Resolved That; The minutes of the June 2008 ARTS meeting be approved.

(NOTE- The approved minutes have been posted on the ARTS web site.)

ARTS LOG 08-0227-002 (Video Script)

Action completed as of 07-22-2008 - The purpose of this ARTS LOG was for Mike Jacobs to review the requirements for the video project as proposed by the ARTS Board. The following is an extract from the minutes of the February 2008 ARTS meeting (not yet approved) which discusses this project: This HO LOG has been Overcome By Events by the Video-Web project proposed by Roy Gotta and approved by the ARTS Board at the June 2008 ARTS meeting.

ARTS LOG 08-0301-001(Video Project - Dancing)

Action completed as of 07-22-2008 - The purpose of this ARTS LOG was to introduce Roy Gotta and Michael Streby and to ask them to review a proposal to create a video which would feature the various forms of dancing under the ARTS umbrella. The video would be used to help publicize The ARTS and would also be used to provide information about the activity to non-dancers. This ARTS LOG has been Overcome By Events by the Video-Web project proposed by Roy Gotta and approved by the ARTS Board at the June 2008 ARTS meeting.

ARTS LOG 08-0731-001 (Ask ARTS #10)

Action completed as of 08-25-2008 - The purpose of this ARTS LOG was for the ARTS Officers to review and vote on Ask ARTS # 10. The result of this ARTS LOG was approval of Ask ARTS #10 by the ARTS Officers.

ARTS LOG 08-0813-001 (ARTS Web/Video Project)

Action completed as of 09-10-2008 - This ARTS LOG was canceled and this subject will be discussed at the 2008 Fall ARTS meeting. The purpose of this ARTS LOG is for the ARTS Board to review, discuss, and vote on a proposal from Brian Wcislo of Custom Video Productions, Inc.. The proposal is for the creation of a web site and production of a video as presented by Roy Gotta and discussed and approved by the Board during the June 2008 ARTS meeting.

ARTS LOG 08-0831-001 (Tech-Soup Software)

Action completed as of 09-15-2008 - The purpose of this ARTS LOG was for the ARTS Officers to review and discuss information from Jim Weber regarding the availability of major company software. This software includes Microsoft, Adobe, and others. The software is available to non-profit 501(c) (3) organizations through Tech Soup. The result of this ARTS LOG was to add this issue to the agenda for the 2008 October ARTS meeting for review and discussion by the Board.

ARTS LOG 08-0902-001 (Fall ARTS mtg Agenda)

Action completed as of 09-16-2008 - The purpose of this ARTS LOG is for the ARTS Reps to submit items to be placed on the agenda for the 2008 Fall ARTS meeting to be held Sunday, October 5, 2008 in Orlando, FL. The result of this ARTS Log was that all items submitted to the Executive Director were added to the agenda for the 2008 October ARTS meeting.

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**ARTS LOGS**

ARTS LOG 08-0907-001 (Grnt Req - No. New Jersey SD Assn)

Action completed as of 09-16-2008 - The purpose of this ARTS LOG was for the ARTS Officers to review and VOTE on a grant request from the Northern New Jersey Square Dance Association for a one day "seminar" called "The Gathering" on September 27, 2008 at a total estimated cost of \$2,249.47. The result of this ARTS LOG was approval by the ARTS Officers of the following: MOTION: Be It Resolved That: The Application for an ARTS Grant from the Northern New Jersey Square Dance Association for an event called "The Gathering" to be held September 18, 2008, be approved.

**Not Yet Complete**

ARTS LOG 08-0911-001 (Web-Video 2nd Proposal)

Action completed as of xx-xx-2008 -(Not yet complete) - Cutoff date for DISCUSSION of this ARTS LOG is 30 SEP 08  
The purpose of this ARTS LOG is for the ARTS reps to review and DISCUSS a proposal for the Web Branding and Video Project (previously proposed by Roy Gotta) from Mayer Media Design Studio web site [www.mayermediadesign.com](http://www.mayermediadesign.com) as provided by Jim Weber.

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**Web Branding/Video Project (Roy Gotta)**  
**Proposal From Brian Wcislo of Custom Video Productions, Inc**

**Square and Round Dancing Website and Videos**

**Project Goal:** To produce a marketing tool that will help raise awareness and bring new members to the recreational dancing communities.

**Long Term Goal:** Creating an online community for the recreational dancing niche through possible social networking additions.

Comparative Analysis: The square and round dancing niche is well represented online with a variety of informational sites. The glaring omission to these sites however is a lack of branding and a higher level of professional presentation. This branding element can not be overstated enough and if approached properly can easily become the number one online destination for the community. Branding should be approached with the upbeat and dedicated mindset of the community while not being afraid to inject some humor and tongue in cheek elements. It should scream "FUN". There should be a discussion exploring possible names for this new organization.

**Phase 1 Proposal**

The following is a breakdown of requirements and manpower:

***Branding and Website Details:***

- Conference with client to plan strategy of site development and iconic branding elements.
- Redesigned website using content provided by client (photos, text, etc.)
- Two initial concepts with **unique branding** and two rounds of revisions.
- Site design will consist of two main templates; Home and Inside Pages
- Custom programming determined by design and strategy.
- Special Features: Branding of logo, video integration, and possible Flash elements.
- Not Included - URL and Hosting Fees and Set Up

Projected Size:

- 1 Unique Home Page, Up to 10 Matching Inside Pages

Projected Timeline:

- 12 - 16 weeks (*based on client co-operation and material acquisition*)

**Branding and Website Cost: \$10,000.00** (*plus NJ state sales tax*)

***Video Details:***

- Three separate "Introduction to Square/Round Dancing" videos.
  - Videos will be a mix of video and motion graphics that match developed branding.
  - CVP will provide scriptwriting, voice over, shooting, editing & encoding.
  - Each video's running time shall not exceed 1 minute.
  - Up to three shoot days allotted.
- Editing of first video will serve as a template for remaining two videos. Client will be presented a rough edit of first video to revise. CVP will take those revisions and apply to editing of all three. Client will have one more opportunity to make revisions to videos before finalization.

Deliverables:

- 10 DVDs with the option to watch all 3 videos
- Web encodes for inclusion into website

Projected Timeline:

- 12 - 16 Weeks (*in conjunction with web development*)

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**Web Branding/Video Project (Roy Gotta)**  
**Proposal From Brian Wcislo of Custom Video Productions, Inc**

**Video Cost: \$12,000.00** *(plus NJ state sales tax)*

Our payment structure is as follows:

- 25% to start production
- 50% at predefined milestone review
- 25% upon completion

This e-mail serves as a formal proposal.

If you agree to the stated terms we will put together a formal contract.

We look forward to helping rekindle interest in recreational dancing!

Respectfully,

Brian Wcislo



MayerMedia Design Studio  
 Tel: 816.841.9303  
 Fax: 816.841.9154  
 www.mayermediadesign.com

## Square and Round Dance Website & Video Proposal

MayerMedia will create a visually appealing website related to the square and round dancing industry. This website will be informational, include branding, be search engine optimized and be of an upscale nature. The site will illustrate and focus on expanding and growing the sport/recreational activity to the viewers of the site. The site will relay the healthy effects and companionship as well as the other benefits for this niche recreational activity.

MayerMedia will spend time researching as many sites as necessary and learn what is needed to be known to put together an effective marketing approach, while staying to the point and practical (as to not over complicate the end-user's website experience)... keeping the mission and focus of the website as job one.

MayerMedia will also as an option shoot and mix up to 3 video to promote this concept. These 3 videos will consist of 60-90 seconds of material and includes cost of travel, shoot time, mixing and final product. It also includes as many as 15 DVDs with the final product on it. The videos will also be converted for inclusion on web browsers and may also be uploaded to YouTube at your discretion.

**Project Design / Development:**  
 (Select One)

**3 Video Shoot / Mix / Product**  
 (Select One)

**Site Changes / Maintenance Agreement**  
 (Select One)

\$3250.00

\$3500.00

\$750.00 – Annual Maintenance

**Payment Terms: 50% up front and 50% upon completion - or - 100% up front receives 10% discount on prices mentioned.  
 Please circle terms preferred in sentence above.**

**Hosting Will be at a rate of \$240/year for web hosting and e-mail (if requested).**

**CREDIT PAYMENT METHODS ACCEPTED: Visa – MasterCard – Discover – American Express**

Card Number: \_\_\_\_\_ Card Expiration: \_\_\_\_ / \_\_\_\_

Name on Card: \_\_\_\_\_

Cardholder Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_ (MayerMedia will provide paid invoice for records.)

**PAY BY COMPANY CHECK:  (MayerMedia will invoice for amounts selected above.)**

Website Estimated Completion Date/Goal Launch Date: 3-4 Weeks

Client Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Company Name: \_\_\_\_\_ Title: \_\_\_\_\_

**Please fax this proposal back to (816) 841.9154 with the proper "signoffs" and we will begin the process of building these functions immediately and working with your staff to produce a superior project.**

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**Web Branding/Video Project (Proposal Comparison - By Roy Gotta)**

Hello All,

Before replying, I solicited the opinion of Mike Hogan, square dance caller and Marketing/Advertising executive from Nebraska. Mike's comments are in **boldface**, mine are in Underlined Italics. *Roy Gotta*  
This is the email I sent to Mike Hogan. Attached to it were the proposals from CVP and Mayer Media.

Hi Mike,

Thanks for listening to me tonight. When Betsy got home (soon after we had hung up), I told her that my brainstorm was really just your ideas from 2005 getting from my back brain to my front brain. Attached are my original proposal to the ARTS, the Proposal from Custom Video Productions ([www.cvpnj.com](http://www.cvpnj.com)), and the proposal solicited by Jim Weber from Mayer Media Design. My concern is whether or not the Mayer proposal can do what I envision for a cost of \$6,750.00. If the two proposals are doing the same thing, how can the prices be so far apart? I could understand a difference of maybe \$5,000.00, but \$15,000?? I welcome your comments, Roy G.

On Sep 28, 2008, at 1:01 PM, Mike.hogan wrote:

**Roy,**  
**Website Creation:**

The proposal from CVP seems to be very expensive, however it is also very comprehensive.

*Whereas it might seem expensive, our (Betsy & I) last video, which involved one day of shooting, sound studio, make-up, lighting experts, etc and extensive editing cost us a little over \$18,000.00. This was with a different company, not CVP. I switched to CVP because their work is far superior to the other company I had been working with.*

- Conference with client to determine strategy and branding elements (logo / color / layout / etc)
- 2 website design concepts
  - 2 rounds of revisions to selected concept
  - 1 home page / up to 10 inside pages
- Client provides content (photos / text / etc) - \$12,000

**The proposal from Mayer Media is much more vague.**

- They will spend time researching sites to put together approach while staying to the point and practical
- Website to be visually appealing, informational, include branding (logo / color)
- Website will focus on growing the sport, and relay health, social and other benefits
- **No mention of design concept approval or size of site**
- \$3,250

**I have the impression that CVP will be much more helpful in creating branding elements, which we don't currently have (I'm working on them for CL for square dancing), whereas Mayer's would appear not to have this in it. I'd ask both for clarification on what they mean by "iconic branding elements".**

I am encouraging dialog between Mike and the design team.

It looks like CVP will do more consulting with us but less research vice/versa for Mayer Media. It appears that CVP is looking for us to provide the majority of the content, while Mayer will "research as many sites as necessary to learn what is needed". We need to ask Mayer how much material are they expecting us to provide, and they need to know that what they see on other sites isn't necessarily what we want. I'd like to know that CVP isn't going to just paste up anything we give them, but instead are going to be sure verbiage is edited for simplicity and that photo's and other elements are clean and clear.

I am fully confident that CVP will conduct similar research of various internet sites. Not only those provided by us, but on their own. I am confident in their dedication to producing a superior product.

**We need to find out from Mayer how many interior pages the proposal includes. We need to find out from both, how we will maintain and update the site as needed.**

My initial impression is that we will be able to make changes in contact numbers, club locations, etc. ourselves (using our own web master). Changes to the video/graphic nature of the site will involve a revision costs determined at the time of the need.

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**Web Branding/Video Project (Proposal Comparison - By Roy Gotta)**

**I would ask for three references from each to include the website they**

References are easily obtained by going to the respective web sites

**My guess is that the quality of the CVP website will be better than that of the Mayer website, but I also think we should could get as good a quality site from Mayer if we give them some guidance.**

Regarding the video/DVD portions of their proposals:

CVP will create three 60 second intro to sd videos to include:

- video plus motion graphics to match developed branding
- script/voice/3 days of shooting/edit/encoding
- client input on editing
- 10 DVDs
- web encoding
- \$12,000

Mayer Media will create three 60-90 second videos to include:

- travel, shoot time, mixing
- 15 DVDs
- web encoding
- \$3,500

**These seem to be very similar, but again Mayer's is much more vague. Their proposal offers more flexibility on the length of the video's. I'm curios what their limits are. How much shoot time are they allotting? Do we get to have input on the editing? If their answers are similar to CVP's, I sure wouldn't want to spend \$8,500 more for the same thing. Again, I would ask both for references and samples of their work..**

**I did some thumbing through the yellow pages and made a few calls, and I found out that there are at least 25 businesses in Omaha alone that do this kind of work. I personally work with many people from our television division who do a lot of the video work for these agencies. Can you imagine how many there are in New York? My guess on this is that you can get what your looking for for much less than \$22,000. Once you've entered into an agreement, you'll have to pay the price, even if you are disappointed with the final product, so I would not make any committments without checking with references and having confidence in them.**

**Good luck with this. I'll be happy to help you in any way you need.**

Thanks

These are my overall feelings about the two proposals, and then my overall feelings about the project.

Comparison:

If you go to the respective web sites, ([www.mayermediadesign.com](http://www.mayermediadesign.com) & [www.cvpnj.com](http://www.cvpnj.com)) there is no video on the Mayer site. I get the impression that their primary business is web design. The CVP site has examples of their videos and web sites (click on the multimedia tab for web sites). My impression is that they are a more multidimensional company and more capable of creating an exciting site. They are on the cutting edge of integrating video into web design.

I have not met with the Mayer Media people. I have met with the owner/president and the chief creative consultant at CVP, and they are excited and enthusiastic about the project. It is a small project for them, but they are excited about a new challenge.

Mayer indicates a production schedule of 3 – 4 weeks. CVP indicates production time of 12 – 16 weeks. Personally, I had envisioned production time to be anywhere from 12 – 32 weeks, depending on filming schedules, difficulty in re-branding our activities, research, and revisions. I can't see this happening in 3-4 weeks and having the type of product we are looking for.

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**Web Branding/Video Project (Proposal Comparison - By Roy Gotta)**

Personal feelings and comments:

My initial idea was for a couple of short videos explaining round dancing and modern square dancing that could probably have been included on the various round and square dance sites already out there. **CVP are the ones who came up with the idea of a web site/marketing tool dedicated solely to the promotion of our activity to the uninformed and uninitiated.** Personally, I don't think \$22,000.00 is enough to accomplish what I would eventually like to see out there. I think it is a start. I think the \$22,000.00 will give us a web site with exciting videos of square dancing, round dancing, and contra dancing taking the viewer into a site filled with information about the various forms and benefits of the activities. The sub groups (singles, campers, the gay community, conventions) will have sites with professional graphics, images, text and maybe voice over, but will not have video representation. I think we can think about expanding the site once we get it up and running and see what we will want to improve/expand, once we get more experience in the field.

iginally, I planned the presentation for the ARTS meeting in June because all of the organizations I was planning on asking for money would all be there. It was then suggested that it would best be handled as an ARTS project because of their status as a 501 3C corporation. Dancers and organizations could make tax deductible contributions to the project. The Chairman's (Mike Jacobs) initial goal was to have each of the member organizations contribute \$1,100.00 to \$1,200.00 each, with ARTS contributing the remaining \$10,000.00 to \$12,000.00.. At this point, I am extremely frustrated by the reluctance of some to move forward with something that I thought had been approved at the June Meeting. There is a growing sentiment about making sure the ARTS is getting the best value for their money and not having a \$22,000.00 flop. Well, it might turn out to be a flop, but right now nobody is doing anything different to try and promote our activity using the marketing tool of the present and the future, the internet. I don't have the answers, and if it doesn't turn out the way we hope, at least we tried something. The money isn't doing square, round or contra dancing any good sitting in the bank.

Until the recent economic situation sprang up and put a serious dent in our retirement investments, Betsy and I discussed withdrawing our proposal and just doing it with our own money. We would still like to see Mike Jacobs' original funding concept be approved, but if the ARTS is uncomfortable with this, Betsy and I offer an alternative.

1. The ARTS provides a \$5,000.00 grant to the Gottas for the web project.
2. The ARTS becomes a vehicle for dancers and other organizations to contribute to the project. In other words, tax deductible donations could be made to the ARTS with the stipulation that the money would go to the web project. The money then would go to Gottas via the ARTS grant program.
3. Any money not raised from donations, would be made up personally by the Gottas.
4. The Gottas would have control of the project, but would certainly keep the ARTS informed as it developes. An accurate accounting of the money would also be made available to the ARTS Board.

Thanks for listening,

Roy & Betsy Gotta