



2021 ARTS Meeting Minutes

**Meeting in Jackson, MS
and
Audio/Video Meeting - Via Zoom**

June 27, 2021

**(Approved)
(August 8, 2021)**

2021 ARTS MEETING MINUTES
Jackson, MS and Audio/Video Meeting Via Zoom
June 27, 2021
(Approved, August 8, 2021)

CALL TO ORDER -

ARTS Secretary Jim Taylor called the meeting to order at 9:05 am (Central Time), Sunday, June 27, 2021.

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 Executive Director called the roll.

All Join Hands - Gordon Macaw (Via Zoom)

CALLERLAB - Betsy Gotta

CONTRALAB - Dottie Welch (Via Zoom)

IAGSDC – Gordon Macaw (Via Zoom)

NEC - Butch Hayes (Via Zoom)

NSDCA – Barbara Connelly

ROUNDALAB - Paul Connelly

USAWest - Jim Maczko

USDA - Ed and Lynda Willis

The following Board Members did not attend the meeting:

SSDUSA - Susan Lee

ARTS Officers -

The following ARTS Officers were present OR via Zoom:

Chair - Butch Hayes (Via Zoom)

Secretary - Jim & Judy Taylor

Vice Chair - Erin Byars (Via Zoom)

Executive Director, Jerry Reed (Via Zoom)

Treasurer - Edythe Weber

GUESTS -

Secretary Taylor asked guests to introduce themselves:

The following guests attended:

Michael Streby

John & Dimple Williford (NEC President)

Lou & Angie McClure (NEC Vice President)

WELCOME REMARKS -

Secretary Taylor provided brief welcome remarks.

ADMINISTRATIVE REMARKS -

Executive Director Jerry Reed provided brief remarks and meeting guidelines.

AGENDA CHANGES/APPROVAL

Prior to approval of the agenda, Secretary Taylor asked if there were any additions, deletions, or changes to the printed agenda. The following are changes:

- (1) Add Barbara Connelly as nominee for Vice Chair
- (2) Received notice the SSDUSA have decided to disband after Dance-A-Rama 2021
- (3) Change Re-Image Finance info from "June 21, 2020 was \$1,233" to "June 27,2021 was \$2,079.36"

The following MOTION was submitted:

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

MISCELLANEOUS REPORTS –

Donations Since Last Meeting -

Edythe Weber submitted the following report of donations received between July 2020 and June 2021 - **TOTAL Donations = \$2,765.00**

Governing Board Organizations -

CALLERLAB - \$500.00

NEC - \$500.00

USDA - \$500.00

TOTAL Governing Board Donations = \$1,500.00

Individual Donations:

Jerry & Del Reed - \$500.00

Jim & Edythe Weber - \$5.00

Jerry & Del Reed - \$10.00

TOTAL: Individual Donations - \$665.00

#100 Club = \$600.00

TOTAL \$100 Club - \$600.00

Treasurer Reports –

Edythe Weber, Treasurer, has submitted the following financial information including Income & Expenses for the period June 30, 2020 through June 30, 2021. The historical data below is intended to provide the Board with a perspective of past activity.

Ending Balance (July 1, 2020) = \$19,169.99

(June 30, 2019 = \$17,630.10)

(June 30, 2018 = \$15,866.31)

(June 30, 2017 = \$14,683.45)

(June 30, 2016 = \$12,804.94)

(June 30, 2015 = \$14,387.88)

Income:

Donations - (July 1, 2020 thru Jun 30, 2021)

Re-imaging Project -	\$0.00	(2020 = \$0.00 and 2019 = \$1,278.15)
\$100 Club -	\$600.00	(2020 = \$100.00 and 2019 = \$400.00)
Legacies & Bequests-	\$0.00	(2020 = \$0.00) and 2019 = \$ 100.00)
Governing Board -	\$1,500.00	(2020 = \$1,900.00 and (2019 = \$1,500.00)
Donations (Other) -	\$665.00	(2020 = \$300.00 and 2019 = \$ 700.00)
TOTAL -	\$2,765.00	(2020 = \$2,300.00 and (2019= \$3,978.15)

Dues -

Associate Dues -	\$300.00	(2020 = \$100.00 and 2019 = \$200.00)
Individual Dues -	\$450.00	(2020 = \$275.00 and 2019 = \$250.00)
TOTAL -	\$750.00	(2020 = \$375.00 and 2019 = \$450.00)

Fund Raising -

AmaznSmile Prgm	\$159.00	(2020 = 123.53 and 2019 = \$ 62.37)
Add-A-Buck -	\$0.00	(2020 = \$73.00 and 2019 = \$ 28.00)
TOTAL -	\$159.00	(2020 = \$196.53 and 2019 = \$ 89.37)

TechSoup -	\$0.00	(2020 = \$144.00 and 2019 = \$231.00)
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TOTAL INCOME -	\$3,674.00	(2020 = \$3,015.53) (2019 = \$15,374.13 (CD's) (2018 = \$ 3,263.64)
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Expenses:

Executive Director -	\$1,200.00	(2020 = \$1,200 and 2019 = \$1,200.00)
TechSoup Order -	\$0.00	(2020 = \$147.82 and 2019 = \$ 316.000)
Advertising -	\$600.00	(2020 = \$0.00 and 2019 = \$575.00)
Grant Funds -	\$ 0.00	(2020 = \$0.00 and 2019 = \$200.00)
Meeting Expenses	\$0.00	(2020 = \$27.87 and 2019 = \$200.00)
Internet/Web Exp	\$99.95	(2020 = 99.95 and 2019 = \$229.00)
Mis Exp (Square Fees)	\$10.64	(2020 = \$0.00 and 2019 = \$ 63.19)
Printing & Repro	\$656.43	(2020 = \$0.00 and 2019 = \$417.00)

TOTAL EXPENSES -	\$2,567.02	(2020 = \$1,475.64) (2019 = \$3,001.20) (2018 = \$2,114,55)
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GAIN or LOSS -

This year (2020/2021) (Net Income	\$1,106.98
Previous Year (2019/2020) Gain	\$1,539.89
Previous Year (2018/2019) Gain	\$1,763.79
Previous Year (2017/2018) Gain	\$1,182.86
Previous Year (2016/2017) Gain	\$2,251.89

TOTAL FUNDS AVAILABLE -

Balance (July 1, 2021) = \$20,376.97 (Corrected to \$20,276.97 by Jerry)

\$ 0.00 designated for Video Project (Michael Streby)

\$ 3,583.90 designated for Re-Imaging

\$ 16,793.07 designated General funds (Corrected to \$16,693.07 by Jerry)

Previous Years -

(June 30,2020) = \$19,169.99)

(June 30, 2019) = \$17,630.10)

(June 30, 2018 = \$15,866.31)

(June 30, 2017 = \$14,683.45)

(June 30, 2016 = \$12,804.94)

DONATIONS AT THIS MEETING:

Board Organizations -

NEC Donated \$500.00

USDA Donated \$500.00

Total DONATIONS AT THIS MEETING - \$1,000.00

POSSIBLE DONATIONS IDENTIFIED AS FUTURE:

Board Organizations -

CONTRALAB = \$100.00

CALLERLAB = \$500.00 (Decision will be made at Fall 2021 EC meeting)

Total DONATIONS IDENTIFIED - \$600.00

The following MOTION was presented for consideration:

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

Reports from past meetings -

The following is a history of 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; June 2016 Des Moines, IA; June 2017 (Cincinnati, OH); June 2018 (Kansas City, MO); June 2019 (Atlanta, GA); June 2020 (Zoom Meeting)

Confirm Actions by ARTS Board & Officers Since Last Meeting - (Attached)

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 Officers since the June 2020 ARTS Meeting. The following MOTION was presented for consideration:

MOTION: Be it resolved that the actions taken by the ARTS Governing Board and Officers since the June 2020 ARTS meeting be confirmed. (MSC)

National Square Dance Conventions (NSDC) Information - General Information

(NOTE - Reports and information regarding specific NSDCs will be provided later in this agenda)

Future NSDC - (FYI)

71st NSDC - 2022 - Evansville, IN (June 22-25, 2022)

72nd NSDC - 2023 - Mobile, AL (June 21-24, 2023)

73rd NSDC - 2024 - Milwaukee, WI (June 26-29, 2024)

ARTS Tri-Fold and Dance fact Sheet -

(NOTE - See discussion of both documents later in this agenda)

Showcase Of Ideas Funding -

Patty Wilcox will be asked to provide a brief report, if appropriate. Patty has reported that the 70th NSDC will her last convention to set up the showcase. The following MOTION was submitted for consideration:

MOTION: Be It Resolved That: Erin Byars and Judy Taylor be asked to work with Patty Wilcox for the ARTS Showcase of Ideas display. (MSC)

Ads Daily Program Books -

There is agreement we will purchase ads in NSDC Daily Program Books. These ads will include information about general ARTS information or specific information we want to feature.

In 2019 Jim Maczko was authorized to coordinate the review, update, placement, and payment for ads in the daily program books for all future National Square Dance Conventions (NSDCs). Jim reported he and Erin Byars worked on the ARTS ads. We purchased ads in the 70th NSDC Daily Program Books.

70TH NSDC (2021) Jackson, MS (June 23-26, 2021) -

There are several specific areas to review as noted below

Butch & Ampie Hayes are the NEC Advisor for this convention. They reported the convention budget was based on 2,000 attendees. Latest attendance report was 1,826.

ARTS Tri-Fold and Dance Fact Sheet -

We printed and distributed both ARTS Tri-Fold & the Dance Fact Sheet. Edythe reported we printed 1,000 copies of each document. There are approximately 750 copies remaining. Both documents are discussed later in this agenda.

Showcase Of ideas -

We participated in the Showcase of Ideas. Patty did not report any concerns.

Ads in the daily program books -

We purchased ads in the daily program books, Jim Maczko reported he and Erin Byars coordinated the following items.

- 1) Update ads (w/Erin Byars)
- 2) Negotiate contract/cost
- 3) Submitted ads to NSDC
- 4) Coordinated submission of payment through Edythe Weber

Education Seminars -

Jerry Reed provided a description of our seminars and our interest in participating on the Round Table discussion to the 70th NSDC Education Committee. Our seminars were part of the Club Leadership Program, therefore, we presented the same topic in both seminars. Jim & Judy Taylor and Jim Maczko participated in the Round Table.

The following were submitted as topics for the ARTS Seminars in Jackson:

- 1) Brief history/accomplishments of the ARTS
- 2) Promotion and publicity - how to find and utilize resources
- 3) Re-Image and Brand Identification

Jim & Judy Taylor and Jim Maczko provided a brief report regarding our participation in the Education Seminars and Round Table discussion.

Round Table -

Betsy Gotta, Jim Maczko, and Jim & Judy Taylor represented The ARTS. They reported there was some good discussion, including positive input regarding the future of the activity. There was also a good exchange of ideas including the CALLERLAB Social Square Dancing Program. There seemed to be the feeling that this was one of the best Round Table discussions in several years. Jerry requested both Jim Maczko and Betsy to submit a brief email with their input from the discussions. Betsy will send her input to Jim M. And he will send to Jerry.

Seminars -

There were very few attendees at the seminars. There was general agreement that the topics need to be updated for the 71st NSDC. It was noted that in the beginning The ARTS had a "recognition" problem, therefore, we needed to emphasize who we are and what our goals are. Over the years we have stressed these important points and as a result, our "name recognition" and knowledge of our accomplishments have become well known by the dance community.

There was considerable discussion of possible topics for future ARTS seminars. These included:

- 1) Why dancing is healthy - possibly get a doctor on the panel
- 2) Input from Mike Hogan regarding identifying a specific project for fund raising
- 3) Provide information on CALLERLAB's Social Square Dancing (SSD) program

Jerry will submit an ARTS LOG to request additional comments and ideas for seminar topics.

There was brief discussion regarding the philosophy of the 71st Education Committee. Jerry will contact the 71st NSDC General Chairman to obtain more information.

ARTS Dance -

During previous meetings, the Board has approved a MOTION that we will host a Trail End Dance prior to all future NSDC.

Betsy & Roy Gotta coordinated the Trail End dance in Jackson and served as MC. They provided a brief report. There were approximately 15 squares. During the dance Betsy provided much information including how to donate through AmazonSmile and other important topics. Jim & Judy provided "give away" stickers as promotion and we distributed ARTS handouts. The overall report was another successful dance. The dancers seemed to appreciate that the dancing included both squares and rounds.

71st NSDC (2022) Evansville, IN (June 22-25, 2022) -

We plan to distribute Tri-Fold & Fact Sheet Documents, participate in the Showcase of Ideas, purchase ads in the daily program books, provide Education Seminars, and host a Trail End Dance. Patty Wilcox reported we have requested table for the showcase. Jerry Reed has contacted the General Chairmen, John Cook, for preliminary discussions and to request contact information for NSDC Committees for our areas of interest. Our participation will be reviewed during the the 2022 ARTS meeting.

72nd NSDC (2023) Mobile, AL (June 21-24, 2023) -

We plan to distribute Tri-Fold & Fact Sheet Documents, participate in the Showcase of Ideas, purchase ads in the daily program books, provide Education Seminars, and host a Trail End Dance. Jerry Reed will contact the General Chairmen, Tina & Tom Wilkins, for preliminary discussions and to request contact information for NSDC Committees for our areas of interest. Our participation will be reviewed during the the 2023 ARTS meeting.

73rd NSDC (2024) Milwaukee, WI (June 26-29, 2024) -

We plan to distribute Tri-Fold & Fact Sheet Documents, participate in the Showcase of Ideas, purchase ads in the daily program books, provide Education Seminars, and host a Trail End Dance. Jerry Reed will contact the General Chairmen, Scott and Brenda Deal, for preliminary discussions and to request contact information for NSDC Committees for our areas of interest. Our participation will be reviewed during the the 2024 ARTS meeting.

USAWest Conventions -

2021 USAWest Convention -

The 2021 convention has been postponed to 2022.

2022 USAWest Convention - (San Diego, CA) (August 17 - 20, 2022) -

This item concerns a discussion of the 2022 USAWest Square Dance Convention to be held in San Diego, CA. The theme for the convention is "Dance on the Wild Side". All dancing will be held under one roof at the Handlery Hotel. General Chairman is LPaul & Sally Schmidt; Assistant Chairman is Jim Maczko & Patty Wilcox; and Education Chairman is Bonnie Abramson. As in the past, Jim is asked to coordinate our participation in the Education Seminars

ARTS Tri-Fold Brochures and The Dance Fact Sheet -

We plan to distribute both documents during the convention.

ARTS and Re-Image promotion and Sales Items -

Jim & Judy Taylor agreed to take sales items and "give aways" to the convention.

Showcase Of ideas -

Patty Wilcox reported we need to update/modify our display. She will work with Erin Byars and Judy Taylor on this item.

Ads Daily Program Books -

Jim Maczko reported we plan to have an ad in the program book. He and Erin will work on updating the ad and Jim will coordinate placing the ad in the book and paying for the ad.

Education Seminars - (Bonnie Abramson is Chairman).

As in the past, Jim Maczko is asked to coordinate our participation in the Education Seminars. Scot Byars agreed to assist with creation of topics for the seminar.

Caller School Sponsored by The ARTS -

This item concerns the possibility of a Caller School sponsored by the ARTS at the USAWest convention in 2022.

There was a question regarding prior approval by the Board to sponsor such a school. The following MOTION was approved during the 2020 ARTS meeting:

MOTION: Be It Resolved That: Erin and Scot Byars be authorized to coordinate planning and staffing an ARTS sponsored Caller School in conjunction with the 2021 USAWest Convention. (MSC)

(NOTE - Since the 2021 USAWest Convention was postponed until 2022, it is reasonable that this authorization is extended to the 2022 convention)

Erin & Scot provided a brief report regarding a caller school in 2022. They reported they will continue to explore the possibility of holding an official Caller's College in San Diego, within the same facility which will house the 2022 USAWest Convention.

The school would be a full CALLERLAB curriculum conducted by CALLERLAB Accredited Caller Coaches. Scot & Erin asked if Betsy Gotta would be available, Roy/Betsy will let them know. If Betsy is not available Scot & Erin will coordinate with another Accredited CALLERLAB Caller Coach.

Scot & Erin were requested to submit information for the school to Jerry. They are asked to include specific information regarding any financial or other obligations The ARTS would be responsible for. Jerry will provide the information to the Board. If there are financial obligations, Jerry strongly suggests the Board discuss and vote on that issue prior to any firm commitments for the school.

There was general agreement that a firm understanding and description of what The ARTS would be committed to is required. The Board would be asked for input/vote via ARTS LOG.

The following are some of the questions to be answered:

- 1) Are we endorsing the CALLERLAB caller training curriculum?
- 2) Are we endorsing general caller training?
- 3) Are we endorsing the caller coaches?
- 4) Is there some other item we are committing to or endorsing?

OLD BUSINESS –

Video Promotion Project (TV and Online) - Michael Streby

This item concerns a discussion of the video production and online or TV broadcasting of videos to be produced by Michael Streby. Michael has reported there is a large amount of video posted on You Tube. A concern is that few, if any, provide information about how to find lessons or dance locations or any other important information about the activity.

During the 2019 ARTS meeting the Board approved a budget of \$7,250 for the Video Promotion Project. Progress on this project has been halted during the past year (+) due to the COVID-19 pandemic. However, the project is now back on track to get completed this year. He estimates an honorarium of \$500 to \$1,000 may be required for doctors to provide “on screen” discussion of the health benefits of dancing. Mike Hogan has agreed to host/narrate the video.

Michael stated the purpose/goal of the project is to create 90 second to 2 minute video to be posted on line. The plan also includes paying to market to our demographic target which is 55 to 75 year olds. Apparently, the cost can be limited to pay only for actual downloads/views. There was a question regarding compatibility with “local access” TV. Michael stated this would not be a problem. One of the goals is to get VERY wide exposure to the videos, especially the non-dancing public. He estimates the project will be completed and online before the 71st NSDC in 2022, or possibly by the end Of 2021.

There was brief discussion of the fact that this project can be identified as a candidate to be the “major” project for big money fund raising.

Youth Dancer Committee/Coordinator - Louis Friedlander

This item concerns a discussion of suggestions of how the ARTS might support youth dancers. There has been no discussion of this issue since 2019, therefore, this item will be removed from future agenda, until there is further discussion.

You2CanDance Web Site & Video -

Jerry Reed is not aware of any work being done on this issue.

Marketing – FYI

We have previously publicized the You2candance web site through the E-News Tree, the newsletter, and other media. There has not been any publicity in the past year.

Club & Caller Information -

The web site is linked to “WheresTheDance” for club information. There is no way to determine if the information is valid. Jerry Reed is not aware of any work being done on this issue.

Videos –

The videos are the originals which were first posted when the site went live. Jerry Reed is not aware of any work on this issue.

Redesign of Web Site -

This item concerns the design and tools used for the web site. ALL Board Members are encouraged to review the site. Jerry Reed is not aware of any work on this issue.

ARTS Documents (Tri-Fold and Dance Fact Sheet) -

ARTS Tri-Fold Information Brochures -

Review and Update -

This item concerns discussion of the need for review and update. The document was updated in 2019 and the ARTS web site was updated to include the revised document.

After discussion it was determined the document does not need to be reviewed at this time. If the SSDUSA do disband in the fall 2021, this document will be updated at that time.

Copies on hand and Printing -

We printed 1,000 copies prior to the 70th NSDC. There are approximately 750 copies still on hand. After discussion it was determined that no additional printing is required at this time.

Dance Fact Sheet -

Review and Update -

This item concerns discussion of review and update. The document was updated in 2020 and the ARTS web site was updated to include the revised document.

After discussion of this item the following MOTION was submitted for consideration:

MOTION: Be It Resolved That: The Dance Fact Sheet be reviewed and updated as required. (MSC)

(NOTE - Subsequent to the meeting, ARTS LOG 21-0702-001 (Dance Fact Sheet - Review) was submitted to the Officers and Board for review for suggested updates)

Copies on hand and Printing -

We printed 1,000 copies prior to the 70th NSDC. There are approximately 750 copies still on hand. After discussion it was determined that no additional printing is required until after the review/update is completed.

ARTS Education Grant Program - FYI

General Information

This item concerns the ARTS Grant Program which provides financial assistance to groups which host meetings to discuss various aspects and concerns facing the activity. Guidelines have been approved, published, distributed, and posted on the ARTS web site. A Power Point presentation is available on the ARTS web site and can also be provided electronically.

Education Grant Publicity & Promotion -

There have been numerous announcements regarding the Grant Program including during ARTS Seminars. Periodically the Executive Director sends information to the ARTS Email Tree, articles in the Newsletter and other mailings. The information and application are posted on the ARTS web site. We plan to continue to promote.

Grant Applications -

There have not been any applications during the past year.

Benefit Dances - FYI

This item concerns fund-raising dances to benefit The ARTS. Previous discussions resulted in agreement to change the focus of these dances to simply be local "Benefit Dances." Materials and forms with information and assistance for local groups are on the ARTS web site.

Jerry Reed is not aware of any action on this item.

We will continue to publicize and this item will stay on future agenda to track and report dances and donated funds.

Ask ARTS - FYI

Ask ARTS articles are sent to all the publications for which we have contact information. They are also posted on the ARTS web site and sent to the ARTS Email Tree and others on our mailing list. The latest issues has been submitted to the Officers for review/vote.

All Board Members are requested to submit ideas for Ask ARTS articles to Jerry.

Executive Director Term Of Service -

The Executive Director serves at the pleasure of the Board. The current procedure is for the Board to review and vote the term of the Executive Director during the annual meeting. The following motion was submitted for consideration:

MOTION: Be It Resolved That: Jerry Reed be approved as the ARTS Executive Director for the period of July 1, 2021 through June 30, 2022. (MSC)

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. Edythe Weber is the coordinator for items available through TechSoup. The web site is: (<https://www.techsoup.org/>)

ARTS Electronic Mailing Tree - FYI (Jerry)

This item concerns an electronic 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. Tree contacts cover 47 states/areas plus Australia and Canada. There has been very little activity during the past year

ARTS Newsletter - FYI (Jerry)

This item concerns the ARTS Newsletter which is published periodically. Newsletters are published, distributed, posted on the ARTS web site, and distributed through the Email Tree. The last Newsletter was the August 2020 issue. The next issue is planned for release after this meeting.

Re-Imaging Square Dancing - Jim & Judy

General Information -

The ARTS has established the Square Dancing Re-Image Project to help promote and publicize the new image for Square Dancing including the new logo and slogan. This effort has resulted in very wide spread use of both the logo and slogan by dance organizations around the world. Jim & Judy Taylor are the project leaders. They continue to promote the Re-Image project even though dancing activity has virtually stopped for the past year and a half.

During the 2020 ARTS meeting Jim & Judy reported they continue to promote and sell various promotion items. Items include:

- 1) License plate frames - the cost per frame is around \$0.80 and we sell them for \$5.00 each or 10 for \$40.00; they ordered a supply in preparation for the 69th NSDC
- 2) Stickers have sold very well, but not as well as the License Plate frames. They do have a supply on hand
- 3) Their latest project is iron on Live Lively patches - price is \$3 or \$4.
- 4) "Stick-on" 1.5 inch stickers which can be put on cell phones, lap tops, cash boxes, or any other item to display the Live Lively logo

Finance Information -

Jim & Judy Taylor maintain Re-Image funds separate from the ARTS funds maintained by the Treasurer. They use these funds to conduct project activities. Their balance as of June 27, 2021 was \$2,079.36. The Re-Image Finance Report is attached. In addition to the funds on hand, they have a large supply of the Re-Image products: License Plate Frames, Window Stickers, Iron on Patches, and Inch & ½ Round Stickers.

“LiveLivelySquareDance.com” -

The CALLERLAB Marketing Committee is working on a major marketing and promotion project being funded with substantial funds from the CALLERLAB Foundation. This project will include videos, marketing and promotion materials, and a web site to promote Square Dancing. The committee requested that we transfer the “LiveLivelySquareDance.com” URL to the Foundation for use with this project. This issue was submitted to the ARTS Officers in ARTS LOG 20-0528-001 (Officers - Transfer - LiveLivelySquare Dance.com). The result of that LOG was approval of the following MOTION:

MOTION: Be It Resolved That: The URL LiveLivelySquareDance.com be transferred to the CALLERLAB Foundation for a square dance marketing website (MSC)

Mike Hogan has reported the CALLERLAB Foundation project is a major professional marketing and promotion effort. One of the first goals is to establish the design and implementation of a web site which will include videos and other marketing techniques. The videos will be compatible with Facebook, You Tube, and other online media.

The CALLERLAB committee is working with Sleight Advertising in Omaha, NE. The Vice President of Web Operations (sleightadvertising.com) has contacted us regarding transfer of the URL. He did not provide any information regarding when it might be completed.

After the request to transfer LiveLivelySquareDance.com was approved, Jim & Judy obtained the replacement URL “ReimagingSquareDance.com.” This URL will display the old ARTS Live Lively web site. During our meeting with Mike, we stated our requirement that visitors to “LiveLivelySquareDance” will be directed to the new URL and our existing LiveLively web site. Mike understood our concern and will discuss this requirement with Sleight Advertising. We made it clear that we would not transfer the old URL until we have assurance that visitors will be directed to our ReimagingSquareDance web site. We do not plan to complete the transfer until they are much closer to completion of their web site. At this time, we do not have an estimate of when that will be.

Over the years we have publicized and promoted the “LiveLivelySquareDance” URL many, many times through a VERY wide range of publications, newsletters, seminars, advertisements, and other means. We will immediately begin promoting and publishing the new “ReimagingSquareDance” URL. We got the idea that the new URL will not go public for some time. So we have time to do a massive publicity effort to spread the word. We do agree that publishing the info on Facebook, the ARTS web site, and all other media is an excellent idea. We encourage everybody to include the new URL in your electronic communications.

During the 2020 meeting there was limited discussion of how the Foundation project compares to the You2CanDance web site. There was general agreement that the You2CanDance web site is needed because it includes Square, Round, and Contra dancing. It was noted that the Foundation project is concentrated on Square Dancing.

Re-Imaging Round Dancing -

It has been reported that the ROUNDALAB Board discussed and approved creating and ordering frames with "Live Lively - Round Dance." Jim & Judy Taylor contacted the leadership of ROUNDALAB to coordinate production License Plate Frames which display "Live Lively - Round Dance." As of this meeting Jim & Judy have not had any response from ROUNDALAB. Roy Gotta agreed to raise this issue with the ROUNDALAB Executive Committee.

Re-Imaging Contra Dancing -

Dottie Welch reported CONTRALAB is creating a new web site and that she is the web master. The new web site will include "Live Lively - Contra Dance".

Re-Image Facebook Page

This item concerns a Facebook Page set up to support the Re-Image Project. All Board Members have been asked to become friends on this page and provide regular (perhaps monthly) articles, stories, photos, and other input for the page. The Re-Image Facebook Page is: <https://www.facebook.com/ReimagingSquareDance>

Publications -

This item concerns links on the ARTS web site to Member organization's publications. All Board Members have been asked to visit the ARTS web site AND to VERIFY that the links are valid. Jerry Reed will submit a request to Board Members to review/validate links.

ARTS-Dancetravel.com –

This item concerns a discussion of the travel site. All Board Members have been encouraged to check prices on the site at: www.ARTS-Dancetravel.com Edythe Weber will coordinate this issue.

\$100 Club - FYI

This item concerns a goal of 1,000 donations of \$100 totaling \$100,000. There is limited interest in this issue. There is agreement this is a great idea but it needs more advertising. There is also agreement this effort MUST have a valid project identified, including fund raising goals. We continue to publicize this idea. As of June 1, 2021 a total of \$1,600 has been donated.

Donations Through Amazon Smile - FYI

This item concerns a program through AmazonSmile to collect donations from Amazon customers. Info and details are posted on www.ARTS-Dance.com Information has also been sent to the Email Tree, and in the Newsletter. We will continue to publicize AmazonSmile. Since the last meeting \$159.00 has been donated

Assistant Executive Director - Candidates (Attached)

This item concerns the need for candidates for an Assistant Executive Director. There have been numerous efforts asking for volunteers, however, there have been no responses. The following is the description of this position:

"This position would be filled by a volunteer who would serve at the pleasure of the Board directly under the Executive Director and would provide support and services to the organization as directed by the Executive Director."

Candidates do not have to be a Board Member, however, it is highly recommended that candidates be actively involved in the dance activity. The primary function would be to learn the duties and responsibilities of the Executive Director with the goal of assuming the Executive Director position.

Jerry VERY VERY strongly suggests all Board Members help in the search for candidates. Although not yet critical - this is a very important issue.

Fund Raising & How To Distribute Donated Funds - FYI

This item concerns a discussion of how to raise funds and also how to use funds. There is general agreement that identification and promotion of a specific project is important. One possibility is the video project Michael Streby is working on.

The various ways to donate include:

- 1) Direct cash donations
- 2) Donations from Benefit Dances
- 3) Membership dues
- 4) \$100 Club
- 5) Donations included in wills
- 6) Distribution of assets such as stocks/bonds
- 7) Add A Buck program

Add-A-Buck Program -

This is a program through which dance groups are asked to donate \$1.00 from each admission fee collected to attend a dance, festival, event, convention, etc.

There was brief discussion of the "Add A Buck" program. There was general agreement that more publicity is needed, including how the program works and what is expected from dance groups. Jerry was directed to include information in the next newsletter. This topic will be added to the agenda for the 2022 ARTS meeting.

Dancing After COVID-19 - Dottie Welch

The COVID-19 worldwide pandemic disrupted almost all activities. Our dance community suffered nearly complete shutdown. There was some discussion of this issue during the 2020 ARTS meeting. At that time the dancing shutdown was still nearly complete. During this meeting there were several reports of dancing restarting in various areas. There was general agreement that a challenge will be to not only attract new dancers, but to also convince current dancers to return. Toward that end there was brief discussion of ads Erin Byars had created last year as samples for club/groups to use. Jerry was requested to send these ads to the Officers and Board.

(NOTE - Subsequent to the meeting, Jerry sent the ads to the Office/Board and the Email tree)

NEW BUSINESS –

Election - 2021/2022 Officers -

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

Chair - Erin & Scot Byars

Vice Chair - Barbara Connelly

Treasurer - Edythe Weber

Secretary - Jim & Judy Taylor

Prior to the vote, Secretary Jim Taylor asked if there are any other nominations, there were none. The following MOTION was submitted for consideration:

MOTION: Be It Resolved that: The following candidates be elected as the ARTS Officers for 2021/2022: Chair- Erin Byars, Vice Chair, Barbara Connelly, Secretary - Jim & Judy Taylor, and Treasure - Edythe Weber. **(MSC)**

NEXT MEETING -

The following MOTION is submitted for consideration:

MOTION: Be It resolved that: The 2022 ARTS meeting will be held in Evansville, IN on Sunday, June 26, 2022 immediately following the 71st NSDC.

(NOTE - It is anticipated this meeting will be a “hybrid” meeting; part Face to face and part Zoom)

Meeting adjourned Sunday, June 27, 2021 at 12:15 PM (Central Time)

Submitted by, Jerry L. Reed

Executive Director

Transcribed from audio

Alliance of Round Traditional and Square Dance Inc

Income & Expense

July 2020 through June 2021

		Jul '20 - Jun 21	
Beginning balance July 1, 2020		19,169.99	
Income			
Donations			
	One Hundred \$ Club	600.00	
	Governing Board	1,500.00	
	Donations - Other	665.00	
	Total Donations	2,765.00	
Dues			
	Associate Dues	300.00	
	Individual Dues	450.00	
	Total Dues	750.00	
Fundraising Income			
	AmazonSmile Program	159.00	
	Total Fundraising Income	159.00	
	Total Income	3,674.00	
Expense			
	Executive Director	1,200.00	
	Advertising	600.00	
	Internet & Web Related Expenses	99.95	
Miscellaneous Expense			
	Square Fees	10.64	
	Total Miscellaneous Expense	10.64	
	Printing & Reproduction	656.43	
	Total Expense	2,567.02	
	Net Income	1,106.98	
Ending Balance June 30, 2021		XXXXXXX \$20,376.97	
		\$20,276.97	corrected 7/16/21
TOTAL FUNDS AVAILABLE - \$20,933.40			
	\$0.00	designated to Video Projector (Michael Strebby)	
	\$3,583.90	designated to Re-imaging	
	\$16,793.07 \$16,693.07	designated General funds Corrected 7/16/2021	

Corrections made by Jerry Reed In
response to comments from Dottie
Welch

June 2021 ARTS Meeting Agenda (Page 1 of 2)

ARTS LOGS

ARTS Governing Board and Officers Actions
July 2020 Thru June 2021

ARTS LOG 20-0625-001 (2020 ARTS Mtg Minutes - Draft 2, dtd July 7, 2020)

Action completed as of 07-18-2020. The purpose of this LOG is for the ARTS Officers, Board, and others to review, discuss, and VOTE on the minutes of the 2020 ARTS Zoom meeting held on June 21, 2020. The result of this LOG was approval by the Board of the following MOTION:

MOTION: Be It Resolved That: The minutes of the 2020 ARTS meeting be approved.

ARTS LOG 20-0730-001 (August 2020 ARTS Newsletter)

Action completed as of 08-27-2020. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on the August 2020 Newsletter. The result of this LOG was approval of the following MOTION by the ARTS Officers.

MOTION: Be It Resolved That: The August 2020 ARTS Newsletter be approved.

ARTS LOG 20-0817-001 (2020 SD/RD Ad Campaign - ARTS)

Action completed as fo 08-28-2020. The purpose of this LOG is for the Officers to review a proposed ARTS E-News release to our Email Tree. The Draft E-NEWS is printed. Attached are nine PDF files with sample promotion ads created by Erin Byars in response to our request to her during the 2020 ARTS meeting. The result of this LOG was approval of the Draft E-Mail Tree message and the sample ads. The message and ads will be sent to the ARTS E-Mail Tree contacts.

ARTS LOG 20-0917-001 (\$100 Club Charter Certificate)

Action completed as of 10-03-2020. The purpose of this LOG is for the ARTS Officers to Review, Discuss, and Vote on a proposed certificate to recognize the Charter Members of the ARTS \$100 Club. The result of this LOG was approval by the Officers of the following MOTION:

MOTION: Be It Resolved That: The certificate to recognize Charter Members of the \$100 Club be approved. The approved certificate will be presented to all Charter Members.

ARTS LOG 21-0213-001(DISCUSS) (2021 ARTS Meeting - ZOOM)

Action completed as of 02-27-2021. The purpose of this LOG was for the ARTS Officers and Board to DISCUSS and VOTE on a proposal regard the 2021 ARTS meeting. The result of this LOG was approval of the following MOTION by the Board:

MOTION: Be It Resolved That: The 2021 ARTS Meeting be held on June 27, 2021 in Jackson, MS. Start time for the meeting is 9:00 AM Eastern time. Those Board Members who cannot attend "in person" will attend and participate via an "online" Zoom connection.

The 2021 ARTS meeting will be a "hybrid" meeting. That is some Board Members will attend the face-to-face meeting in Jackson, MS and those Board Members who cannot attend "in person" will attend and participate via an "online" Zoom connection.

The 2021 ARTS meeting will start on Sunday, June 27,2021 at 9:00 AM Central time as noted below:
Eastern time - 1000 AM
Central time - 9:00 AM
Mountain time - 8:00 AM
Pacific time - 7:00 AM

ARTS LOGS

ARTS Governing Board and Officers Actions
July 2020 Thru June 2021

ARTS LOG 21-0511-001 (Final Report) (2021 ARTS Mtg Agenda)

Action completed as of 06-02-2021. The purpose of this LOG is for the ARTS Officers, Board , and others to provide input for items to be discussed and/or acted on during the 2021 ARTS meeting.

While there were several responses to this LOG, there were no suggestions for additional agenda items. Therefore no action was taken.

Re-Imaging Square Dance
Financial Report - June 27, 2021

	A	B	C	D	E	F	G
2			Summary				
3		Key	Spent	Received			
4		Rbolos					
5		Rbumper					
6		RDonate					
7		Rframes		1,148.50			
8		Rpatches					
9		RStickers					
10		Sbanner					
11		Sbolo					
12		SBumper					
13		SDomain					
14		SFrames	449.96				
15		Smail					
16		SNotepad					
17		Sother	81.63				
18		Spatches					
19		SPinBacks					
20		SPinSupl				ReimagingSquareDance.com	
21		SSticker	210.00				
22			741.59	1,148.50		Inventory - 5/31/20	
23		Since 1/1/2020		\$406.91		Frames	250
24		12/31/18 Balance		1523.63		Window Stickers	400
25		12/31/19 Balance		148.82		Iron-on Patches	400
26		Taylor Balance		2,079.36		Round Stickers	5,000
27							
28	12/31/2018	ARTS Balance		3,583.90	as of June 30, 2019		
29							

Re-Imaging Square Dance
Financial Report - June 27, 2021

	A	B	C	D	E	F	G
30			Detail				
31	Key	Date	Num	Description	Memo	Spent	Received
32							
33	RFrames	5/14/2020		70th NSDC	120 License Plate Frames		240.00
34		7/17/2010		Erin Byars	10 License Plate Frames		51.00
35		7/25/2020		CALLERLAB	Re-Image Sales from 68th NSDC		857.50
36							
37	Rpatches						
38							
39	RStickers						
40							
41			Detail				
42	Key	Date	Num	Description	Memo	Spent	Received
43							
44	SFrames	2/20/2020		SSW Dealer Supply	250 License Plate Frames + setup,ship,tax	-247.00	
45	SFrames	3/3/2020		SSW Dealer Supply	125 Frames for Glinda Torvik	-192.06	
46	SFrames	7/16/2020		USPS	10 Frames to Erin Byars	-10.90	
47							
48	Smail						
49	Sother	5/4/2020		GoDaddy	2 year URL ReimagingSquareDance.com	-30.34	
50		2/23/2021		GoDaddy	2 year URL ReimagingSquareDance.com	-36.34	
51		8/30/2020		Wix	ARTS Domain Name - ReimagingSD	-14.95	
52	Spatches						
53							
54	SSticker	3/4/2020		Miaohong Lin (Linda)	5000 Round 1 1/2 inch logo Stickers	-210.00	
55							
56	Srounds						
57							
58				Totals		-741.59	1,148.50
59				Since 1/1/20			406.91
60				12/31/18 Balance			1523.63
61				12/31/19 Balance			148.82
62				Taylor Balance			2,079.36

VOLUNTEER OPPORTUNITY ARTS ASSISTANT EXECUTIVE DIRECTOR (July 2021)

The Alliance for Round, Traditional, and Square - Dance (ARTS) announces the search for a volunteer to fill the position of Assistant Executive Director.

The following is the description of this position:

"This position would be filled by a volunteer who would serve at the pleasure of the Board directly under the Executive Director and would provide support and services to the organization as directed by the Executive Director."

Candidates do not have to be a Board Member nor closely involved with the operation of the organization. However, it is highly recommended that candidates be actively involved with our dance activity.

The primary function of this person would be to learn the duties and responsibilities of the Executive Director, a paid position. The goal is to find a person who will assume the position of Executive Director, at some future date.

Candidates should be very familiar with the dance activity. A strong familiarity with general office procedures, including electronic mail procedures, would be a definite plus.

Initial time commitment is expected to be less than 20 hour/month.

If you are interested, please contact:

Jerry Reed, executive Director

Email - ExecutiveDirector@arts-dance.org

Phone - 321-794-9645

Mail - 4461 Stack Blvd Apt D-231, Melbourne, FL 32901