

ARTS MEETING MINUTES  
Louisville, KY  
February 8, 2009  
(Approved - April 18, 2009)

CALL TO ORDER -

Meeting called to order at 09:02 AM on Sunday, February 8, 2009, by ARTS Chairman Cathy Smith

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  
USAWest - Jim Maczko  
USDA - Charlie Holley

The following Board Members were not present:

ROUNDALAB John Herr

ARTS Officers; the following ARTS Officers were present:

Cathy Smith, Chairman; Jim weber, Vice Chairman; Edythe Weber, Treasurer; and Jerry Reed, Secretary/Executive Director

WELCOME REMARKS -

Chairman Smith offered brief opening remarks

AGENDA CHANGES/APPROVAL

Prior to approval of the agenda the following items were added or deleted:

Discussion of Competition in square dancing  
Recruiting/marketing proposal from Paul Walker (North Carolina)

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

MISCELLANEOUS REPORTS -

Donations:

The following donations were received during the meeting  
Dixie Diamonds (Jerry & Del Reed) (Add-A-Buck) - \$50  
SSDUSA (Singles) (Video Project) - \$2,000  
Dancing Delight (Ron Holland) (Video Project) - \$500  
George Holser - \$500

Treasurer Reports (Edythe Weber)

The following information was provided:

Finance Report - (attached)

Current Finance Report reported by the Treasurer. The Balance on hand as of September 30, 2008 was \$36,871.69. Current balance as of 2009 is \$36,591.64.

Certificates of Deposit (CD)

The ARTS Treasurer reported the following CD's:

- 1) 9 month CD (due April 2009) \$5,218.62
- 2) 9 month CD (due April 2009) \$5,218.62
- 3) 9 month CD (due May 2009) \$5,043.12
- 4) 12 month CD (due July 2009) \$5,056.78
- 5) 12 month CD (due September 2009) \$5033.86

TOTAL Invested in CDs = \$25,571.00

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. Discussion of this item resulted that no further sales of magnetic signs should be conducted. Any further sales will be volunteer. This item will be removed from future agenda.

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); October 2008, Orlando, FL

Web Site & Video Project - (Attached)

This item concerns the suggestion 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.

This item was also discussed during the Fall 2008 ARTS meeting. The following is an extract from the minutes of the Fall 2008 ARS meeting:

Both Proposals were discussed during the meeting. 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 contacted both companies. The result of that contact was that previous proposals have been either withdrawn or Overcome By Events (OBE).

Roy & Betsy Gotta reported they hired CVP to create a "concept" home page for the proposed web site. They went to CVP with the idea of withdrawing their proposal to the ARTS and doing a scaled down version for New Jersey only. CVP came up with the idea of the concept web page. This would normally be the first step in the design process and lays the foundation for all that would follow.

Betsy provided information and a Power Point presentation on the "concept" web site during this meeting.. The presentation is attached.

The following is an extract from the attached proposal:

### **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.

#### ***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 cooperation 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*)

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

Extensive discussion of this item resulted in the following points:

- 1) There was agreement that if The ARTS provides financial backing for this project the resulting products (web site and video products) would be the sole property of The ARTS
- 2) The contract would be between The ARTS and CVP
- 3) The URL would belong to The ARTS
- 4) Web hosting service - this will need to be determined (CVP will create and another entity would host)
- 5) There will be a series of payments, as defined in the proposal and contract
- 6) The ARTS will investigate how to reimburse Betsy & Roy for their initial investment (approx \$2,000)
- 7) This will be an ARTS project and Roy Gotta will serve as Project Coordinator

Discussion of this item during the ~~Jan~~ **June** 2008 ARTS meeting the Board approved 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)*

Discussion of this item during this meeting resulted in the following MOTION:

*MOTION: Be It Resolved That; The web site video project as described by Roy & Betsy Gotta be approved, with Roy Gotta to serve as Project Coordinator, upon confirmation of a contract between The ARTS and CVP. (MSC)*

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

This item concerns a discussion and vote to confirm the actions taken by the ARTS Governing Board and the ARTS Officers since the October 2008. 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. The following MOTION is offered for consideration

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

#### NSDC Information - (FYI)

##### 58<sup>th</sup> NSDC (2009) - 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 has provided the 58<sup>th</sup> NSDC the information for the seminars we would like to present.

The NSDC has agreed to place an ARTS Information Tri-Fold into each registration package. There was discussion of where to send the brochures. John Williford will send contact information for the 58<sup>th</sup> NSDC to the ARTS Executive Director to send the ARTS Brochures.

##### 59<sup>th</sup> NSDC (2010) - Louisville, KY - (FYI)

We have contacted the 59<sup>th</sup> NSDC staff to let them know we would like to present two ARTS seminars. We plan to present information/discussion seminars as we have in the past. We also plan to have a display in the showcase. We will need to print more information Tri-Fold brochures for this convention.

##### 60<sup>th</sup> NSDC (2011) - 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 direct contact from the NSDC. We plan to present information/discussion seminars. We also plan to have a display in the showcase. John Williford will send contact information to the Executive Director.

61<sup>st</sup> NSDC (2012) - 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 also plan to have a display in the showcase. John Williford has talked with the General Chairman concerning support to the ARTS. John Williford will send contact information to the Executive Director.

#### OLD BUSINESS -

Toll Free Telephone Number - (FYI)

This item concerns the Toll Free Phone Number. The number has been transferred to Jeff & Cathy Smith. Cathy reported there have been no calls received. There was some discussion about how effective the toll free number is. There has been no cost to The ARTS for the service.

Newsletter - (FYI)

This item concerns the ARTS Newsletter which was to be published following each ARTS meeting. Peg Terrell will be writing the next issue of the Newsletter after this meeting.

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. The 58<sup>th</sup> NSDC has agreed to put a brochure in each registration package. There was agreement that the brochure will not be updated until after the web site/video project has been completed

Ask ARTS - (FYI)

We have published ten Ask ARTS articles. Del Reed plans to write an article on the competition at the 58<sup>th</sup> NSDC. When we have more information about the web site/video project in near completion. All members were asked to submit ideas 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 was presented at the 2008 June ARTS meeting. Since the October 2008 meeting photos have been added. The draft of the Backgrounder was presented and discussed. Several changes were suggested and discussed. Jim, Del, Betsy, and Jerry will continue to work on the wording of the document. Jim Maczko will submit changes to Kara. Upon completion of this work, the draft will be submitted for final review, discussion, and vote. Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: That the Backgrounder, with changes incorporated, will be submitted to the Board for approval. (MSC)*

**(NOTE - The above MOTION is intended to reflect the intent of the MOTION discussed and approved during the meeting - If the Board approves the above wording, this NOTE will be removed)**

#### YTB Travel - (FYI)

This item concerns the online travel site. The ARTS Travel web site has been paid until 2018. Jim Weber reported we continue to receive money from this venture. There was general agreement that we need to do a better job of publicizing the service and encourage people to use the site. The Executive Director will send information to the ARTS Email Tree.

#### Web site - (FYI)

This item concerns the web site for The ARTS. Jim Weber reported the web site is functioning. Jim asked all Members to visit the site periodically to review and send changes to Jim.

#### Executive Director -

This item concerns the ARTS Executive Director. The Board has previously approved a salary of \$100.00 per month, however, Jerry has requested that the salary begin with the 2009 June meeting at which time he will be able to devote more time for ARTS work. Jerry may ask for reimbursement of some office expenses. Work on guidelines and job description for this position will be done.

#### Nationwide Benefit Dances - (FYI)

This item concerns nationwide fundraising dances to benefit The ARTS. A series of dances were held in 2008 resulting in total donations of \$9,576.13. Previous discussion of this item has resulted in general agreement that ARTS should support future dances. There was agreement that the following factors will help make the dances and fund raising efforts better. 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 during the October 2008 meeting resulted in agreement that Jim Wass would be asked to volunteer to help with publicity. Jim has agreed to serve as the Chairman for the Benefit Dances.

During this meeting Jim made a presentation on several general subjects, including how The ARTS can do a better job of marketing and providing better support to the activity. There was general agreement that the information Jim provided was informative and could be of value, however, he did not provide any information directly related to the Benefit Dances. He did not provide any information relating to what The ARTS could or should do differently.

Discussion of this item resulted in agreement that we still need a committee (possibly three people) to develop publicity and implementation strategy. There was agreement that the Executive Director will submit an ARTS LOG to solicit volunteers to staff the Benefit Dance Committee.

Discussion of this item resulted in agreement that we should publicize the idea of the dances and encourage clubs or organizations to host a dance. Information can be sent through the Email Tree, Press Releases, Ask ARTS, direct mail to publication and other publicity means.

#### 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 28 have agreed to serve. These 28 contacts represent 23 different states or regions. The Executive Director is continuing efforts to complete the tree.

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

There was agreement that information will be included in the Showcase of Ideas at the 58<sup>th</sup> NSDC. We will list areas where we need contacts and request dancers sign up to be an Email Tree Contact. Jim Weber will send an updated list of USDA regional reps.

The Executive Director will continue efforts to establish the tree.

NOTE - Subsequent to the meeting the 2008 Annual Report was sent to the Email Tree)

#### 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. There was brief discussion about whether we received the follow up information to verify the event qualifies for the Grant money. The Executive Director will investigate this issue.

A request was also received to help finance square dance lessons. This request was not approved because the request did not meet the criteria for a grant.

#### 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 and posted on the ARTS web site. The only action under consideration is the ARTS "Email Tree. This electronic distribution system will 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. ARTS LOG 08-1022-001 was submitted to the ARTS Reps requesting input. There was no input in response to this ARTS LOG.

There was brief discussion and agreement that Jim Wass will review the Business Plan as posted on the web site and provide input to the Executive Director for review and discussion

#### CONTRA 101 - (FYI)

This item concerns a project by CONTRALAB to create materials to support introduction and teaching of CONTRA dancing. Jeff & Cathy Smith reported the initial copy for the document and accompanying music CD has been completed. They are looking for a printer to do the production of the materials. A sample of the document and a copy of the CD were provided for review by the Board. The estimated cost for the materials will be \$15.00 to \$20.00. The number of copies produced will depend on the cost.

Jim Weber will post information about the materials and order form on the ARTS web site.

TechSoup - Computer Software - (FYI)

This item concerns TechSoup, which is an organization which provides computer software to non-profit organizations at a very substantial reduction in cost. Discussions during the October 2008 Meeting resulted in submission of an ARTS LOG requesting ARTS reps to request software. Requests have been submitted and software ordered. Jim Weber reported on the software which was ordered and delivered. This item will be removed from future agenda.

Adopt a Library (Publicity) - (FYI)

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 investigate this item further and provide more information as needed.

Payments & Dues Through Web Site - (FYI)

This item concerns a suggestion that The ARTS set up a system to accept payments through the web site using PayPal. Jim Weber reported that a PayPal account can be established. Brief discussion of this item resulted in agreement that Jim will investigate this item to gather more information. Edythe Weber will also investigate if transfer of money through PayPal will cost The ARTS any fees. Jim & Edythe will bring more information to the June 2009 meeting.

NEW BUSINESS -

Competition at 58<sup>th</sup> NSDC - (FYI)

This item concerns a request from the 58<sup>th</sup> NSDC to the NEC to grant a variance of the NEC Guidelines to allow Youth and Adult competition dancing at the NSDC. The competition will be a VERY small part of the convention (probably no more than an hour or two). Participation will be volunteer and will require pre-registration to be part of the competition. The NSDC General Chairman will be working on the details. Additional publicity will forthcoming from convention.

Marketing & Publicity - (FYI)

This item concerns a program proposed by Paul Walker for implementation in North Carolina. There was a brief discussion of the program, however, no actions were taken.

Next Meeting -

The next meeting will be held June 28, 2009 in Long Beach, CA immediately following the 58<sup>th</sup> NSDC. Location TBD. The ARTS Executive Directory will be providing additional information prior to the meeting. The Fall 2009 ARTS meeting may be held in Orlando, as in the past.

ADJOURNMENT -

The meeting adjourned at 2:20 PM, Sunday, February 8, 2009.

Submitted by  
Jerry L. Reed  
ARTS Executive Director  
Transcribed from audio  
Approved 18 April 2009 by ARTS LOG 09-0228-001

02/05/09

**Alliance of Round Traditional and Square Dance Inc**  
**Financial Statement**  
**October 1, 2008 - January 31, 2009**

<b>Beginning Balance Oct. 1, 2008</b>	<b>\$36,871.69</b>
<b>Income</b>	
Techsoup	289.00
YTB Travel Royalties	54.40
Add-a-Buck	63.00
Donations	
Video/Web project	100.00
Dues	
Individual Dues	50.00
Interest	235.74
<b>Total Income</b>	<b>792.14</b>
<b>Expense</b>	
Techsoup Order	559.00
Advertising	144.00
Office Supplies	57.48
Internet & Web Related Expenses	151.95
Meeting Expense	159.75
<b>Total Expense</b>	<b>1,072.18</b>
<b>Ending Balance Jan. 31, 2009</b>	<b>36,591.64</b>

**\$11,020.64 - Checking Account**

**\$5,218.62 - 9-month CD (due April 2009)**

**\$5,218.62 - 9-month CD (due April 2009)**

**\$5,056.78 - 12-month CD (due July 2009)**

**\$5,043.12 - 9-month CD (due May 2009)**

**\$5,033.86 - 12-month CD (due September 2009)**

02/05/09

**Alliance of Round Traditional and Square Dance Inc**  
**Income and Expense Detail**  
 October 2008 through January 2009

	<u>Type</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Amount</u>
<b>Income</b>					
<b>Techsoup</b>					
	Deposit	11/28/2008	Maczko, J	Techsoup - Maczko In Design	125.00
	Deposit	12/30/2008	ROUND-A-LAB	Techsoup order	41.00
	Deposit	12/30/2008	Houle, Len	Techsoup order	71.00
	Deposit	12/30/2008	Phillips, Scott	Techsoup order	27.00
	Deposit	12/30/2008	Holley, Charlie & Kitty	Techsoup order	25.00
Total Techsoup					<u>289.00</u>
<b>YTB Travel Royalties</b>					
	Deposit	11/28/2008	YTB Travel	Arts Travel Royalties	17.44
	Deposit	12/30/2008	YTB Travel	Arts travel royalties	17.46
	Deposit	12/30/2008	YTB Travel	Arts travel royalties	19.50
Total YTB Travel Royalties					<u>54.40</u>
<b>Add-a-Buck</b>					
	Deposit	11/28/2008	Missouri Federation of Sq/Rd Dance	Add a Buck - MO Federation	37.00
	Deposit	12/30/2008	Fiesta De La Cuadrilla	Add-a-buck donation	26.00
Total Add-a-Buck					<u>63.00</u>
<b>Donations</b>					
<b>Video/Web project</b>					
	Deposit	12/30/2008	Rochester Federation	Donation - video/web project	100.00
Total Video/Web project					<u>100.00</u>
Total Donations					100.00
<b>Dues</b>					
<b>Individual Dues</b>					
	Deposit	12/30/2008	Herndon, Pat & Ave	Dues- Herndon	50.00
Total Individual Dues					<u>50.00</u>
Total Dues					50.00
<b>Interest</b>					
	Deposit	12/31/2008		Interest	50.99
	Deposit	12/31/2008		Interest	50.99
	Deposit	12/31/2008		Interest	33.86
	Deposit	12/31/2008		Interest	56.78
	Deposit	12/31/2008		Interest	43.12
Total Interest					<u>235.74</u>
Total income					792.14
<b>Expense</b>					
<b>Techsoup Order</b>					
	Check	11/07/2008	Techsoup	Techsoup CD program order	225.00
	Check	01/08/2009	Techsoup	Techsoup order	334.00
Total Techsoup Order					<u>559.00</u>
<b>Office Supplies</b>					
	Check	01/08/2009	Office Max	Office supplies	57.48
Total Office Supplies					<u>57.48</u>
<b>Advertising</b>					
	Check	01/08/2009	NSDD	Website advertising - 2009	144.00
Total Advertising					<u>144.00</u>
<b>Internet &amp; Web Related Expenses</b>					
	Check	11/14/2008	Deerfield Hosting	Hosting ARTS-Dance.com 12 month	79.95
	Check	12/22/2008	Deerfield Hosting	arts-dancetravel.com Renewal - 9 ye	72.00
Total Internet & Web Related Expenses					<u>151.95</u>
<b>Meeting Expense</b>					
	Check	11/17/2008	Reed, Jerry	Meeting room expense Oct 08 Orlan	159.75
Total Meeting Expense					<u>159.75</u>
Total Expense					<u>1,072.18</u>
<b>Net Income</b>					<u><u>-280.04</u></u>

*02/05/09*  
36, 59

**February 2009 2008 ARTS Meeting Minutes (Page 1 of 2)**  
**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*)

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

**February 2009 2008 ARTS Meeting Minutes (Page 2 of 2)**  
**Web Branding/Video Project (Roy Gotta)**  
**Proposal From Brian Wcislo of Custom Video Productions, Inc**

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

# Web Concept

Web Home Page Created By  
**Custom Video Productions**  
Power Point Presentation By  
Betsy Gotta

# Introduction

- This concept home page was designed to show the depth of the proposed web site by Custom Video Productions

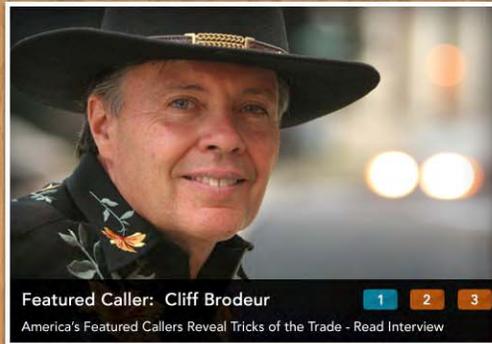
Re-branding

# Any One Can Dance

America's Best Resource for Recreational Dancers

Home | Get Started | Exhibitions | Find Clubs | Find Callers

Search Site



Featured Caller: Cliff Brodeur

America's Featured Callers Reveal Tricks of the Trade - Read Interview



Watch Videos!

- Hip to be Square - Square Dancing
- Round Out Your Life - Round Dancing
- Tradition Modernized - Contra Dancing

## Welcome! A Message from Roy & Betsy Gotta

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Best regards - Roy & Betsy

## Hip to be Square - Square Dancing

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- Learn More
- Watch Video

## Round Out Your Life - Round Dancing

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- Learn More
- Watch Video

## Tradition Modernized - Contra Dancing

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- Learn More
- Watch Video

## Resource Hub



Find what your looking for here!

Select a Category

## 10 Reasons to Dance



#7 Meet New People: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam id velit vel felis suscipit tristique. Phasellus purus nisl, consequat in, euismod vel, egestas eget, nunc.

See Full List

2/22/2009



Newsletter Sign Up

Enter Email Address

Partners Betsy & Roy Gotta | Square Dancing USA | Who's Square Now? | CVPNJ.com

About Us Who We Are | Our Purpose | How To Help | Send Feedback

Ezine  
(slide show)

Click to watch video

Video is same as  
above – more  
access

Learn more –  
takes you to  
informational  
pages

Artwork

Random  
change

Footer at base of all pages

The screenshot shows the homepage of 'Any One Can Dance'. At the top, there is a search bar and navigation links: Home | Get Started | Exhibitions | Find Clubs | Find Callers. The main header features the site title 'Any One Can Dance' and the tagline 'America's Best Resource for Recreational Dancers'. A featured caller section highlights Cliff Brodeur with a photo and a 'Watch Videos!' section containing three video options: 'Hip to be Square - Square Dancing', 'Round Out Your Life - Round Dancing', and 'Tradition Modernized - Contra Dancing'. Below this is a 'Welcome! A Message from Roy & Betsy Gotta' section with placeholder text and a signature. To the right is a 'Resource Hub' with a photo of a dance class, a category dropdown menu, and a '10 Reasons to Dance' section with another photo and a 'See Full List' link. The footer includes a 'do-sa-do' logo, a 'Newsletter Sign Up' form, and various partner and about links.

2/22/2009

Find local info  
(will take you to parts  
of the pages under learn  
more below)

## EZINE FEATURE

(Go to  
[www.cvpnj.com](http://www.cvpnj.com)  
to see example)

WATCH VIDEOS  
(Will show in above  
window)

The screenshot shows a website with a wood-grain background. At the top, it says "America's Best Resource for Recreational Dancers". Below that is a navigation bar with links: "Home", "Get Started", "Exhibitions", "Find Clubs", and "Find Callers". A white arrow points from the text "Find local info" to the "Home" link. The main content area features a large photo of a man in a cowboy hat, identified as "Featured Caller: Cliff Brodeur". Below the photo is a video player with three numbered buttons (1, 2, 3) and the text "America's Featured Callers Reveal Tricks of the Trade - Read Interview". A white arrow points from the text "EZINE FEATURE" to the photo. Below the video player is a "Watch Videos!" section with a white arrow pointing to it from the text "WATCH VIDEOS". This section contains three video thumbnails: "Hip to be Square - Square Dancing", "Round Out Your Life - Round Dancing", and "Tradition Modernized - Contra Dancing". At the bottom of the page, it says "Welcome! A Message from Roy & Betsy Gotta".

A Message from the  
“Anyone Can Dance” →  
Community

Takes you to info pages  
similar to  
[www.squaredanceomaha.org](http://www.squaredanceomaha.org)

Same video as above – just  
another opportunity – will  
automatically scroll up to  
the window above

## Welcome! A Message from Roy & Betsy Gotta

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Best regards - *Roy & Betsy*

### Hip to be Square - Square Dancing

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[Learn More](#)

[Watch Video](#)

### Round Out Your Life - Round Dancing

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[Learn More](#)

[Watch Video](#)

### Tradition Modernized - Contra Dancing

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[Learn More](#)

[Watch Video](#)

Still deciding --  
CVP designers  
envisioned this as  
a “portal” to  
different  
directories; from  
callers to events to  
merchandise.

## Resource Hub



Find what your looking for here!

Select a Category

## 10 Reasons to Dance

Animation will change to more generic outfits. Less stereotypical SD, and more of a composite



Picture and reason will be random selection. Each time you access the site it might be a different reason/picture.

Click here to see all 10 reasons

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Select a Category

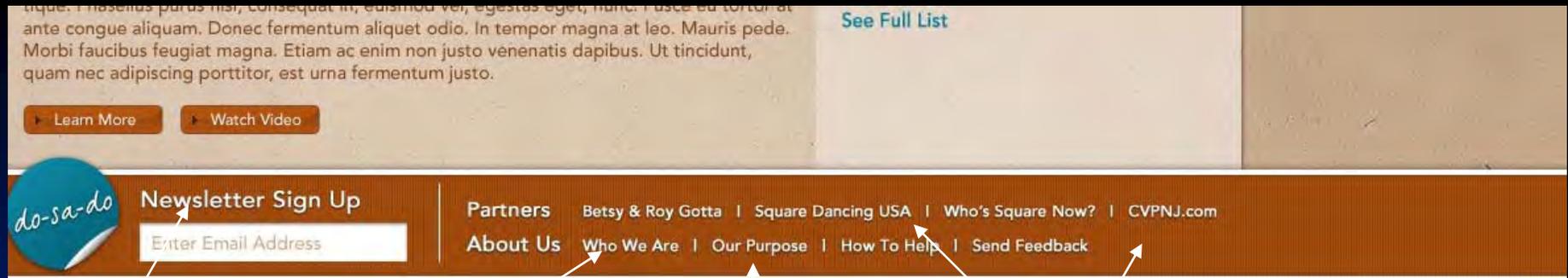
## 10 Reasons to Dance



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[See Full List](#)

# Footer at bottom of all pages



What is ARTS

Just an Idea

Mission statement

Links to other sites, including member web sites

**February 2009 ARTS Meeting Minutes (Page 1 of 2)**  
**ARTS LOGS**

ARTS Governing Board and Officers Actions  
September 30, 2008 thru January 2009

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

Action completed as of 10-23-2008 -

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.

The result of this ARTS LOG was discussion of the Web -Video project during the 2008 October ARTS meeting. Extensive discussion during that meeting resulted in the follow information.

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

**ARTS LOG 08-1021-001 (ARTS Brochures - 58 NSDC)**

Action completed as of 10-21-2008 -

The purpose of this ARTS LOG was to ask the NEC Representative to contact the General Chairman of the 58th NSDC in Long Beach to ask if the 58th NSDC will help the ARTS by placing an ARTS Tri-Fold Brochure into each registration package at the convention.

The result of this HO LOG is confirmation that the 58th NSDC will help the ARTS by putting an ARTS information Brochure into each registration packet at the convention.

**ARTS LOG 08-1022-001 (Business Plan - Goals)**

Action completed as of 01-19-2009 -

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.

The result of this ARTS LOG was that there was no input from any of the ARTS Reps. This item will be on the agenda for the 2009 February ARTS meeting for further consideration and discussion.

**ARTS LOG 08-1023-001 (Benefit Dance Publicity)**

Action completed as of 11-12-2008 -

The purpose of this ARTS LOG was to ask Jim Wass to accept the position of Publicity Chairman for the ARTS Nationwide Benefit Dance project.

The result of this ARTS LOG was that Jim Wass accepted the position of Publicity Chairman for the ARTS Benefit Dances

**ARTS LOG 08-1023-002 (October 2008 Meeting Minutes)**

Action completed as of 12-21-2008 - The following MOTION was approved by the ARTS Board:

MOTION: Be It Resolved That: the minutes of the 2008 October ARTS meeting be approved.

**ARTS LOG 08-1109-001 (TechSoup Software Order)**

Action completed as of 11-12-2008 -

The purpose of this ARTS LOG is to inform the ARTS Board and ARTS Volunteers of the availability of software from TechSoup to help support the work being done by The ARTS,

The results of this ARTS LOG are: Orders have been submitted to Jim Weber from Scott Philips, ROUNDALAB, Charlie Holley, Jim Weber and the ARTS Director.

**February 2009 ARTS Meeting Minutes (Page 2 of 2)**

**ARTS LOGS**

**ARTS LOG 08-1119-001 (Grant Request - DeSoto Square Dancers)**

Action completed as of 12-20-2008 - The following MOTION was NOT approved by the ARTS Officers:

MOTION: Be It Resolved That: The Application for an ARTS Grant from the Desoto Square Dancers for a set of six dance lessons to be held in January 2009, be approved.

**ARTS LOG 08-1221-001 (Video/Web Site Project - CVP)**

Action completed as of 12-31-2008 -

The purpose of this ARTS LOG is request input from Custom Video Productions (CVP) regarding a proposal to provide support to the ARTS.

The results of this ARTS LOG are: Betsy Gotta will make a presentation at the February 2009 ARTS meeting.

**ARTS LOG 08-1221-002 (Video/Web Site Project - Mayer Media Design)**

Action completed as of 12-23-2008 -

The purpose of this ARTS LOG was to request input from Mayer Media Design Studio regarding a proposal to provide support to the ARTS in the form of a Video/Web Site project.

The result of this ARTS LOG was a request from Mayer Media to remove their name from consideration for this project.

**ARTS LOG 08-1227-001 (February 2009 ARTS Meeting Agenda)**

Action completed as of 01-14-2009 -

The purpose of this ARTS LOG was for the ARTS Reps to submit items to be placed on the agenda for the 2008 February ARTS meeting to be held Sunday, February 8, 2009 in Louisville, KY starting at 9:00 AM

The result of this ARTS LOG is incorporation of the suggested agenda items into the agenda for the Feb 2009 ARTS meeting.

**ARTS LOG 09-0101-001 (Annual Report 2008)**

Action completed as of 01-23-2009 - The following MOTION was approved by the ARTS Officers:

MOTION: Be It Resolved That: The 2008 Annual Report be approved.