

2016 ARTS MEETING MINUTES  
Des Moines, IA  
June 26, 2016  
(Approved - August 19, 2016)

CALL TO ORDER -

Meeting called to order at 9:00 AM on Sunday, June 26, 2016, by ARTS Chairman Arbell Thompson.

GOVERNING BOARD MEMBERS -

The following organizations have agreed to support The ARTS:

All Join Hands (AJH), 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), USAWest Policy Board, 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  
IAGSDC – Danny Miller  
NEC - Butch Hayes  
NSDCA – Barbara Connelly  
ROUNDALAB - Erin Byars  
SSDUSA - Arbell Thompson  
USAWest - Jim Maczko  
USDA - Jim Weber & ARTS Web Master

The following Board Members were not present:

All Join Hands (Gordon Macaw)  
CONTRALAB - Cathy Smith

ARTS Officers -

The following ARTS Officers were present:

Chairman - Arbell Thompson  
Vice Chairman - Betsy Gotta  
Treasurer - Edythe Weber  
Executive Director, Jerry Reed

The following ARTS Officers were not present:

Secretary - Cathy Smith

GUESTS -

The following guests attended:

Robert Ametti - WheresThe Dance  
Jim & Judy Taylor - Re-Image Project Leaders  
Bill & Sally Schmidt - California - USDA  
Ron & Marie Selfors - State of Missouri Federation

WELCOME REMARKS -

Chairman Arbell Thompson welcomed everybody and thanked them for attending. Arbell also recognized Betsy Gotta for the honor she received from CALLERLAB when she was presented with a Life (Gold Card) Membership.

## AGENDA CHANGES/APPROVAL

Prior to approval of the agenda the Chairman asked if there were any additions, deletions, or changes to the printed agenda. There were none. The following MOTION was submitted and approved:

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

## MISCELLANEOUS REPORTS –

### Donations -

Discussion of donations during the 2011 ARTS meeting resulted in the following MOTION:

*MOTION: Be It Resolved That: All donations and Membership payments will be acknowledged by a letter on ARTS letterhead and signed by either the Chairman or the Executive Director. (MSC)*

Edythe Weber, Treasurer, presented the following information for donations between July 2015 and June 2016.

None

The following donations were received at this meeting:

USDA	- \$500.00
CALLERLAB	- \$500.00
NEC -	- \$500.00
55 <sup>th</sup> NSDC	- \$1,600.00
Jerry & Del Reed	- \$500.00
TOTAL =	- \$3,600.00

### Treasurer Reports – (Attachment 1)

Edythe Weber, Treasurer, will provide the financial report including Income & Expenses for the period June 30, 2015 through June 30, 2016:

- 1) Total income: \$1,858.19 (June 30, 2015 = \$3, 671.59)
- 2) Total expenses: \$2,249.75 (June 30, 2015 = \$5,045.93)
- 3) Total Funds available: \$12,804.94 (June 30, 2015 = \$14,387.88)  
(Loss of \$1,582.94)

### Certificates of Deposit (CD) -

Edythe Weber, Treasurer, will provide a report of the CD's. The Total Available above includes the following CD's:

- 1) CD# 3465 = \$5,333.15
  - 2) CD# 4657 = \$5,222.04
- TOTAL= \$10,555.19

Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that the Finance Report be accepted for filing. (MSC)*

Discussion of this item resulted in agreement that the Executive Director will send a reminders to the following:

- 1) ARTS Board Member organizations - Request for financial support
- 2) Associate Board Members - Reminder to pay \$100.00 dues
- 3) Individual Members - Reminder to pay \$25.00 individual dues

## 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); February 2009, (Louisville, KY); June 2009 (Long Beach, CA); October 2009 (Newark, NJ); March 2010 (Detroit, MI); June 2010 (Louisville, KY); June 2011 (Detroit, MI); March 2012 (Oklahoma City, OK); June 2013 (Oklahoma City, OK); June 2014 (Little Rock, AR); June 2015 Springfield, MA

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

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. This item concerns a discussion and vote to confirm the actions taken by the ARTS Governing Board and the ARTS Officers since the June 2015 ARTS 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 June 2015 ARTS meeting be confirmed. (MSC)*

## NSDC Information -

### Showcase Of Ideas Funding -

Patty Wilcox has been authorized to submit a request for reimbursement for expenses to ship Showcase materials. Discussion of this item resulted in agreement that Patty will be reimbursed \$50.00 for expenses to ship the ARTS display for the 65th NSDC.

### Ads Daily Program Books -

There is agreement we should purchase ads in NSDC Daily Program Books. These ads will include information about the education seminars we are providing. If appropriate, one of the ads will provide general ARTS information or other specific information we want to feature.

Jim Maczko reported we did place ads in the program books for the 65<sup>th</sup> NSDC at a cost of \$575.00. The Treasurer sent a check directly to the 65<sup>th</sup> NSDC.

## 65th NSDC (2016) Des Moines, Iowa

### Showcase Of Ideas -

We had a display in the Showcase Of Ideas. Patty Wilcox and Jim Maczko reported we did have a display which included information about the ARTS and our handout materials. There was discussion about the location of the Showcase and the difficulty with traffic flow. All agreed the location and flow was less than ideal. The NEC is aware of these concerns and will take note for future conventions.

Patty reported some of our materials which were not for handout disappeared. In particular, the Contra 101 materials. There was brief discussion of how we can help insure there is prominent notice regarding items which are not to be removed for the display.

Patty also reported she would like to “spice up” our display with some new ideas and/or materials. She asked the Board for input, suggestions, and ideas for our display. Erin Byars volunteered to work with Patty to discuss ideas and help with changes.

#### Education Seminars -

We presented two Education Seminars, both were part of the NSDC Club Leadership program. As an elective. Jim Weber reported there were more attendees than in the past.

#### Trail End Dance -

Unfortunately, we were not able host a Trail End Dance in Des Moines. There was a serious breakdown in communication between The ARTS and the 65<sup>th</sup> NSDC. By the time the Executive Director realized there was a problem, it was too late because all the time slots for Trail End Dances were filled. Several Board Members reported they received comments that the dancers were very disappointed that we did not host a Trail End Dance. The Executive Director has been assured that we will host a dance prior to the 66<sup>th</sup> NSDC in Cincinnati.

### 66TH NSDC (2017) Cincinnati, OH

#### 1) Status Of Plans -

We plan to provide Education Seminars, participate in the Showcase of Ideas, and host a Trail End Dance. The Executive Director has contacted the 66th NSDC General Chairman (*Steve & Bev Stoehr*). They responded with a list of the NSDC Committee Members for each of our interest areas. Plans and communications are progressing in the following areas: 1) Education Seminars, 2) Showcase OF Ideas, 3) Trail End Dance

#### 2) ARTS Tri-Fold Brochures and The Dance Fact Sheet

This item concerns a discussion of the ARTS Tri-Fold brochure and the Dance Fact Sheet to determine what, if any action needs to be taken prior to the 66<sup>th</sup> NSDC.

Discussion of this item resulted in agreement that both documents will be reviewed and changes made, if needed. Erin Byars and Jim Maczko will work on the review and update. Erin, Jim Maczko and Jim Weber will determine the appropriate number to print and Jim Weber will arrange for getting the documents printed and made available for the 66<sup>th</sup> NSDC.

Further discussion of this item resulted in agreement that we will not ask the 66<sup>th</sup> NSDC to put these documents in the convention packets. It was further agreed that we will distribute the documents in the Showcase area and through out the convention facility.

#### Showcase Of ideas -

We plan to participate in the Showcase. Patty Wilcox will coordinate to display materials. The paperwork required for the showcase has been completed and submitted to the 66<sup>th</sup> NSDC.

#### Ads in the daily program books-

We plan to purchase ads in 66<sup>th</sup> NSDC Daily Program Books. Jim Maczko reported on a seeming discrepancy with the published cost for the ads in the program book. Jim Maczko will coordinate the following aspects of the ads for the program books 1) Update, if needed; 2) Negotiate contract/cost; and 3) Coordinate submission of ads to NSDC committee.

Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: Jim Maczko be authorized to coordinate the placement of and payment for ads in the daily program books for the 66<sup>th</sup> NSDC. (MSC)*

#### Education Seminars

The Executive Director will coordinate with the Education Chairman regarding the Education Seminars. We plan to do seminars as we have in the past. If our seminars are part of the Club Leadership Program we will present the same topic in both seminars. If they are not part of Club Leadership, we will present separate topics

#### Trail End Dance

The Board has approved a MOTION that we will host a Trail End Dance prior to all future NSDC.

The Executive Director has contacted the General Chairman and we have been approved to host a Trail End Dance on the Wednesday prior to the 66<sup>th</sup> NSDC. The dance will be 8:00 - 10:00 PM and will be a Plus dance with Rounds. During this meeting, Betsy & Roy Gotta agreed to coordinate the staff for the dance and to serve as MC.

We will publicize the dance. We will need volunteers to help staff an "ARTS Information" table to accept donations.

#### 67TH NSDC (2018) Kansas City, MO (June 27-30, 2018) -

We plan to provide Education Seminars, participate in the Showcase of Ideas, and host a Trail End Dance. The Executive Director will contact the 67th NSDC General Chairman and request contact information for NSDC Committee Chairmen for our areas of interest. Plans and communications will be in the following areas: 1) Education Seminars, 2) Showcase OF Ideas, 3) Trail End Dance.

#### 68TH NSDC (2019) Atlanta, GA (June 26-29, 2019) -

We plan to provide Education Seminars, participate in the Showcase of Ideas, and host a Trail End Dance. The Executive Director will contact the 68th NSDC General Chairman and request contact information for NSDC Committee Chairmen for our areas of interest. Plans and communications will be in the following areas: 1) Education Seminars, 2) Showcase OF Ideas, 3) Trail End Dance

#### 69TH NSDC (2020) Spokane, WA (June 17-20, 2020) -

We plan to provide Education Seminars, participate in the Showcase of Ideas, and host a Trail End Dance. The Executive Director will contact the 67th NSDC General Chairman and request contact information for NSDC Committee Chairmen for our areas of interest. Plans and communications will be in the following areas: 1) Education Seminars, 2) Showcase OF Ideas, 3) Trail End Dance.

Butch Hayes reported this convention will be hosted by the National Executive Committee. Don & Sheryl Pruitt will serve as general Chairman and Lee & Barbi Ashwill will serve as Vice Chairman. Butch & Ampie Hayes will serve as Education Chairman.

It is important to note the date for this convention was changed from the last week end in June 2020 to the third week end. The NEC is asking for help in publicizing this change.

#### 2016 USAWest Convention -

This item concerns a discussion of the 2016 USAWest Convention to be held August 17 - 20, 2016 in Pocatello, ID.

#### Ads Daily Program Books -

Jim Maczko reported the 2016 USAWest convention will not have a program book. Therefore, no action is required at this time.

#### Education Seminars -

We plan to present Education Seminars, however, we have not heard from the convention. Jim Maczko and Jim & Judy Taylor will be prepared to present information regarding our ongoing Square Dance Re-Image Project and other information as needed.

#### ARTS Tri-Fold Brochures and The Dance Fact Sheet -

Jim & Judy Taylor plan to take copies of both documents to the convention.

## OLD BUSINESS –

### You2CanDance Web Site & Video -

This item concerns a discussion the You2CanDance web site. There have been problems reported by people attempting to make changes to the web site.

#### Marketing –

We plan to continue to publicize the You2candance web site through the E-News Tree, the newsletter, and other media.

#### Club & Caller Information -

The web site is now linked to “WheresTheDance” for club information. There has been agreement that using WheresThe Dance is a good idea. It is believed that using the link to “WheresTheDance” will solve previous problems with updating club & caller contact information.

#### Web Site Maintenance -

Jim Weber reported there is a serious problem with the software used to create the web site. The version of the Word Press S/W is very much out of date. This situation is causing serious problems with the web site and must be corrected. Our web site provider has indicated that if the S/W is not updated there will be additional administrative costs to keep the site operational.

Discussion of this item resulted in the following MOTIONS:

*MOTION: Be It Resolved That: Roy Gotta be authorized to contact the original web site developer to determine the cost of upgrading the WordPress software for the You2CanDance web site. (MSC)*

*MOTION: Be It Resolved That: Roy Gotta be authorized to contact the original web site developer to determine the cost of upgrading the appearance of the You2CanDance web site to include the new Re-Image logo and Live Lively slogan. (MSC)*

(NOTE - When the cost for the above MOTIONS has been determined, Roy will send the information to the Executive Director for submission to the Officers for review, discussion, and vote.)

#### Videos –

Jim Weber reported that previous problems with the videos have been resolved.

#### Updates & Enhancements - From Jim Maczko -

Jim submitted a suggestion that the Board discuss the issue of updating, enhancing, etc. This item was discussed and resolved during discussion of the Web Site Maintenance item above.

### ARTS Tri-Fold Information Brochures and Dancing Fact Sheet -

This item was discussed and resolved during discussion of the 66<sup>th</sup> NSDC above.

Discussion of this item resulted in agreement that both documents will be reviewed and changes made, if needed. Erin Byars and Jim Maczko will work on the review and update. Erin, Jim Maczko and Jim Weber will determine the appropriate number to print and Jim Weber will arrange for getting the documents printed and made available for the 66<sup>th</sup> NSDC.

### ARTS Grant Program -

#### General Information -

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, distributed, and posted on the ARTS web site.

A Power Point presentation is available and can be provided electronically. It was noted the Power Point presentation needs to be updated. Jim Weber will research and update the presentation and post the updated file on the web site. The update will include the Re-Image Project information. Jim was to work with Jim & Judy Taylor for the update.

#### Education Grant Publicity & Promotion -

Periodically the Executive Director sends information to the ARTS Email Tree and articles in the Newsletter with information regarding the Grant Program. The information and application are posted on the ARTS web site. We plan to continue to promote.

#### Grant Applications -

There have been several announcements regarding the Grant Program during the ARTS Seminars at various conventions, festivals, and leadership gatherings. Even so, there have not been many applications.

During the past year there was one grant application submitted for review and vote. This application is from the NW District for Missouri Federation of Square and Round Dance Clubs. This application was submitted to the ARTS Officers in ARTS LOG 16-14001 (Grant Req MO NW Dist). The Officers approved the request. The Executive Director has notified the group and explained the completion requirements.

#### Nationwide Benefit Dances -

This item concerns nationwide fund-raising dances to benefit The ARTS. Discussion of this item has resulted in general agreement that ARTS will support future dances. Previous agreement has been 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, and 3) Make this an annual event. Discussion of this item during the 2014 ARTS meeting resulted in agreement that we need to identify someone to take the lead for this project. Additionally, The Executive Director was to take steps to re-initiate this project through use of the ARTS Email Tree, Ask ARTS articles, and the ARTS Newsletter. This re-initialization would include publicity for the project and to encourage others to host benefit dances. Little has been done on this issue since the 2014 meeting.

The ARTS web site includes the information and forms needed to publicize, organize a dance, collect donations, and submit money to The ARTS.

During the 2015 meeting there was agreement that the benefit dances are a good idea. There was a suggestion to pick a month during which we would encourage clubs and organizations to host dances. It was noted that details for promotion and other support information relating to the benefit dances is posted on the ARTS web site. There was also agreement that our request to clubs to sponsor a dance should include a description of how the money will be used, the Re-Image Project is a very good example.

During the 2015 meeting it was agreed that selection of a volunteer to head the effort to publicize and promote benefit dances would be a very good this to do. Roy Gotta noted he may know person who would be a good choice for this position. During this meeting Roy reported that he had contacted the person he had in mind, however, that person suffered very serious health issues and will not be able to help.

Discussion during this meeting resulted in confirmation that this is a good idea which should be pursued. There was agreement that we aggressively promote the idea of Nationwide Benefit Dances and provide information and guidance during the Trail End Dance prior to the 66<sup>th</sup> NSDC in Cincinnati, OH.

#### Add A Buck - Fund Raiser -

This item was raised during discussion of Nationwide Benefit Dances and concerns a proposal that \$1.00 (A Buck) be added to the registration fee for conventions, festivals, and other dance events. This Buck would be donated to The ARTS to help with ongoing expenses. This idea was proposed several years ago, but has not been widely implemented. The ARTS web site includes the information and forms needed to publicize, organize a dance, collect donations, and submit money to The ARTS.

Brief discussion of this item resulted in agreement that Board organizations and Members will publicize this fund raiser. The NEC may discuss this item and, if approved, inform the NSDCs may add the "Add A Buck" donation to the convention registration form.

#### Square Dance History Project -

In September 2011 the Board approved a grant to help fund a Square and Traditional Dance History Project in the amount of \$2,500. David Millstone is the Coordinator of the Square Dance History Project. The Country Dance and Song Society (CDSS) will administer a fund into which each group's contribution can be deposited. We expect an updated report later this year.

#### Ask ARTS -

We have published eleven Ask ARTS articles. Please send ideas for future articles to Del Reed. It has been recommended that Del consider redoing some of the earlier Ask ARTS articles, as sometimes repetition is a good way to get the message out. We have not published an Ask ARTS article for some time. The Ask ARTS articles are sent to all the publications for which Jim Weber has contact information. They are also sent to the ARTS Email Tree.

There was agreement that we should republish some of the past articles. Other ideas include: 1) The Re-Image Project, 2) The new logo and slogan, and 3) What is the ARTS. There has been no further action on this item. Jerry & Del will work on this item over the next year. We will republish several previous articles.

#### Executive Director Term Of Service -

During the 2011 ARTS meeting the Board approved a Motion that the Executive Director would be a separate position which will serve at the pleasure of the Board. The current procedure is for the Board to review and vote on this matter during the annual meeting.

The following motion is submitted for consideration:

*MOTION: Be It Resolved That: Jerry Reed be approved as the ARTS Executive Director for the period of July 1, 2016 through June 30, 2017. (MSC)*

#### Re-Imaging Square Dancing

##### Re-Image Spending Report - (Attachment 3)

This item provides the Re-Image Spending report as of June 10, 2016. Jim & Judy Taylor, Chairman of the Re-Image Project, maintain an account separate from the ARTS financial records maintained by our Treasurer Edythe Weber. The Re-Image Spending Report shows a balance on hand of \$427.06. The Treasurer's report shows the balance of that account. There was discussion about how the account maintained by Jim & Judy can best be reconciled with the information maintained by the Treasurer.

##### Status Report

The Square Dance Re-Image Project has been active for only three years. The idea was first raised by Ken Ritucci during his Keynote Speech at The Detroit National Square Dance Convention. All of the initial points of interest have been addressed and appropriate action taken.

During the past three years there has been a tremendous amount of work accomplished, under the leadership and guidance of Jim & Judy Taylor. They have generated very popular and effective ideas for publicizing the Re-Image and Live Lively efforts. These ideas include marketing materials such as the new Square Dance Logo and slogan, pins, window stickers, bolos, and their newest idea - note pads. CALLERLAB has agreed to support the Re-Image Project by selling many of the marketing materials from the CALLERLAB vendor booth at the 65<sup>th</sup> NSDC.



Jim & Judy have made presentations at USAWest conventions, USDA meetings, CALLERLAB conventions, NSDC's, and other major organizations. The presentations have received enthusiastic positive reception. CALLERLAB, the USDA, and the USAWest Policy Board have agreed to support our efforts to Re-Image Square Dancing. Additionally, the USAWest Policy Board and CALLERLAB have made financial donations to support the Re-Image Project.

During the past three years, the CALLERLAB Marketing Committee has had plans to update the Marketing Plan which was first introduced in 2005. Reportedly, the updated plan will include production of marketing and promotion materials which can be provided to clubs and other organizations. Reportedly, these materials include a very limited selection of materials, perhaps a total of around nine products. It is agreed that this is not anywhere near the amount of materials we need to support our efforts to provide meaningful marketing and promotion materials to the club contacts.

At this time we have not received any materials from CALLERLAB. Prior to receipt of materials from CALLERLAB. We plan to review and send appropriate promotion and marketing ideas from the CALLERLAB Winning Ways collection of reports.

During the past year Jim & Judy arranged for an introductory email to be sent to the NEC data base with a request that the recipients respond if they would be willing to receive additional messages which will contain marketing and promotion ideas for use by the clubs. The NEC data base contains around 11,000 email contacts and this mailing cost \$250.00. The result of this initial mailing was the initial creation of our Re-Image Data Base. During discussion of this issue Robert Ametti, creator and manager for Where's The Dance, offered to send email messages for The ARTS to the mailing list he maintains. This list is approximately 19,000 addresses. He generously offered that there would be a \$250.00 charge and he would then donate that \$250.00 back to The ARTS. The Board recognized Robert's generous offer and thanked him. Future use of this offer will be coordinated by Jim & Judy Taylor and the Executive Director.

Jim & Judy are working with Members of the Re-Image Committee to review and select appropriate Winning Ways reports from the CALLERLAB collection of reports. As of June 1, 2016, we have created a club contact Re-Image data base with over 2,000 club contacts. We have sent four email messages to these club contacts. These mailings have included selected Winning Ways reports. The mailings have resulted in several positive responses. Additionally, each mailing results in 20 to 30 requests to be removed from the mailing list. We will continue to send promotion and marketing ideas and reports to our club contact mailing list. There is also agreement that we can send other information to our data base, such as information about the grant program, the Nationwide benefit dance project, the Add A Buck project, and other ideas.

Jim's report also included discussion of Phase 3 of the Re-Image Project. This Phase includes national advertising. There are many serious concerns with this phase. These include: 1) How to pay for national advertising, 2) What media to employ, and 3) How to identify the product we want to promote. There was agreement that even though The ARTS is the best organization to work on this issue, no further action can be taken at this time.

#### TechSoup Software -

This item concerns TechSoup, an organization which provides computer software to 501(C)3 non-profit organizations at a very substantial reduction in cost. There are certain limitations and requirements which must be met by the receiving organization. Jim Weber coordinates requests for software and requested that Board Members review the TechSoup web site ([www.techsoup.org](http://www.techsoup.org)) to determine if there is software available which will support their work for The ARTS.

(NOTE - ARTS LOG 16-0713-001 was submitted with a request for members to review the TechSoup web site and contact Jim Weber with information about software they need)

#### Re-Imaging Project - Videos For TV Commercial -

This item resulted from the Re-Imaging Project - Next Steps - Brainstorming reported during the 2015 ARTS meeting. The idea is to request dancers create videos of people participating in "Live Lively" activities. The video would show the person who would say something like "I am a jogger and I Square Dance." The videos will be provided to Michael Streby who will create a TV commercial with a voice over tag line with additional information. If this project is successful, it may be possible to create more than one commercial.

The Executive Director requested information from Michael Streby about the status of this project. Michael responded that only a few people sent him a video. He didn't get enough to do anything with. Therefore this project is closed at this time. Michael indicated he will work on his own to get videos created, but that may take a very long time.

On May 30, 2016, Michael reported he does have one ad running weekly on National TV and many more locally in Wisconsin. He recently took a position in Sioux Falls South Dakota and will shortly have ads running there as well. He has found that advertising on the local level can be done much more frequently than on a national basis. Since Michael is paying for this advertising, putting the funds into the stations that he works for gives the most bang for the buck (generally less than half lowest rack rate). This company owns stations in Sioux Falls, Fargo, and Duluth so those are where he can pick up spots at the lowest rates.

There was agreement that this is a very good idea. However, due to lack of input, this item will be removed from future agenda until such time as the project is re-activated.

#### ARTS Electronic Mailing Tree -

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. Recently the Email tree has been expanded to include Canadian and a couple of Overseas contacts. Using the current system, there is no way to determine the effectiveness of the tree. The Executive Director will investigate other email services.

There are now 53 Email Tree contacts who cover 35 states/areas. There are contacts for the following areas: Alaska, Arizona, California, Colorado, Connecticut, DelMarVA, Delaware Valley, Florida, Hawaii, Iowa, Idaho, Illinois, Kansas, Kentucky, Massachusetts, Maryland, Michigan, Minnesota, Missouri, North Carolina, Nebraska, Nevada, New Jersey, New York, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, parts of Canada, Australia, and Germany. The Executive Director will continue to contact potential Email Tree members. The goal is to have at least one or two contacts in each state/area.

There was some discussion about ways to improve the efficiency and increase distribution of the information. The Executive Director will investigate this issue.

#### Newsletter -

This item concerns the ARTS Newsletter which is published following each ARTS meeting and at other times as appropriate. The newsletters are published, distributed, and posted on the ARTS web site. They are also distributed through the ARTS Email Tree. The last Newsletter was the June 2016 issue. The next issue is planned for release after this meeting.

#### Facebook Account -

During the June 2010 meeting Jim Weber reported the ARTS has established a Facebook account. It was suggested that all ARTS Governing Board Members should become a "friend". There was agreement that this could be a marketing venue for the ARTS Grant events. We have not been successful in finding a Facebook expert to assist with this issue.

Discussion of this item during the 2015 meeting resulted in agreement that all Board Members should periodically post comments on the ARTS Face Book page. Also during the 2015 meeting Scot Byars agreed to send a "Face Book Primer" with details of how Face Book works, how to create a page, how to enter information, and other details. The Executive Director sent the Primer to the Board, the Email Tree, and other interested persons.

Discussion of this item during this meeting resulted in agreement that Scot will review the Primer and update as needed. Scot will send the Primer to Jerry and he will send to the Board and other interested persons.

#### \$100,000 Club -

This item concerns a suggestion to get 1,000 donations of \$100 totaling \$100,000. Discussion of this item during the 2010 March ARTS meeting resulted in agreement that this is a great idea but it needs a lot more advertising. There has been very limited interest in this issue.

During the 2012 ARTS meeting the Board approved a MOTION that the \$100,000 club idea be tabled until such time as there is renewed interest. Because this MOTION was approved, the Executive Director recommended we return the money donated to the project with a letter of explanation to the donors.

During the 2015 meeting Edythe reported all three donors (Harry Nelson, Bill Flick, and Ron Holland) have requested The ARTS keep their donation. Edythe reported she sent a special recognition to the donors to acknowledge their donation. Discussion of this item in 2015 resulted in general agreement to change the name to "\$100 Club." However, no action was taken to make this change.

During this meeting Betsy reported she did ask a person she knows if that person would be willing to take the lead on this project. That person declined. There was brief discussion of this item, however, no further action was proposed. Therefore, this item will be left on the agenda for discussion during the 2017 ARTS meeting.

#### ARTS Awards -

This item concerns ARTS awards which are intended to recognize people who provide outstanding or continuing support to the ARTS or the dance activity. In February 2012 the ARTS Officers approved the Patron of the ARTS award. The approved Guidelines and Procedures were approved on February 4, 2012 and have been posted on the web site. The Executive Director has announced this item in the Email Tree and Newsletter. Jerry plans additional publicity. At this time there have been no nominations for the Patron Of the ARTS award.

Discussion of this item resulted in agreement that the Executive Director will draft a nomination form which will include specific actions which would qualify a person to received the Patron Of The ARTS award. Upon completion of the draft Jerry will submit to the Officers for review, discussion, and vote. Upon approval, the nomination form will be publicized.

#### Publications -

The ARTS web site includes links to Member organization's publications. Jim Weber, ARTS webmaster, reported some of those links do not work. He plans to look at the links and delete all of those which are no longer valid.

He also asked each organization to check the links for the publications to ensure accuracy. He has also asked the reps to review the list of publications to verify the validity of the information and send him any changes.

During the 2015 meeting, Jim asked Scot Byars to review and provide comments or updates to the list of CALLERLAB documents.

#### ARTS Web Site -

This item concerns a discussion of the ARTS web site ([www.arts-dance.org](http://www.arts-dance.org)). The discussion revealed there are concerns with the list of individual Members and Associate Members. The concern is that the lists do not seem to have been updated. It was reported that there have been several individuals who have joined but have not been listed on the web site. The same situation seems to be true for Associate Members as well. After brief discussion of this item, there was no action suggested. However, the Executive Director will investigate this item, request additional information from the Web Master and Treasurer and make recommendations to the Board.

During this meeting Jim Weber reported several of the URL links to Member organization web sites and publications, primarily CALLERLAB, are invalid. Discussion of this item resulted in agreement that each organization will review and confirm or validate these links. Updated URL information will be provided to Jim Weber so that he can update the ARTS web site. The Executive Director will investigate this item, request additional information from the CALLERLAB Home Office and provide updates as appropriate to Jim Weber. Other Board Members are encouraged to also research and provide updates to Jim Weber.

#### ARTS-Dancetravel.com –

The ARTS Travel web site has been paid until 2018. Jim Weber reported we have received a small amount, \$13.74, from the travel web site. Discussion of this item continues to center around doing a better job of publicizing the service and encouraging people to use the site. The Executive Director will continue to publicize through the ARTS Email Tree, the newsletter, and the website.

#### Donations Through Amazon Smile -

This item concerns a program set up through AmazonSmile. Information announcing the Amazon Smile donation procedures has been sent to the ARTS Email Tree and has been included in several issues of the ARTS Newsletter

According to the Finance Report a total of \$22.70 was donated last year. The amount is very small and highlights the fact that we must publicize much better to spread the word to make more people aware of this opportunity to donate.

The following are features of this donation program:

- 1) You shop and Amazon Donates -
- 2) Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to the charitable organization of your choice.
- 3) AmazonSmile is the same Amazon you know. Same products, same prices, same service.
- 4) Support your charitable organization by starting your shopping at the following web site - [smile.amazon.com](http://smile.amazon.com)

The following information relating to AmazonSmile has been provided via the E-mail Tree. Additional mailings to the Tree will be done:

To sign up to begin having your Amazon purchases qualify for donations to the ARTS simply take the following steps:

- 1) Go to the AmazonSmile web site: <https://smile.amazon.com/>
- 2) Enter your email address
- 3) If you do not have an AmazonSmile account - create an account
- 4) If you have an AmazonSmile account Enter password
- 5) Sign in to your AmazonSmile account
- 6) Verify the "Supporting" organization is:  
"Alliance Of Round Traditional and Square - Dance Inc"
- 7) Purchase products as you normally do

The Executive Director will continue to publicize AmazonSmile.

#### Information/Publicity For Publications -

This item concerns a suggestion that we produce a CD with short information and publicity articles which would be provided to the various dance publications. The CD would be provided to the publications with a note that the articles could be used as "filler" as needed. It was noted that it is not unusual for publications to have a need for such short items to fill space. These articles should include all activities the ARTS is involved with.

During the 2015 ARTS meeting Erin Byars was asked to submit ideas for such a CD to the Executive Director. No future action has been taken on this item.

During this meeting Erin reported she will be working on this item and will be providing a CD with the information required. Erin will provide the CD to the Executive Director who will review and publicize the CD. The CD will be made available to all interested persons. There was general agreement that the information could also be posted on the ARTS web site and also provided in the thumb drive. Erin & Scot reported there are sources for very inexpensive thumb drives. They will provide information to the Executive Director for action as appropriate.

(NOTE - Erin asked that the Executive Director send a reminder later this year, around October. At this time Erin should have the time to work on this project)

#### Caller School Sponsored by The ARTS -

This item concerns a suggestion that the ARTS sponsor, host, and run a caller school. The school would be staffed by CALLERLAB Caller-Coaches and there would be a tuition charge. There is also a possibility such a school could also offer training for Round Dance Cuers. There was general agreement with the idea, and recognition that competition with the Grand Square Inc (GSI) schools should be avoided.

During the 2015 ARTS meeting It was noted that there is no cost for the GSI schools held prior to the NSDCs. There seemed to be agreement that it would be best not to have such a school close to the time of the NSDCs, primarily because of the GSI schools held at that time. Brief discussion of this item during the 2015 meeting resulted in the Chairman asking Scot Byars to review this suggestion and formulate a plan to include: 1) When, 2) Where, 3) Recommended tuition, and 3) Other details. Scot will formulate ideas and submit to the Executive Director for further action.

During this meeting Scot reported he has been discussing this item with the 2018 USAWest Convention which will be held in Reno, NV. The Chairman of the convention is very supportive of the idea for a caller school in conjunction with the 2018 USAWest Convention. Scot & Erin have the contact information for the person in charge of renting space in the facility.

Scot also reported he and Betsy have discussed being on the staff for the school. Scot has also discussed this proposal with Doug Davis who has been involved with past USAWest convention. All three are CALLERLAB Accredited Caller-Coaches, therefore, the school could include the full Caller-Coach curriculum.

Scot noted a couple of issues which the Board will need to discuss and approve: 1) Should there be a charge for the school and 2) If so, what should the charge be. Scot noted that typical caller school fees are in the range of \$350 to \$375. There was general agreement that the fee for the school would be \$200 and that any surplus, after expenses, would be donated to The ARTS. It was noted that the fee for such a school would NOT be tax deductible because the value of the school would be more than the fee charged.

The proposal is that the school include 40 hours instruction. To meet this goal, there will need to be discussion regarding when the school will start and end. There was brief discussion of the room rates in Reno, which are typically more expensive on the week end. Scot and Betsy will discuss these issues and provide recommendations.

Scot agreed to provide details of this proposal to Phil Harris, 2018 USAWest Convention Chairman. There is slight chance the convention will provide space in the dance facility for the school. Scot will discuss this issue with Phil Harris as well.

Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: Scot Byars be authorized to investigate and coordinate a caller school to be sponsored and run by The ARTS in conjunction with the 2018 USAWest Convention in August 2018 in Reno, NV. (MSC)*

#### Guild Of Pride - Invitation -

This item concerns the invitation for the Guild Of Pride to join as an Auxiliary Board Member. The Guild of PRIDE's mission is to proclaim, promote, and practice the most ethical and legal methods of acquiring, maintaining, and protecting one's ownership in the use of recorded music for teaching and entertaining. The Board approved sending an invitation to the Guild Of Pride to join The ARTS as an Auxiliary Board Member. The Guild accepted our invitation and is now an Auxiliary Board Member.

This item will be removed from future agenda.

#### NEW BUSINESS –

##### Square Dancing In America Project - (Attachment 4)

This item concerns a discussion of a photo documentary project titled "Square Dancing In America." Jim Maczko submitted the initial information about this project to the Executive Director.

The project leader is a documentary photographer named Amy Lombard, from New York City. Amy attended this meeting and provided brief comments regarding the goals of her previous work and her plans for the Square Dancing In America project. There are samples of her other projects on her web site: <http://www.amylombard.com/>

Amy's work shows various aspects of American culture. There may be concerns about some of her work, as displayed on her web site. However, one of the goals on The ARTS is that there should be a better understanding of square dancing as a part of the American culture. This project, as defined thus far, seems to be a way to spread that understanding.

Amy also attended the 65<sup>th</sup> NSDC in Des Moines, IA. She talked with several attendees and took photos of the dancing and other activities. She also attended the 2016 ARTS meeting and spoke briefly with the Board. She did not make any specific requests of the Board. She plans to continue to attend other dance events to gather more materials for her project.

There has been considerable discussion of this item since early May 2016. The discussion messages were submitted to the Board in ARTS LOG 16-0530-001 (DISCUSS)(Square Dancing In America Project). The purpose of that LOG was to bring the ARTS Board up to speed on recent discussions regarding the "Square Dancing In America" project being undertaken by Amy.

LOG 16-0530-001 included a PDF file with 16 pages of email discussion which was submitted to the Board. The information in that PDF file is in attachment 4.

The Executive Director submitted a request to Amy with several questions. The results of this request are included in Attachment 4.

Election - 2016/2017 Officers -

The following list of candidates is submitted for consideration and vote.

Chairman - Betsy Gotta

Vice Chairman - Arbell Thompson

Treasurer - Edythe Weber

Secretary - Cathy Smith

Prior to the vote, Chairman Arbell Thompson asked if there are any other nominations. There were none.

Discussion of this item resulted in the following MOTION:

*MOTION: Be It resolved that: The following candidates be elected as the ARTS Officers for 2016/2017: Chairman - Betsy Gotta, Vice Chairman, Arbell Thompson, Secretary - Cathy Smith, a n d Treasurer - Edythe Weber. (MSC)*

NEXT MEETING -

The following MOTION is submitted for consideration:

*MOTION: Be It resolved that: The 2017 ARTS meeting will be held in Cincinnati, OH on Sunday, June 25, 2017 immediately following the 66th NSDC. (MSC)*

(NOTE - Butch Hayes and the Executive Director will coordinate with the 66<sup>th</sup> NSDC General Chairman to arrange for a meeting room)

Meeting adjourned Sunday, June 26, 2016 at 12:05 PM

Submitted by, Jerry L. Reed  
Executive Director

Transcribed from audio





## Alliance of Round Traditional and Square Dance Inc

## Income &amp; Expense

July 2015 through June 2016

Checking Account		
Beginning Balance July 1, 2015	\$3,851.52	Description
<b>Income</b>		
Donations		
Reimaging Project	1,086.75	See Reimaging Report (QB Weber)
Governing Board	500.00	USDA @ June 2015 meeting
Total Donations	1,586.75	
Dues		
Associate Dues	200.00	Missouri & Wisconsin
Total Dues	200.00	
Fundraising Income		
AmazonSmile Program	22.70	
Add-a-Buck	28.00	Missouri
YTB Travel Royalties	13.74	
Cap/T-Shirt Sales	7.00	
Total Fundraising Income	71.44	
Total Income	1,858.19	
<b>Expense</b>		
Reimaging Project	750.00	\$500 from ARTS checking to Jim Taylor for supplies/ \$250 Margheim for email lists
Executive Director	1,200.00	June 2015 to July 1, 2016
Techsoup Order	50.00	
Advertising	575.00	65th Daily Program books @ Des Moines NSDC
Internet & Web Related Expenses	99.95	Deerfield Hosting
Printing and Reproduction	785.01	ARTS brochures for Showcase (June 2015 printing)
Total Expense	3,459.96	
Checking Account		\$1,432.75 designated for Reimaging / \$817.00 general funds
Ending Balance June 30, 2016	2,249.75	
CD 3465	\$5,333.15	renewed 6/30/12 to 2/28/13; renewed again to 10/2013; renewed again to 10/2014; renewed again to 9/2015; renewed again to 8/2016
CD 4657	\$5,222.04	renewed 7/31/12 to 3/31/13; renewed again to 1/2014; renewed again to 1/2015; renewed to 1/2016; renewed again to 1/2017
	\$10,555.19	
Total Funds Available 6/30/2016	\$12,804.94	

**Alliance of Round Traditional and Square Dance Inc**  
**Income and Expense Detail**  
 July 1, 2015 through June 30, 2016

	Type	Date	Name	Memo	Amount
<b>Beginning Balance 7-1-2015</b>					<b>1,096.00</b>
<b>Donations</b>					
<b>Reimaging Project</b>					
	Deposit	07/15/2015	Colorado State Sq/Dn Assoc.	Colorado Sq/Dn Assoc / Reimaging Project	100.00
	Deposit	07/15/2015	Matsko, Mike	Reimaging Project / Matsko	10.00
	Deposit	07/15/2015	Baker, Jack	Reimaging Project / Baker	10.00
	Deposit	07/15/2015	Kidwell, Jim & Pam	Reimaging Project / Kidwell	10.00
	Deposit	07/15/2015	Reed, Jerry & Del	Reimaging Project / Reed	10.00
	Deposit	07/15/2015	Vanderminiden, Wm	Reimaging Project / Vanderminiden	10.00
	Deposit	07/15/2015	Inglis, Pat	Reimaging Project / Inglis	10.00
	Deposit	07/15/2015	Crisel, Larry	Reimaging Project / Crisel	10.00
	Deposit	07/15/2015	Taylor, Jim & Judy	Reimaging Project / Taylor	50.00
	Deposit	07/15/2015		Cash / Sales from Jim Taylor / Reimaging Project @ After Party	123.30
	Deposit	07/15/2015		Cash / Betsy Gotta / Reimaging Project	2.00
	Deposit	07/24/2015	Missouri Fed of Sq/Rd Dn Clubs	Missouri Fed / Reimaging Project	100.00
	Deposit	07/24/2015	Patton, Gardner/Diana	Reimaging Project / Patton / Stickers	31.00
	Deposit	07/24/2015	Scadova, Donald	Donation / Reimaging Project / Scadova	50.00
	Deposit	07/29/2015	60th Nat'l SDC	Reimaging Project / 60th NSDC Donation	250.00
	Deposit	08/24/2015	CALLERLAB	Sales of Reimaging products @ CALLERLAB booth/Springfield MA	255.00
	Deposit	09/05/2015	Burr, Walter	Reimburse postage / Pins	26.50
	Deposit	09/05/2015	Hoover, Robert	Pins & Stickers	16.95
	Deposit	09/05/2015	Boissameau, Tina	Reimaging items	12.00
<b>Total Reimaging Project Inc</b>					<b>1,086.75</b>
				Email Marketing Campaign / Reimaging Newsletter	250.00
	Check	07/22/2015	Margheim, M.	Reimaging Project	500.00
	Check	08/10/2015	Taylor, James		750.00
<b>Total Reimaging Project Exp</b>					<b>1,432.75</b>
<b>Ending Balance in the ARTS Bank Account 6-30-2016</b>					<b>1,432.75</b>

**Alliance of Round Traditional and Square Dance Inc**  
**Executive Board Donation Report**  
All Donations Plus Video/Web Plus Reimaging Donations

	Type	Date	Num	Memo	Account	Amount
<b>All Join Hands Foundation</b>						
	Deposit	07/13/2009	1145	Donation All Join Hands	Governing Board	100.00
Total All Join Hands Foundation						100.00
<b>CALLERLAB</b>						
	Deposit	05/25/2004		Donation - CALLERLAB 6-15-03	Governing Board	500.00
	Deposit	03/17/2010	3045	Donation to video/web project	Governing Board	2,000.00
	Deposit	08/24/2015	3988	Sales of Reimaging products @ CALLERLAB booth/ Reimaging Project		255.00
Total CALLERLAB						2,755.00
<b>CONTRALAB</b>						
	Deposit	05/25/2004		Donation CONTRALAB 6-15-03	Governing Board	100.00
	Deposit	10/27/2004	188	Donation Contralab	Governing Board	100.00
	Deposit	10/21/2005	201	Donation - CONTRALAB	Governing Board	100.00
Total CONTRALAB						300.00
<b>IAGSDC</b>						
	Deposit	05/25/2004		Donation IAGSDC 3-24-04	Governing Board	350.00
Total IAGSDC						350.00
<b>Nat'l Square Dance Campers Assoc</b>						
	Deposit	03/03/2005	9054	Donation - NSDCA	Governing Board	100.00
	Deposit	09/16/2008	8815	Donation - NSDCA (video)	Video/Web project	100.00
Total Nat'l Square Dance Campers Assoc						200.00
<b>National Executive Committee</b>						
	Deposit	07/06/2005	773	Donation - NEC	Governing Board	500.00
	Deposit	07/09/2007	1137	NEC donation	Governing Board	500.00
	Deposit	07/01/2008	1108	Donation NEC	Governing Board	250.00
	Deposit	07/10/2009	1211	NEC donation	Governing Board	250.00
	Deposit	04/20/2011	1133	NEC Donation	Governing Board	500.00
	Deposit	06/20/2013	1445	Nat'l Exec Committee donation	Governing Board	500.00
	Deposit	08/17/2013		NEC Donation	Governing Board	500.00
	Deposit	07/01/2014	1449	Governing Board Donation / NEC	Governing Board	500.00
Total National Executive Committee						3,500.00
<b>ROUND-A-LAB</b>						
	Deposit	05/25/2004		Donation ROUNDALAB 2-21-04	Governing Board	350.00
Total ROUND-A-LAB						350.00
<b>Single Square Dancers USA</b>						
	Deposit	05/25/2004		Donation SSDUSA 10-23-03	Governing Board	250.00
	Deposit	02/23/2009	1007	SSDUSA donaton to web/video project	Video/Web project	2,000.00
Total Single Square Dancers USA						2,250.00
<b>Universal Round Dance Council</b>						
	Deposit	05/25/2004		Donation URDC 4-15-04	Governing Board	350.00
Total Universal Round Dance Council						350.00
<b>USA West Policy Board Assoc.</b>						
	Deposit	05/25/2004		Donation USA WEST 12-10-03	Governing Board	250.00
	Deposit	03/31/2005	513	Donation - USA West Policy Board	Governing Board	250.00
	Deposit	09/16/2008	524	Donation USA West	Video/Web project	1,000.00
	Deposit	04/02/2015	547	Donation / Reimaging Project	Reimaging Project	1,000.00
Total USA West Policy Board Assoc.						2,500.00
<b>USDA</b>						
	Deposit	05/25/2004		Donation USDA 2-18-04	Governing Board	1,000.00
	Deposit	03/03/2005	1041	Donation - USDA	Governing Board	750.00
	Deposit	07/31/2006	115	Donation - USDA	Governing Board	500.00
	Deposit	11/08/2007	1009	USDA donation	Governing Board	500.00
	Deposit	07/01/2008	1050	USDA Donation	Governing Board	500.00
	Deposit	07/10/2009	1108	USDA donation	Governing Board	1,000.00
	Deposit	07/30/2010	1148	USDA Donation	Governing Board	500.00
	Deposit	09/30/2011		USDA donation	Governing Board	500.00
	Deposit	06/22/2012	182	USDA Donation	Governing Board	500.00
	Deposit	08/17/2013		USDA Donation	Governing Board	500.00
	Deposit	07/01/2014	230	Governing Board Donation / USDA	Governing Board	500.00
	Deposit	07/15/2015	241	United Sq/Dn America Board Donation	Governing Board	500.00
Total USDA						7,250.00
<b>TOTAL</b>						19,905.00

ARTS Governing Board and Officers Actions  
July 2015 Thru June 2016

**ARTS LOG 15-0714-001 (2015 ARTS Meeting Minutes)**

Action completed as of 08-21-2015. The purpose of this LOG is for the Board to review and discuss the minutes of the 2015 ARTS meeting held June 28, 2015 in Springfield, MA. The result of this LOG was approval of the following MOTION by the ARTS Board:

***MOTION: Be It Resolved That: The minutes of the 2015 ARTS meeting be approved.***

The approved minutes were posted on the web site and the Auxiliary Board Members and Associate Members were informed.

**ARTS LOG 15-0831-001 Formalize Square Dance Re-Image Program)**

Action completed as of 09-28-2015. The purpose of this LOG is for the Board to review, DISCUSS, and VOTE on a proposal from Chairman Arbell Thompson to Formalize the ARTS Square Dance Re-Image Project. The result of this LOG was approval of the following MOTION by the ARTS Board

***MOTION: Be It Resolved That: The ARTS Re-Image Square Dance Project is hereby renamed the "ARTS Square Dance Re-Image Program" and is recognized as a formal ARTS program in order to maintain continuity and survive into the future.***

The "ARTS Square Dance Re-Image Program" will be publicized.

**ARTS LOG 2015-0917-001 (September 2015 Newsletter)**

Action completed as of 09-26-2015. The purpose of this LOG is for there Officers to REVIEW and VOTE on the September 2015 ARTS Newsletter. Sorry for the short turnaround, but I do want to distribute before the end of September. The result of this LOG was approval of the following MOTION by the ARTS Officers:

***MOTION: Be It Resolved That: The September 2015 Newsletter be approved.***

The September 2015 ARTS Newsletter was approved and distributed.

**ARTS LOG 16-0506-001 (2016 Mtg Agenda)**

Action completed as of 05-22-2016. the purpose fo this LOG was for the Board to submit topics for the 2016 ARTS Meeting. The result of this LOG was that one item was added to the agenda.

ARTS Governing Board and Officers Actions  
July 2015 Thru June 2016

**ARTS LOG 16-14001 (VOTE)(Grant Req - MO NW Dist)**

Action completed as of 06-05-2016. The purpose of this ARTS LOG is for the ARTS Officers to review, discuss, and vote on a grant application from the NW District for Missouri Federation of Square and Round Dance Clubs. The result of this LOG was approval of the following MOTION by the ARTS Officers.

**MOTION: Be It Resolved That: The application for an Educational Grant from the NW District for Missouri Federation of Square and Round Dance Clubs to help with the expenses for an educational event in October 2016 be approved.**

**ARTS LOG 16-14001 (May 2016 Newsletter)**

Action completed as of 06-05-2016. The purpose of this LOG is for there Officers to REVIEW and VOTE on the May 2016 ARTS Newsletter. The result of this LOG was approval of the following MOTION by the ARTS Officers:

***MOTION: Be It Resolved That: The May 2016 Newsletter be approved.***

The May 2016 ARTS Newsletter was approved and distributed.

**ARTS LOG 16-0530-001 (Square Dancing In America - Project**

Action completed as of 06-18-2016. The purpose of this ARTS LOG is for the ARTS Board to review and comment on a proposed photo documentary project titled "Square Dancing In America." The result os this LOG was submission of comments and ideas and a list of contacts with information for Amy to contact. This item is on the agenda from the 2016 ARTS meeting.

	<b>Re-Image Fund - Year To Date - 1/1/2015 through 6/5/2016</b>							
		Summary						
	Key	Spent	Received					
	Rbolos		256.00					
	Rbumper		40.00					
	RDonate		2,504.73					
	Sbanner	27.83						
	Sbolo	22.83						
	SBumper	36.17						
	SDomain	25.34						
	Smail	244.34						
	SNotepad	114.36						
	Sother	102.15						
	SPinBacks	391.07						
	SPinSupl	117.08						
	SSticker	1,292.50						
		2,373.67	2,800.73					
	Taylor Balance		\$427.06					
		ARTS-Re-Image Fund Estimate						
	USAWest		1,000.00					
	CALLERLAB		500.00					
	CALLERLAB		255.00					
	NEC Mailing	250.00	250.00	Paid Kodot, Rec'd from 60th NSDC				
	Mail Donations		526.45					
	Drawing		70.00					
	Taylor	1,000.00						
		1,250.00	2,601.45					
	Balance		1,351.45					

		Detail							
Key	Date	Num	Description	Memo	Spent	Received	Notes		
Rbolos	4/12/2015	Dep	Dave Cook	Sold1 Bolo		15.00	1		
Rbolos	4/19/2015	Dep	Michael Turley	Sold 3 Bolos		46.00	3		
Rbolos	5/9/2015	Dep	Phil & Mila Tscheschke	Sold 1 Bolo		15.00	1		
Rbolos	5/16/2015	Dep	Ken Salinas	Sold 2 Bolos		30.00	2		
Rbolos	5/30/2015	Dep	Lynette McElveen	Sold 1 Bolo		15.00	1		
Rbolos	5/30/2015	Dep	Justin del Sol	Sold 1 Bolo		15.00	1		
Rbolos	6/6/2015	Dep	Lynette McElveen	Sold 1 Bolo for Dennis Farrar		15.00	1		
Rbolos	6/6/2015	Dep	Dan McPeek	Sold 2 Bolos		15.00	1		
Rbolos	6/14/2015	Dep	Pat, Leroy, ???	Sold 3 Bolos		45.00	3		
Rbolos	6/20/2015	Dep	Dan & Liz	Sold 1 Bolo		15.00	1		
RBolos	6/27/2015	Dep	Jerry Robey	Sold 1 Bolo		15.00	1		
RBolos	7/4/2015	Dep	Carl Winkelman	Sold 1 Bolo		15.00	1		
Rbumper	3/2/2015	Dep	Live Lively	Sold 7 Mag stickers		35.00	7		
Rbumper	3/8/2015	DEP	Senda Griswold	Mag Bumper Sticker		5.00	1		
RDonate	2/7/2015	Dep	Jerry Reed	For Live Lively Pins		100.00			
RDonate	2/24/2015	Dep	J&J Taylor	Build up Re-Image Fund		100.00			
RDonate	3/8/2015	Dep	Jerry Reed	For Live Lively fund		150.00			
RDonate	6/2/2015	Dep	ARTS	For Live Lively fund		500.00			
RDonate	7/11/2015	Dep	Ridge Runners	For Pins		5.00			
RDonate	8/1/2015	Dep	Don Scadova	For Pins		30.00			
RDonate	8/1/2015	Dep	Marry Anne Turner	For 1000 Stickers		229.50			
RDonate	8/4/2015	Dep	Allen, Smith, Tina	For Pins & Stickers		51.09			
RDonate	8/15/2015	Dep	USAWest-Helena	1 Bolo, 250 pins, 140 stickers		80.00			
RDonate	8/22/2015	Dep	Cathy Languille	500 Stickers		139.85			
RDonate	8/28/2015	Dep	Angel Baker	150 pins, 100 stickers		55.95			
RDonate	9/22/2015	Dep	ARTS	For Live Lively fund		500.00			
RDonate	10/27/2015	Dep	Ken Smith	Mail 80 stickers, 100 Pins to Ken Smith		37.95			
RDonate	11/24/2015	Dep	China	Rebate for lost stickers		47.75			
RDonate	12/16/2015	Dep	Monica Allen	400 Stickers to Monica Allen		108.85			
RDonate	12/21/2015	Dep	Irene Coon	100 Stickers to Irene Coon		30.95			
RDonate	12/30/2015	Dep	Angel Baker	400 pins, 400 stickers to Angel Baker		160.65			
RDonate	1/10/2016	Dep	Wendy Brock	50 pins to Wendy Brock		12.00			
RDonate	1/12/2016	Dep	Jim & Betsy Taylor	100 Stickers to Jim Taylor		30.95			
RDonate	1/30/2016	Dep	Jim & Betsy Taylor	75 Pins to Jim Taylor		13.54			
RDonate	1/26/2016	Dep	J&J Taylor	Some stickers at USDA		4.00			
RDonate	2/3/2016	Dep	Terry Heber	Mail 100 Pins, 40 Stickers to Terry Heber		38.10			
RDonate	2/28/2016	Dep	Barbara Burton	2 Pin Kits to Barbara		18.80			
RDonate	3/13/2016	Dep	Gene Joerns	Sold 1 Bolo		15.00			
RDonate	4/24/2015	Dep	Jo Ann Eakins	20 Window Stickers		5.00			
RDonate	6/5/2016	Dep	2016 Festival	20 Window Stickers		5.00			
RDonate	6/5/2016	Dep	Karen Herr	50 Live Lively Round Dance Pins		6.00			
RDonate	6/9/2016	Dep	Karen Clements	100 Pins, 40 Stickers to Karen Clements		28.80			

Key	Date	Detail Num	Description	Memo	Spent	Received	Notes	
Sbanner	4/24/2015		StickersBanners	6 x 2 Foot Banner	-27.83		1	
Sbolo	3/6/2015		Thompson's Hobbies	Bolo backs & strings	-15.33		12,15	
Sbolo	4/25/2015		Thompson's Hobbies	Bolo Slides	-5.35		24	
Sbolo	5/20/2015		Dollar Tree	Tape Rubber Bands	-2.15			
SBumper	2/24/2015		Fast Print	9 mag bumper stickers 1/2	-19.49		1/2 down	
SBumper	2/26/2015		Fast Print	9 mag bumper stickers 1/2	-16.68		\$36.17 total	
SDomain	2/23/2015		Godaddy.com	domain livelivelysquaredance.com	-25.34		2 years - GoDaddy	
Smail	4/20/2015		USPO	Mail 100 pins to Jon Jones	-6.99		\$7 donate	
Smail	4/23/2015		USPO	Mail 200 pins to Jon Jones	-12.65		\$13 donate	
Smail	5/19/2015		USPO	Mail 2 pin kits & 80 stickers - Gardner Patt	-5.95		\$26 donate	
Smail	5/21/2015		USPO	Mail 1 pin kit & 100 stickers to Dennis Clar	-5.95		\$31 donate	
Smail	6/5/2015		USPO	Mail 150 pins to Walt in Germany	-26.50		\$26.50 donate	
Smail	6/18/2015		USPO	Mail 1 pin kit & 100 stickers to Gardner Pa	-5.95		\$31.00 donate	
Smail	7/3/2015		USPO	Mail 1 pin kit to Don Scadova	-5.95			
Smail	7/14/2015		USPO	Mail 2 pin kits to Don Scadova	-5.95		\$30 donate	
Smail	7/14/2015		USPO	Mail 2 pin Bags to Walt in Germany	-26.50		\$26.50 donate	
Smail	7/23/2015		USPO	Mail 100 Stickers to Monica Allen	-4.14		\$29.14 donate	
Smail	7/30/2015		USPO	Mail 50 pins, 40 Stickers to Ken Smith	-5.95		\$21.95 donate	
Smail	8/3/2015		USPO	Mail pins, stickers, kits-Bob,Tina,Barb	-12.83		\$63.09 donate	
Smail	8/4/2015		USPO	Mail 500 stickers to Cathy Langille	-14.85		\$139.85 donate	
Smail	8/22/2015		USPO	Mail 150 pins, 100 stickers to Angel	-12.65		\$55.95 donate	
Smail	10/7/2015		USPO	Mail 150 pins, 24 stickies to Weber	-8.85		ARTS	
Smail	10/19/2015		USPO	Mail 50 stickies to Weber	-3.14		ARTS	
Smail	10/20/2015		USPO	Mail 80 stickers, 100 Pins to Ken Smith	-5.95		\$37.95 donate	
Smail	11/12/2015		USPO	Mail 400 Pins, 400 Stickers to Angel Baker	-12.65		\$160.65 donate	
Smail	11/17/2015		USPO	Mail 100 Pins, 40 Stickers to Terry Hebert	-16.10		\$38.10 donate	
Smail	11/23/2015		USPO	Mail 400 Stickers to Monica Allen	-8.85		\$108.85 donate	
Smail	12/16/2015		USPO	Mail 100 Stickers to Irene Coon	-5.95		\$30.95 donate	
Smail	12/26/2015		USPO	Mail 100 Stickers to Jim Taylor	-5.95		\$30.95 donate	
Smail	12/26/2015		USPO	Mail 50 pins to Wendy Brock	-5.95		\$11.95 donate	
Smail	1/19/2016		USPO	Mail 75 pins to Jim Taylor	-4.54		\$13.54 donate	
Smail	2/22/2016		USPO	Mail 2 pin Kits to Barbara Burton	-6.80		\$18.80 donate	
Smail	5/19/2016		USPO	Mail 2 pin kits&40 Sticker to Karen Clem	-6.80		\$28.80 due	
SNotepad	3/7/2016		Amazon.com	Re-Image Notepads	-100.36		1008	
SNotepad	3/10/2016		Amazon.com	Labels for Notepads	-14.00		1000+	
SOther	6/19/2015		Office Depot	Print cards & handouts for panel	-19.04			
SOther	6/27/2015		CALLERLAB	Polo Shirt for drawing winner	-20.00			
SOther	8/4/2015		Costco	Printer Ink	-63.11			
SPinBacks	1/7/2015		Amazon.com	Re-Image Pin Backs	-54.40		1152	
SPinBacks	2/23/2015		Amazon.com	Re-Image Pin Backs	-57.75		1008	
SPinBacks	4/3/2015		Amazon.com	Re-Image Pin Backs	-83.72		2016	
SPinBacks	5/19/2015		Amazon.com	Re-Image Pin Backs	-115.50		2016	
SPinBacks	8/2/2015		Amazon.com	Re-Image Pin Backs	-37.84		1152	
SPinBacks	2/11/2016		Amazon.com	Re-Image Pin Backs	-41.86		1008	
SPinSupl	2/11/2015		Family Dollar	Baggies for pin kits	-2.15		100	
SPinSupl	3/6/2015		Glass Warehoude	Glass Cutter Wheel	-25.53			
SPinSupl	3/15/2015		Home depot	Mirror Tile	-10.71		6	
SPinSupl	4/15/2015		Home depot	Mirror Tile	-10.71		6	
SPinSupl	4/27/2015		Lowe's	Mirror Tile	-10.71		6	
SPinSupl	4/29/2015		Hobby Lobby	Tri-fold, adhesive	-5.80		1	
SPinSupl	5/15/2015		Hobby Lobby	Tags, Adhesive	-2.89			
SPinSupl	5/15/2015		Family Dollar	Baggies for pin kits	-2.15			
SPinSupl	5/19/2015		Family Dollar	Cleaning Alcohol & Sanwitch bags	-1.07			
SPinSupl	5/20/2015		Hobby Lobby	Display Board	-2.39		1	
SPinSupl	5/25/2015		Home depot	Mirror Tile	-10.71		6	
SPinSupl	7/4/2015		Home depot	Mirror Tile	-10.71		6	
SPinSupl	7/29/2015		Home depot	Mirror Tile	-10.83		6	
SPinSupl	10/5/2015		Home depot	Mirror Tile	-10.72		6	
SSticker	4/20/2015		Alibaba	1000 window stickers	-215.70		1000 rec'd	
SSticker	7/5/2015		Alibaba	1000 window stickers	-215.70		1000 rec'd	
SSticker	7/18/2015		Alibaba	1000 window stickers for Turners	-229.50		1000 rec'd	
SSticker	9/8/2015		China	2000 window stickers	-273.50		Lost	
SSticker	10/7/2015		China	2000 window stickers	-140.00		2000	
SSticker	4/3/2016		Alibaba	1000 window stickers	-215.79			
SSticker	4/19/2016		Family Dollar	Sandwich bags	-2.31			
			Totals		-2,373.67	2,800.73		
			Balance			427.06		



**Information Paper**  
**Amy Lombard**  
**(May 2016)**

The following is general information from Amy's web site May 29, 2016:

**Amy Lombard is a photographer living and working in Brooklyn, NY. Originally from Philadelphia, Lombard moved to New York in 2008 to pursue her BFA from the Fashion Institute of Technology where she graduated in 2012. As a documentary photographer, her work largely examines the phenomenons and personalities that make up American culture. Her bold and colorful work has landed her clients from the New York Times, New York Times Magazine, VICE, New York Magazine, Vanity Fair, the New Yorker, WWD, T Magazine, M Le Monde, TIME, WIRED, Bloomberg Businessweek, Refinery29 to Samsung, Facebook, Barneys and Swatch among many others. In 2015, she became one of the recipients of VSCO's Artist Initiative. Most recently, she was recognized as one of PDN's 30 new and emerging photographers to watch for 2016.**

\*\*\*\*\*  
From Jim Maczko

In a message dated 5/8/2016 4:04:22 P.M. Eastern Daylight Time, jmaczko@san.rr.com writes:

On another subject – we just met a young lady from NYC who is working on a project for which she has a grant – her project is "Square Dancing an America." This weekend she was at the 69th Silver State Square and Round Dance Festival. Even though she is a non-dancer, she was there taking pictures and talking to lots of dancers. She is working diligently in collecting information. She explained that she attended the New England Square Dance Festival a week ago and was in Las Vegas for a project for the Wall Street Journal and then she drove up to Reno – her name is Amie Lombard and she will also be in Des Moines where I invited her to the Organization Round Table, there are a number of ARTS events she could attend as well – she could also have some input in the use of social media. Didn't know how many others were aware of her "Square Dancing in America" project, but she is dedicated and will be attending other events as well.

\*\*\*\*\*  
From Jerry

Responding to Jim Above

In a message dated 5/14/2016 9:50:21 A.M. Eastern Daylight Time, DirectorARTS@aol.com writes:

Jim,

I asked Pam Clasper, CALLERLAB Research & Development, to see what she could find about Amy Lombard

She found her web site: <http://www.amylombard.com/>

It seems this is the young lady you are talking about. She does photography documentary projects. Some of which will be viewed as controversial by some members of our dance community. Her project "Square Dancing In America" might be done well and may show the activity in a good light. However, some of her other projects will, I believe, raise concerns among some in our activity.

Please take a look at her web site and let me know what you think.

While it may be a good idea to endorse her project, maybe even with a grant, my concern is how her work will be perceived by the dance community.

Please let me know.

Jerry

\*\*\*\*\*

From Jim Maczko  
Responding to Jerry Above

In a message dated 5/14/2016 9:24:24 P.M. Eastern Daylight Time, jmaczko@san.rr.com writes:

Jerry:

Pam did a good job of tracking Amy down – and I see what you mean – she certainly didn't look like any of these photos – while dressing in a short skirt, she was wearing tights so everything seemed very appropriate – maybe she is growing-up and leaving this lifestyle behind her. She definitely did mention working for the Wall Street Journal – perhaps we need to verify that association.

\*\*\*\*\*

From Jim maczko  
Comments

In a message dated 5/15/2016 8:29:37 P.M. Eastern Daylight Time, jmaczko@san.rr.com writes:

Jerry:

When we spoke with Amy regarding the New England Square Dance Convention I specifically asked her if she had spoken to Jim Mayo – while she did not recall him, she was aware of the Square Dance History project that Jim Mayo is involved with – so perhaps Jim Mayo would also have an opinion on Amy and what she is up to.

Jim Maczko

\*\*\*\*\*

From Jerry  
Responding to Jim Above

In a message dated 5/15/2016 8:39:47 P.M. Eastern Daylight Time, DirectorARTS@aol.com writes:  
Jim,

Thanx for the update.

I will contact Jim and discuss.

Thanx,

Jerry

\*\*\*\*\*

From Jerry  
Request to Jim Mayo

In a message dated 5/16/2016 12:17:59 P.M. Eastern Daylight Time, DirectorARTS@aol.com writes:  
Hi Jim,

Hope all is going well for you. We were saddened by the new of John K's passing. He did so much for CALLERLAB, especially in the early years.

The message string below provides information about an ongoing documentary project titled "Square dancing In America." The person doing the project is Amy Lombard, Jim Maczko provided the initial information. I asked Pam Clasper to do some research and she found the web site.

As I told Jim Maczko, I believe there would be concerns about her work, as displayed on her web site.

In Jim's last message he indicated she may be familiar with the New England Convention and the Square Dance History project.

My question? -

- 1) Are you aware of her project?
- 2) Did she speak with you?
- 3) OR anyone involved with the SD History project?
- 4) What do you think of her work?
- 5) Do you see any downside to the ARTS considering contact with her?

Thanx for your comments

Jerry

\*\*\*\*\*

From Jim Mayo

Answer to Jerry Above

In a message dated 5/16/2016 2:33:14 P.M. Eastern Daylight Time, JMayo329@aol.com writes:

I've had no contact with Amy.

In a message dated 5/16/2016 12:17:59 P.M. Eastern Daylight Time, DirectorARTS@aol.com writes:

My question? -

- 1) Are you aware of her project? **No**
- 2) Did she speak with you? **No**
- 3) OR anyone involved with the SD History project? **Not that I'm aware of.**
- 4) What do you think of her work? **Her web site doesn't mention SD nor does it include anything that I would think was in any way related.**
- 5) Do you see any downside to the ARTS considering contact with her? **I would certainly want to see some example of her work on SD. As I said, nothing on the site you mentioned is in any way related.**

Jim

\*\*\*\*\*

From Jerry

Responding to Jim Mayo Above

In a message dated 5/16/2016 7:14:08 P.M. Eastern Daylight Time, DirectorARTS@aol.com writes:

Jim,

Thanx for your message.

Jerry

\*\*\*\*\*

From Jerry

Jim Mayo message above to Jim Maczko

In a message dated 5/21/2016 10:26:57 P.M. Eastern Daylight Time, DirectorARTS@aol.com writes:

Jim,

I asked Jim Mayo if he has had any contact with Amy.

His response is included below.

Jerry

\*\*\*\*\*

From: Amy Lombard [mailto:amy@amylombard.com]

Sent: Tuesday, May 17, 2016 9:28 AM

To: jmaczko@san.rr.com

Subject: Hi from Amy Lombard - square dance photographer

Hi Jim,

I hope you've been well since we last spoke! This is Amy Lombard, the photographer from New York working on the square dancing series. I was just editing some photos from Silver State and thought of you/wanted to say hello and that it was nice to meet you the other weekend. I've attached photos that I took of you here :)

We had talked about the national convention--I was wondering if there was anyone in particular there you recommend I reach out to? I reached out via the form on their site, but haven't heard back yet. If there's anyone you think would be good to reach out to I would love the suggestion.

Thanks so much, looking forward to seeing you again soon!

All best,

AMY LOMBARD

\*\*\*\*\*

On Tue, May 17, 2016 at 11:47 PM, Jim Maczko <jmaczko@san.rr.com> wrote:

Amy:

Thank you for the photos –

The General Chairmen for the 65th National Square Dance Convention in Des Moines are Jim and Janet Winslow - jaewinslow@mchsi.com it would probably be good for you to make contact with them regarding your attendance at their Convention this June. I am sure that they would welcome your involvement with the National Square Dance Convention.

Depending on when you will be arriving in Des Moines – there are activities beginning on Wednesday – June 22nd. The National Dancer's organization – the United Square Dancers of America (www.usda.org) will be holding their Annual meeting on Wednesday at 1:00 in the Marriott Hotel – this group actively promotes the Square Dance activity in all of its forms, Square, Round, Contra, Cogging and Traditional, this meeting will have delegates from nearly all of the States around the US, including Hawaii.

During the Convention itself, as I mentioned in Reno, there will be an Organization Round Table on Friday at 1:00 PM in Ballroom B which will be attended by the leaders for nearly all of the Major Dance organizations from around the Country.

I have attached a couple of documents that provide insight into the National Convention. Another website worth visiting would be <http://www.arts-dance.com/>

August 18, 2016 (11:04pm)

C:\Users\Jerry\Documents\Jerry Files\ARTS Information\Alliance Mtgs\2016 Meeting\Minutes\Minutes  
(Approved)(16-08-19).wpd

We have mentioned your project to a number of dance leaders from around the Country and we are all very excited out it. We would be very interested in learning what orgainaztion provided you with the grant and if it isn't too confidential, the amount of the grant. We would like to support you in your efforts and this information will be beneficial in our efforts to assist you with your project.

Jim Maczko – Patty Wilcox – Parlimentarian  
UNITED SQUARE DANCERS OF AMERICA, INC.  
Post Office Box 712918  
San Diego, California 92171-2918  
619-295-2635  
jmaczko@san.rr.com  
\*\*\*\*\*

From: Amy Lombard [mailto:amy@amylombard.com]  
Sent: Thursday, May 19, 2016 6:48 AM  
To: Jim Maczko <jmaczko@san.rr.com>  
Subject: Re: Hi from Amy Lombard - square dance photographer

Hi Jim!

Thank you for all of this. I'll be reaching out to the people you mentioned, thank you for the suggestions.

I'm happy to hear you and dance leaders are excited--it's been such a wonderful project that feels very important for our history since it is/was such a big part of American culture. The grant applications are currently pending, otherwise I'd share with you! I don't think I'll hear back for a few months, but I will definitely keep you posted on the status of the grants. I'm hoping one will stick, but like most things, it's hard to say!  
\*\*\*\*\*

In a message dated 5/20/2016 9:20:44 A.M. Eastern Daylight Time, jmaczko@san.rr.com writes:

Jerry:

I have received a couple of emails from Amy Lombard – and I have shared some info regarding the NSDC with her.

She has now indicated that she has applied for a grant(s), but they have not yet been awarded to her, but that doesn't seem to be having much effect on her enthusiasm – so apparently what she has done to date has been done on her own dime.

Jim Maczko  
\*\*\*\*\*

From Jerry To Amy  
Initial Info and Request

In a message dated 5/24/2016 11:40:19 A.M. Eastern Daylight Time, DirectorARTS@aol.com writes:  
Hi Amy,

I am writing to introduce myself and request some information.

My name is Jerry Reed and I am the Executive Director of the Alliance for Round Traditional, and Square - Dance (ARTS-Dance). This organization is an alliance of the major organizations in the USA which are part of the general square dance community.

More information is available on our web site at:  
<http://www.arts-dance.org/>

The major goal of The ARTS is to raise awareness of the activity and increase the number of dancers.

I received information about your project "Square Dancing In America" from Jim Maczko. Jim is a very active dancer and ARTS Board Member. He has also served as ARTS Chairman. Jim has indicated you have applied for grant money to help fund your project.

I am writing today to request additional information about your project. The ARTS Board will be discussing this project at our annual meeting in June and I would like additional information to pass to the Board.

Some of the questions we have include:

- 1) What is the goal of your project?
- 2) Will the project be still photographs or video or both?
- 3) How do you plan to publicize?
- 4) What is the general budget for your project?
- 5) How can The ARTS assist?

I am not sure how the Board will receive information about this project and some of your previous projects, however, the more information we have will help the Board.

I look forward to hearing from you.

Thanx,

Jerry

\*\*\*\*\*

From Amy

Answer to Jerry Above

In a message dated 5/25/2016 12:08:41 P.M. Eastern Daylight Time, amy@amylombard.com writes:

Hi Jerry,

It's great to hear from you. Thanks so much for getting in touch! I have lots of questions for you about the organization and what you do but I think it might be easier to ask either on the phone or in person to dive deep into it. Let me know if you have any time to chat over the next week or so? But to answer your questions...

1) What is the goal of your project?

**I am a documentary photographer particularly interested in American culture--documenting the cultural phenomenons that define our culture and the communities that exist because of that. I'm not a square dancer--I'm very much an outsider looking in. The thing about square dancing, like a lot of communities, is that it's very inside baseball if you catch my drift. Most people don't know that the square dance community is still very vibrant and that you can square dance every single night of the week. The public perception is that it's hokey and something that only happens in the midwest or down south. (just last week I went to a dance in north jersey where I learned there are something like 18 clubs in that region alone.) In its heyday square dancing was a craze that swept the nation, it seems, and so historically it feels important to document these clubs and conventions. Obviously square dancing, despite having this vibrant community of dancers across the world, has been on the decline--so that's another reason why it feels important to document this now more than ever. I've already traveled to California, Nevada, Atlanta, Rhode Island, New York, Jersey and others and so I am going to be doing this over the next year or so hoping to make this as comprehensive as possible. The end goal once the project is complete will probably be a book--a mix of words and pictures. A magazine feature will definitely happen. Time magazine is already interested.**

2) Will the project be still photographs or video or both?

**Primarily still but I hope to add video to make a mini doc of sorts.**

3) How do you plan to publicize?

**I have connections with most mainstream media outlets. It will debut in a magazine or reputable blog -- tbd, because the project isn't done! :)**

4) What is the general budget for your project?

**Not sure. I'll determine which conventions, clubs and cruises make the most sense as I go. I travel a lot for work for various shoots so I can go to square dance clubs as I go basically**

5) How can The ARTS assist?

**I'd love to chat more about what you guys do and anyone you think would make sense for me to connect with. I'm really interested in getting more youth clubs and competitions added to the mix. Also, very important! I really, really want to attend the national convention but I am having trouble getting them to write me back to confirm it is ok! I reached out to the contact Jim mentioned Jim and Janet Winslow but haven't heard back yet! If there's anyone you could connect me with that would be amazing.**

\*\*\*\*\*

From Jerry

Responding to Amy Above

In a message dated 5/27/2016 9:56:20 A.M. Eastern Daylight Time, DirectorARTS@aol.com writes:

Hi Amy,

Thanx for your message and information about your project.

We are on the road on an extended RV trip. We will be in Upper Michigan through the Memorial Day week end.

I too would like to talk with you about your project, Please let me know a good time to call and a phone number.

We do have contacts who should be able to help with the 65th NSDC in Des Moines. Please let me know what your plans would be at the convention and what kind of support you are looking for,

Thanx,

Jerry



\*\*\*\*\*

From Amy  
Responding to Jerry Above

In a message dated 5/27/2016 10:22:18 A.M. Eastern Daylight Time, amy@amylombard.com writes:

Let's connect on weds or thurs if you have some time then? Let me know when works for you.

Basically for the convention all I need to know is if I have the access to get in/be allowed to photograph. It's a little time sensitive because I would actually be coming from Thailand to Iowa for this and flights are being booked in the next week( I have a shoot in Bangkok) My plans for the convention would be to photograph all of the festivities happening to include in the project and interview the leaders of the community.

\*\*\*\*\*

From Jerry  
Responding to Amy above

In a message dated 5/29/2016 4:51:27 P.M. Eastern Daylight Time, DirectorARTS@aol.com writes:

Amy,

We will moving to Upper Michigan (UP) on Wednesday. We plan a short drive to our next stop.

I will try to call on Wednesday. If we do not connect I will leave a voice mail.

Looking forward to speaking with you about this project.

Jerry

\*\*\*\*\*

From Jim Maczko  
Responding to Amy Above

In a message dated 5/27/2016 5:21:23 P.M. Eastern Daylight Time, jmaczko@san.rr.com writes:  
Amy:

If would be good if you could arrive on Wednesday – that is when the United Square Dancers of America's Annual meeting would begin at 1:00 PM in the Marriott Hotel.

As for access – if you were to register for the Convention you would be provided with a badge that would allow access to all areas – registration for the Convention would be \$60 or maybe \$70, plus \$15 for a program book.

As for photographing the dancers and the events – typically anyone is allowed to take pictures. Jim and Janet Winslow would be appropriate people to contact to get "permission." jwinslow@mchsi.com

Looking forward to seeing you in Des Moines – Enjoy Thailand.

Jerry Reed will still probably be contacting you on Wed or Thurs as indicated in his message.

Jim Maczko

\*\*\*\*\*

From Jerry  
Information and Request to 65 NSDC and NEC Rep on ARTS Board  
(Includes information from Amy)

In a message dated 5/27/2016 7:00:31 P.M. Eastern Daylight Time, DirectorARTS@aol.com writes:

Hi Jim & Janet and Butch & Ampie,

I can only imagine how bust you are getting prepared for the convention. We are looking forward to visiting Des Moines again.

I am writing with a special request. We have been made aware of a young lady, Amy Lombard, who is reportedly working on a photo documentary titled "Square Dancing In America." Jim Maczko, ARTS Board Member, has met her and has had some communications with her.

I wrote and asked for more information from her regarding this project. Here is what she sent me:

**"I am a documentary photographer particularly interested in American culture--documenting the cultural phenomenons that define our culture and the communities that exist because of that. I'm not a square dancer--I'm very much an outsider looking in. The thing about square dancing, like a lot of communities, is that it's very inside baseball if you catch my drift. Most people don't know that the square dance community is still very vibrant and that you can square dance every single night of the week. The public perception is that it's hokey and something that only happens in the midwest or down south. (just last week I went to a dance in north jersey where I learned there are something like 18 clubs in that region alone.) In its heyday square dancing was a craze that swept the nation, it seems, and so historically it feels important to document these clubs and conventions.**

**Obviously square dancing, despite having this vibrant community of dancers across the world, has been on the decline--so that's another reason why it feels important to document this now more than ever. I've already traveled to California, Nevada, Atlanta, Rhode Island, New York, Jersey and others and so I am going to be doing this over the next year or so hoping to make this as comprehensive as possible. The end goal once the project is complete will probably be a book--a mix of words and pictures. A magazine feature will definitely happen. Time magazine is already interested."**

-----

She would like to attend the 65th NSDC in Des Moines. The following is her response to my question about what she would like to accomplish in Des Moines:

**In a message dated 5/27/2016 10:22:18 A.M. Eastern Daylight Time, amy@amylombard.com writes:**

**Basically for the convention all I need to know is if I have the access to get in/be allowed to photograph. It's a little time sensitive because I would actually be coming from Thailand to Iowa for this and flights are being booked in the next week( I have a shoot in Bangkok) My plans for the convention would be to photograph all of the festivities happening to include in the project and interview the leaders of the community.**

-----

I am writing now to ask if there would be any objections to her attending the 65th NSDC for the purpose as stated above. I would ask that she be provided with a complementary admission to the convention. If that is not possible, and I understand why it would not, Del & I will cover here registration.

Please review the information above and let me know if you would have any objections to her attending for the purpose of documenting the activities and meeting with various dance leaders.

August 18, 2016 (11:04pm)

C:\Users\Jerry\Documents\Jerry Files\ARTS Information\Alliance Mtgs\2016 Meeting\Minutes\Minutes  
(Approved)(16-08-19).wpd

If you have any questions or concerns, please let me know.

FYI - I have included the ARTS Officers as BCC addressees so they are aware of my request. I have also included Jim Maczko because he had the initial contact.

Thanx for your consideration.

Jerry

\*\*\*\*\*  
From Butch & Ampie  
Responding to Jerry Above

In a message dated 5/27/2016 7:43:31 P.M. Eastern Daylight Time, hayeshomer@msn.com writes:

This is great, we need this kind of coverage, and I would suggest she meet some time with the NEC, that will be up to Don and Cheryl, I am coping them.

We, too, would be pleased to cover the registration or help Jim

Butch and Ampie Hayes

\*\*\*\*\*  
From Jim & Janet  
Responding to Jerry Above

In a message dated 5/27/2016 8:05:17 P.M. Eastern Daylight Time, jwinslow@mchsi.com writes:

We would consider Amy an non dancing visitor which would be free but would need to check with registration and get a badge to attend.

We are looking forward to having her at the convention.

Jim & Janet Winslow  
General Chairman  
65th National Square Dance Convention®

\*\*\*\*\*  
From Jerry  
Responding to all above  
Also to Amy

In a message dated 5/27/2016 10:03:55 P.M. Eastern Daylight Time, DirectorARTS@aol.com writes:  
Hi All,

**FOR JIM & JANET** - Thank you VERY MUCH for your quick response and for your support. We very much appreciate you helping Amy get a badge for access to the dance areas.

**FOR BUTCH & AMPIE** - Thank you for your support. Please let me know what we can do to help invite Amy to meet with the NEC

**FOR JIM MACZKO** - Since Del & I will not arrive in Des Moines until Saturday, I ask if you can arrange to meet Amy at the registration area and help with getting her a badge to allow her access to the dance areas.

**FOR AMY** - As noted in the message below (*Message above from Jim & Janet 5/27/2016 8:05:17 P.M. EDT*) , you will be considered a Non-Dancing attendee. There will be no charge, however, you will need to visit the registration area to get the correct badge to allow you access to the dance areas. As noted above, I am asking Jim Maczko to help you with the registration area. PLEASE NOTE - There is a restriction against photographing the dancing in the teen dance hall, so that area will be off limits. Butch & Ampie are ARTS Board Members and represent the National Executive Committee (NEC). They will try to arrange for your to meet with the NEC. Additionally, we invite you to attend the 2016 ARTS Board Meeting to present information about this project. Jim Maczko will be able to help introduce you to other dance leaders.

Thanx to all,

Jerry

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From Jim Maczko  
Responding to Jerry Above

In a message dated 5/28/2016 1:29:22 A.M. Eastern Daylight Time, jmaczko@san.rr.com writes:

Jerry and Amy:

It will be my pleasure to assist Amy upon her arrival in Des Moines and we will be available throughout the Convention as much as possible.

Jim Maczko

\*\*\*\*\*

From Jerry  
Responding to Jim M Above

In a message dated 5/28/2016 10:56:04 A.M. Eastern Daylight Time, DirectorARTS@aol.com writes:  
Jim,

Thanx,

Jerry

\*\*\*\*\*

From Jim & Janet

In a message dated 5/28/2016 10:29:52 A.M. Eastern Daylight Time, jwinslow@mchsi.com writes:

I have a question you say you will arrive in Des Monies on Saturday, but don't give a date which Saturday will that be the 18, or the 25?

We will be happy to do anything needed.

Jim & Janet Winslow  
General Chairman  
65th National Square Dance Convention®

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From Jerry

Answer Jim & Janet Above

In a message dated 5/28/2016 10:56:33 A.M. Eastern Daylight Time, DirectorARTS@aol.com writes:

Sorry for the confusion - we are on an extended RV trip and will visiting Del's family on the way to Des Moines. We will not be able to arrive in Des Moines until Saturday the 25th. Sorry we will be so late.

Jerry

\*\*\*\*\*  
From Don & Cheryl  
NEC President

In a message dated 5/28/2016 2:02:21 P.M. Eastern Daylight Time, canddpruitt@msn.com writes:

We will be glad to have Amy give a presentation to the NEC on what she expects to accomplish with her documentary. The more correct information we can get out there to the non square dancer the better. Hopefully we will get to see the finished product this time. There was a gentleman doing something similar to this at the convention in Arkansas but we never saw the outcome of it. We will let Butch work out the details of when to visit; our thought is maybe at the first day of the meetings. Just let us know so we can inform the rest of the NEC.

Looking forward to meeting with her.

Don & Cheryl Pruitt  
NEC President

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From Amy  
Responding to Don & Cheryl Above

In a message dated 5/29/2016 11:14:05 A.M. Eastern Daylight Time, amy@amylombard.com writes:  
Hi everyone!

Thank you so much for allowing me to come and document this year's festivities. I'm really looking forward to meeting and speaking with you all. You most definitely will see the outcome, I assure you. It might not be immediate because it's something I'll be working on this for the next year traveling around, but I'll keep everyone up to date for sure. I am booking my tickets this week and will keep you posted on when I will be arriving from Thailand.

Thank you again. Really appreciate it.

All the best,  
Amy

\*\*\*\*\*  
From Butch  
Responding to Amy above

In a message dated 5/29/2016 11:28:52 A.M. Eastern Daylight Time, hayeshomer@msn.com writes:

Amy

We would like to offer you the opportunity to meet with The National Executive Committee for the NSDC while we are all in Des Moines.

We meet before the convention, if you can share an outline of your time in Des Moines, I will work with you to find a meeting time.

Thank you, we look forward to hearing from You.

Sent from my iPhone/Homer "Butch" Hayes  
Vice President,  
National Executive Committee /NSDC

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From Amy

In a message dated 5/29/2016 11:37:57 A.M. Eastern Daylight Time, amy@amylombard.com writes:

I will keep you posted as soon as I know what day I can arrive from Thailand. The job that I am going out there for is still working out the shoot dates but I will be coming from there directly to Des Moines. I should know in the next week! Thanks so much.

\*\*\*\*\*

From Don & Cheryl

Responding to Amy Above

In a message dated 5/29/2016 2:07:47 P.M. Eastern Daylight Time, canddpruitt@msn.com writes:

Thanks for keeping us in the loop.

Don & Cheryl Pruitt

NEC President

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From Jerry

Responding to Don & Cheryl Above

In a message dated 5/29/2016 5:27:37 P.M. Eastern Daylight Time, DirectorARTS@aol.com writes:

Hi Don & Cheryl,

I was hopeful Del & I would be able to also attend the NEC meeting, however, we are on a RV trip and will be visiting family on the way to Des Moines and will not be able to arrive until Saturday, June 25.

Thanx for your support,

Jerry

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