



2022 ARTS Meeting Minutes

**Meeting in Evansville, IN
and
Audio/Video Meeting - Via Zoom**

June 26, 2022

**(Approved)
(August 20, 2022)**

2022 ARTS MEETING MINUTES
Evansville, IN and Audio/Video Meeting Via Zoom
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(Approved - August 20, 2022)

CALL TO ORDER -

ARTS Chair Erin Byars called the meeting to order at 9:03 AM (Central Time), Sunday, June 26, 2022.

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 -

The following Governing Board Representatives were present:

CALLERLAB - Betsy Gotta
CONTRALAB - Dottie Welch
NEC - Wayne and Lura Wade (Filling in for Louis & Angie McClure)
NSDCA – Barbara Connelly
ROUNDALAB - Paul Connelly
USAWest - Jim Maczko
USDA - Ed and Lynda Willis

The following Board Member did not attend the meeting:

All Join Hands - Gordon Macaw IAGSDC – Gordon Macaw

ARTS Officers -

The following ARTS Officers were present OR via Zoom:

Chair - Erin Byars Secretary - Jim & Judy Taylor
Vice Chair - Barbara Connelly Executive Director, Jerry Reed (Via Zoom)
Treasurer - Edythe Weber

GUESTS -

Erin Byars introduced the following guests:

Michael Streby (Video Project)
Wayne and Lura Wade (NEC)(Filling in for Louis & Angie McClure)
Teresa Berger (CALLERLAB Executive Director)

WELCOME REMARKS -

Erin welcomed everybody, and thanked them for attending. She also thanked the Officers and Board Members for the work they do to support The ARTS and the dance activity.

ADMINISTRATIVE REMARKS -

Executive Director Jerry Reed noted the meeting was being recorded and asked those who will be making reports to submit written reports to Jerry after the meeting for inclusion in the minutes.

AGENDA CHANGES/APPROVAL

Prior to approval of the agenda, Chair Erin Byars asked if there were any additions, deletions, or changes to the printed agenda.

The following is the only change:

ARTS LOG 22-0502-001 (ARTS Power Point) was removed from the list of ARTS Governing Board and Officers Actions to be confirmed at this meeting. This LOG will be added to the list for the 2023 ARTS meeting.

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

(NOTE - EDYTHE REPORTED SHE HAS HAD SERIOUS ISSUES WITH HER ARTS COMPUTER. She WILL BE SUBMITTING DETAILED FINANCIAL INFORMATION TO JERRY REED FOR SUBMISSION TO THE BOARD VIA SEPARATE ARTS LOG)

MISCELLANEOUS REPORTS –

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); June 2021 (Jackson, MS)

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 2021 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 2021 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)

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

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

74th NSDC - 2025 - Shreveport, LA (June 25 - 28, 2025)

ARTS Tri-Fold and Dance fact Sheet -

We plan to print & distribute both documents during the NSDCs. There will be detailed discussion of both documents later in this agenda.

Showcase Of Ideas Funding -

During the 2021 meeting, Patty reported the 70th NSDC would be her last to work on the showcase. Erin & Judy agreed to work with Patty on the display for future conventions. There was no discussion of funding for our showcase. Discussion of the display at the 71st NSDC is included later.

Ads Daily Program Books -

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)..

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

General Report -

There was no information reported.

ARTS Tri-Fold and Dance Fact Sheet -

We printed and distributed both ARTS Tri-Fold & the Dance Fact Sheet during the convention. Edythe reported we printed 500 copies of each document. This was sufficient for the convention. Members were asked to take copies for further distribution. Jim & Judy agreed to take copies for distribution at the 2022 USAWest Convention.

Showcase Of ideas -

We participated in the Showcase of Ideas. Erin reported that Patty recognized the need to help and set out several items on our showcase display. Erin reported she & Judy plan to begin work in the summer of 2022 for the 72nd NSDC Showcase.

Ads in the daily program books -

We purchased ads in the daily program books, Jim Maczko coordinated the following items:

- 1) Updated - with help from Erin Byars
- 2) Negotiated contract/cost
- 3) Coordinated submission of ads to NSDC
- 4) Coordinated submission of payment to NSDC through Edythe Weber

Education Seminars -

This is the ONLY time since The ARTS was created that we were not invited to present a seminar for the Education Committee.

There was limited discussion of the Club Leadership Program (CLP) at the 71st NSDC. The current requirement is that all the CLP requirements MUST be met within two consecutive years. Normally, the required seminars are presented twice to provide attendees the opportunity to attend. This year they were presented only once. This will require participants to attend the 72nd NSDC in 2023. There was general agreement this situation is not fair.

Round Table discussion -

We participated in the Round Table. Erin reported the event was very well attended. Each participant was provided time to tell about their organization and what they are doing to promote and help grow the activity. There was general agreement that the Round Table is a good idea, however, it is not a replacement for the Education Seminars.

ARTS Dance -

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

Betsy & Roy Gotta coordinated our Trail End dance and served as MC. They reported there was an excellent staff of callers and cuers and the dance was very well attended with nearly a full hall. Betsy made many many announcements with information about The ARTS. Jim & Judy reported they distributed a large number of Re-Image Projects items.

ARTS Round Dance -

This year we were invited to host a Round Dance during the convention. Erin served as MC and coordinated an outstanding staff of cuers. The dance was well attended. Erin reported the dance provided very good PR for the ARTS.

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, support and participate in a Round Table Discussion, and host a Trail End Dance or After Party Dance. Our participation will be discussed during the the 2023 ARTS meeting.

Jerry Reed contacted the General Chairmen, Tina & Tom Wilkins, for preliminary discussions and contact information for NSDC Committees for our areas of interest.

Jerry contacted David Maddox (gmaddox2@bellsouth.net), our contact for education seminars and panels for the 72nd NSDC. However, nothing has been done at this time.

(NOTE - Subsequent to the meeting Jerry sent contact information regarding the Program Books and the Showcase of Ideas to Jim Maczko and Erin & Judy for action)

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 contact information for NSDC Committees for our areas of interest. The Education Chair is LPaul and Sally Schmidt.

Our participation will be discussed during the the 2024 ARTS meeting.

74th NSDC (2025) Shreveport, LA, WI (June 25 - 28, 2025) -

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 for preliminary discussions and contact information for NSDC Committees for our areas of interest. .

Our participation will be discussed during the the 2025 ARTS meeting.

USAWest Conventions -

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.

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 reported our Re-Image promotion and sale items will be at the convention. They are considering flying to San Diego and therefore only a limited amount of items would be available.

Showcase Of ideas -

Erin Byars and Judy Taylor have agreed to take the lead for the showcase. They agreed to begin serious planning and work in July 2022.

Ads Program Book -

Jim Maczko reported we will have a full page ad in the Program Book. Erin offered help with creating or editing the ad. Jim will coordinate getting the ad to the convention Program Book contact person. Edythe requested information regarding charges for the ad to include: how much, when due, where to send, etc. Jim acknowledged her request.

Education Seminars - (Bonnie Abramson is Chairman)

Jim Maczko reported there will be several education seminars. Plans include the video project Michael Streby has been working and other ARTS related information.

Caller School Sponsored by The ARTS -

This item concerns the possibility of a Caller School sponsored by the ARTS at the convention. Erin reported that due to circumstances beyond our control there would not be a callers school in 2022. There has been general agreement that sponsoring a school is a very good idea. Erin noted there may be a possibility of arranging for a Caller School in conjunction with the 2023 USAWest Convention In Albuquerque, NM. Additional discussion and planning would be required and Erin agreed to take the lead on this issue.

2023 USAWest Convention (20th) - Albuquerque, NM July 26 -29, 2023.

This item concerns a discussion of the 2023 USAWest Square Dance Convention to be held in Albuquerque, NM. General Chair and Facilities Chair are Randy & Lorraine Pratt (Generalchair@Newmexico.Usawest.Net). Assistant Chair is David And Bonnie Funk.

The theme for the convention is "Lift Off & Float On Down". All dancing will be held under one roof at the Marriott Albuquerque; 2101 Louisiana Blvd NE, Albuquerque, NM 87110.

Jim Maczko noted the change of dates for this convention. The convention will be in July rather than the traditional time in August.

Erin reported earlier there may be a possibility for a Caller School sponsored by the ARTS at the Convention. She will be doing research and gathering ideas and will report more later.

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.

In early May 2022 Michael reported:

Dr. Doug Lee has agreed to do the video and we are planning a shoot as soon as they get back from Florida (snow birds) this month. He is a dancer and he will be doing this without any fee at all.

We should be ready to release prior to the convention. I would be tempted to hold it until the USA west convention and have a presentation there since we can't have one this year at the NSDC. We can get free shares from the dancers that attend the conventions. We can then start the paid portion after we get as much free as we can.

Michael provided some insight into the effective use of video products. He stated that most experts agree 90 seconds is a optimum time to retain interest. The videos are intended to be posted and shared on media such as Face Book. There will also be opportunity to post local club/class information. The plan is to create longer videos as follow up to the 90 second videos for people who are looking for additional information.

The video he played is 90 seconds and is focused on one subject (loneliness/depression). The goal is to show how square dancing can fight loneliness as a way to combat depression. Michael played the video and it was very well received by the Board. There was limited discussion of additional videos, each focusing on one aspect of the activity with emphasis on capturing attention and providing information. Michael offered to write the scripts for future videos.

Michael also reported his understanding that CALLERLAB is also working on a video project. He indicated that mutual cooperation on both projects would be a good thing. Teresa Berger, CALLERLAB Foundation Executive Director, reported they would welcome joint effort cooperation on a video project as we are discussing. She reported that two 30 second videos have been completed and are available on web at: CALLERLAB.org/marketing/. The videos will be able to be posted on the web and will be compatible with TV broadcast. They are customizable to include local contact information. She also reported they are working on creation of a promotion web site which will focus on building interest and promoting square dancing. The web site will also provide contact information to find clubs and classes. There will also be longer videos with more information.

Teresa reaffirmed CALLERLAB and the Foundation's commitment to work with the ARTS to promote square dancing

You2CanDance Web Site & Video - General Information -

There was limited discussion of who is responsible for review and update of the web site. Jerry reported that Jim Weber had been actively monitoring the site. He rarely had to do any work or updates. Edythe will ask our Web Master, Dan Wheeler, to investigate how we can get access to the You2CanDance web site. We will need access to make any changes/updates. Edythe reported that she thinks Dan is not interested in taking on the task of updating this web site.

Ed Willis agreed to periodically review the site and report what he finds to Jerry. Jerry will initiate action as may be required.

Marketing –

We continue to publicize the You2candance web site through the Email Tree, the newsletter, Ask ARTS, and other media. Several square dance publications include promotion of the web site.

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 has done some research and the site seems to provide very limited information. There was some discussion that there MAY be a charge to list information. If this is true, that might explain why there the information seems to be very limited.

Erin agreed to do some research into WheresTheDance. She will report her findings to Jerry for further action as may be required.

Videos –

The videos are the originals which were first posted when the site went live. The videos seem to play as designed. 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 -

The document was updated in December 2021 and the ARTS web site was updated to include the revised document. Jerry recommends we consider review and possible update of the document in late 2023, after the 72nd NSDC. Erin requested all Board Members to review both documents and notify Jerry of any recommended changes. There were no additional comments at this time.

Jerry was requested to begin the review process prior to the 72nd NSDC in June 2023.

Copies on hand and Printing -

Edythe reported we printed 500 copies immediately prior to the 71st NSDC in June 2022. There were copies available at this meeting. There was discussion that we do have a sufficient number available and that we do not need to print more copies at this time.

Jerry was requested to begin the process of re-printing prior to the 72nd NSDC in June 2023.

Dance Fact Sheet -

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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 to help organizations meet the requirements of the program. This presentation has been updated and is currently being reviewed for approval by the ARTS Officers. The 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 has been one request for information from the Eastern District Square and Round Dance Association (EDSARDA) in the New England area for a leadership Seminar in July 2022. As of early May 2022 they had not submitted a completed application.

Dottie reported the EDSARDA has discussed this issue and has plans for their leadership gathering. There was limited discussion regarding any flexibility in the requirement that the application be submitted 60 days prior to the event. Jerry stated any flexibility is at the discretion of the Officers. No further action is planned at this time.

Benefit Dances -

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.

This item will stay on future agenda to track and report dances and donated funds.

Ask ARTS -

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 was in July 2021.

There was a suggestion that we send an article discussing why submission of the "Live Lively" logo for a US Postage Stamp design is not feasible. Jerry will take action on this suggestion.

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 is submitted for consideration:

MOTION: Be It Resolved That: Jerry Reed be approved as the ARTS Executive Director for the period of July 1, 2022 through June 30, 2023. (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. We currently do not have a person to coordinate requests for items available through TechSoup. The web site is: (<https://www.techsoup.org/>)

Edythe reported she will investigate this issue to determine what actions may be required. She will report what she find out to Jerry to determine further action. There was some discussion that many software providers are shifting to "subscription service" rather than stand alone software. This may impact the availability of some software.

ARTS Electronic Mailing Tree - FYI

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. The system remains active. Additional mailings will be sent when relevant information is received.

Jerry reported that few of his contacts include him on their outgoing messages. Therefore, it is difficult to determine how efficient the tree is. Betsy reported that the tree does work as designed in Northern New Jersey. There was a suggestion that Jerry include a request that he be included on messages sent on to the tree. This would provide him some measure of the effectiveness of his part of the tree. Jerry will add this request to future mailings.

ARTS Newsletter - FYI

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 December 2021 issue. The next issue is planned for release after this meeting.

Edythe reported the USDA has requested that we include information about their scholarship and other benefit programs in our newsletter. Jerry confirmed we will include this type information and that there would be no cost.

Jerry requested other organizations to submit similar information they would like included in the newsletter.

Re-Imaging Square Dancing -

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 be active promoting the Re-Image project.

Jim & Judy reported there has been very little activity in 2020, 2021, and so far in 2022.

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. They reported the balance as of June 26, 2022 was \$2,148.62. Because there has been virtually no activity the balance has not significantly changed. They have a large supply of the Re-Image products: License Plate Frames, Window Stickers, Iron on Patches, and Inch & ½ Round Stickers. The inventory they have on hand is estimated at around \$1,000. Jim & Judy reminded the Board that the “live Lively” logo was designed to reflect ALL aspects of our activity. They also reported that with the current inflation hitting all of us, the license frames have more than doubled in cost to over \$4.00 each.

We did have sales items at the CALLERLAB booth at the 71st NSDC, however, there were very few sales. We will receive a report later this year from CALLERLAB.

“LiveLivelySquareDance.com” -

The CALLERLAB Marketing Committee has been working on a major marketing and promotion project for several years. This effort is 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)

In early May 2022 Jim Taylor reported the following:

“We are maintaining two URLs with GoDaddy.com. We have paid for ‘www.LiveLivelySquareDance.com’ twice at \$36.34 each. It is currently good for another 2 years. The transfer process takes some coordination, and it will likely take between 2 to 7 days to accomplish. Most people should be aware that the Re-Imaging website should be accessed using www.ReImagingSquareDance.com “

In mid May 2022 Jack Pladdys, Chairman of the CALLERLAB Marketing Committee, provided the following information in response to a request from Jerry:

“We’re getting close to completing the work on the web site with the vendor. Our plan is the launch the site at the 71st NSDC using the CALLERLAB Organizational table. I will have some conversations with the vendor next week to finalize the timetable to transfer the URL. Our goal is early June so I might share the finished product with the BOG first.”

Jerry has requested Jack to keep Jim & Judy informed regarding the progress of this issue. Jim & Judy reported Jack told them at this convention they plan for the web site to be completed in July 2022.

Teresa Berger, CALLERLAB Foundation Executive Director, reported earlier they are continuing to work on the new marketing/promotion web site. When that site is ready to “go live” the URL will be transferred to the Foundation.

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 of License Plate Frames which display “Live Lively - Round Dance.” As of this meeting Jim & Judy have not had any response from ROUNDALAB. Roy Gotta reported this issue is on the agenda for the ROUNDALAB Board meeting in June 2022.

Re-Imaging Contra Dancing -

Dottie Welch reported CONTRALAB has created a new web site (www.contralab.org) which incorporates the slogan “Live Lively - Contra Dance”. Jerry will include the new CONTRALAB web site URL in the ARTS newsletter.

Re-Image Facebook Page -

This item concerns a Facebook Page set up to support the Re-Image Project. The Re-Image Facebook Page is: <https://www.facebook.com/ReimagingSquareDance>. All Board Members have been asked to become friends on this page. Jim and Judy Taylor do not have the time to do justice to maintaining the Facebook page. Erin encouraged all Board Members to join the page and provide regular (perhaps monthly) articles, stories, photos, and other input for the page. It seems that only people who join the Facebook Page are allowed to post comments. There have been several comments and video posted on the page. Erin indicated she will be posting photos/comments from the 71st NSDC.

There was some discussion regarding who can post on the page. Erin reported she tried but was not successful. This means that Board Members should join the page and post comments, photos, etc. An alternative is to send comments, etc to Jim & Judy and they will post.

Publications -

In the past there were links on the ARTS web site to Member organization’s publications. These links have been removed, primarily due to the difficulty in maintaining accurate data. There are links to Member organizations.

The item will be removed from future agenda, unless there are objections. There were no objections, therefore, this item will be removed from future meeting agenda.

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 When people book travel related items through the web site The ARTS receives a small portion of the cost. The cost is not increased, we simply receive payment.

We continue to promote the site and its advantages in the newsletter. There was discussion of additional promotion of this option including an ad in the NSDC E-Magazine, USDA publications, or other resources. Edythe agreed to research the cost of paid advertising and send to Jerry for further action.

Edythe Weber reported she now has access and control of the web site. She also reported the site does not send us a check until there is a specific amount in our account.

\$100 Club -

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. However, no specific goal nor project has been identified at this time. We continue to publicize this idea. As of June 1, 2022 a total of \$1,800 has been donated.

Information and donation forms are available on the ARTS web site under "ARTS Information". There is a drop down menu which includes "ARTS \$100 Club". There is also a list of \$100 club Members.

Barbara Connelly joined at this meeting. Jerry encourages all Board Members to consider joining the club.

Donations Through Amazon Smile -

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.

The following donations since January 1, 2021 have been reported to the Board (Total = \$169.24):

JAN 1 - MAR 31, 2021 = \$49.59

APR 1 - JUN 30, 2021 = \$36.55

JUL 1 - SEP 30, 2021 = \$26.42

OCT 1 - DEC 31, 2021 = \$56.68 (This is last report as of May 9, 2022)

Assistant Executive Director - Candidates (Attached)

This item concerns the need for candidates for Assistant Executive Director. There have been numerous efforts, including articles in the ARTS Newsletter. 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.

Jerry reported there was a serious inquiry, however, when informed of the scope of the work required there was no more contact. Erin encouraged all Members to try to find a volunteer.

Fundraising & How To Distribute Donated Funds -

This item concerns a discussion of how to raise funds and also how to use funds donated to the ARTS. There is general agreement that identification and promotion of a specific project is important. At this time, no specific projects have been identified.

There was a question regarding the availability of this information on the web site. Jerry stated he will research the web site and if needed will work on getting the information posted.

There are various ways to donate. These include:

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

NEW BUSINESS –

“Live Lively” Logo as US Postage Stamp -

This item concerns a proposal that the “Live Lively” logo be submitted for consideration as the design for a U. S. Postage Stamp.

ARTS LOG 22-0507-0001 (Live Lively Logo - US Postage) was submitted to the Board for review, discussion, and vote. During that LOG Jerry reported that the guidelines from the US Postal Service prohibit any input from The ARTS in the design of the stamp . Due to this VERY serious restriction Jerry recommended no further action. The result of this LOG was approval by the Board of the following recommendation:

JERRY'S RECOMMENDATION

Based on information gathered during ARTS LOG 22-0507-0001 (Live Lively Logo - US Postage Stamp). Jerry Reed recommends that no further action be taken at this time to submit the Live Lively logo to the USPS for consideration as a US postage design,

Bylaws Amendment - Article III - Remove SSDUSA

This item concerns a discussion of proposed Bylaws change to Article III - Members, Section 1 - Class Of Members, A. Governing Board AND Article III - Members, Section 2 – Membership Eligibility and Admission Procedures.

The current Bylaws include Single Square Dancers USA – (SSDUSA) as a Member of the Governing Board. Unfortunately, in 2021 the SSDUSA was disbanded. Therefore, this organization must be removed from the list of Governing Board Members. The SSDUSA have been active and supportive of the goals of The ARTS and they will be missed.

This Board was informed of this situation in September 2021. It is now time to discuss and vote on the Bylaws amendment to remove the SSDUSA from the list of Governing Board Members.

The following MOTION is submitted to the Board for review, discussion, and vote:

*Whereas the ARTS Bylaws includes a list of the Member Organizations, and
Whereas the Single Square Dancers USA – (SSDUSA) organization has disbanded*

Be It Resolved That: Article III - Members, Section 1 - Class of Members AND Article III - Members, Section 2 – Membership Eligibility and Admission Procedures both be amended to remove “Single Square Dancers USA – (SSDUSA)” (MSC)

Specific, Measurable, Attainable, Relevant and Time-Based Goals (S. M. A. R. T.)

This item concerns a discussion of a suggestion from Dottie Welch that the Board discuss the idea of implementing the SMART method for goals. Dottie will be asked to provide a brief explanation and will lead a discussion of this item:

Example:

Specific: The Board shall develop at least one new way to promote the dance forms included under the ARTS umbrella.

Measurable: Clearly results in more dancers for at least one (or more) areas.

Attainable: Similar goals have been achieved in the past.

Relevant It fits in the mission of ARTS. Time-Based: Within a year

Dottie Welch opened discussion by explaining that if we say we want to accomplish something we need to structure it so that after a certain period of time we have an idea of how much we have accomplished and if what we have done has made change or difference. There was general agreement with the concept. It may be possible to take a closer look at this concept as we move forward with the Video Project Michael Streby is working on. Obviously, this concept will take considerable planning prior to implementation.

Promotion Ads - Availability -

This item concerns a discussion of ads Erin created in 2020. The goal was to provide help to clubs looking for materials to promote dances, classes, etc. Erin plans to create more ads. There was discussion regarding availability of the ads on the ARTS web site. Jerry has responded to a large number of requests for the ads. He confirmed they are not currently on the web site.

There was general agreement that posting the ads on the web site is a good idea. Jerry will take action to get them posted.

Election - 2022/2023 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, Chairman Byars asked if there were any additional nominations. There were none, therefore, the following MOTION was submitted:

MOTION: Be It Resolved that: The following candidates be elected as the ARTS Officers for 2022/2023: Chair- Erin Byars, Vice Chair, Barbara Connelly, Secretary - Jim & Judy Taylor, and Treasurer - Edythe Weber. (MSC)

NEXT MEETING -

The following MOTION was submitted:

MOTION: Be It resolved that: The 2023 ARTS meeting will be held in Mobile, AL, on Sunday, June 25, 2023 immediately following the 72nd NSDC. (MSC)

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

Meeting adjourned Sunday, June 26, 2022 at 11:45 AM (Central Time)

Submitted by, Jerry L. Reed

Executive Director

Transcribed from audio

Financial Report to be submitted via separate ARTS LOG

ARTS LOGS

ARTS Governing Board and Officers Actions
July 2021 Thru June 2022

ARTS LOG 21-0617-001 (Ask ARTS #22 COVID-19 & Dancing)

Action completed as of 07-07-2021. The purpose of this LOG is for the Officers to review, discuss, and Vote on the next issue of Ask ARTS (Ask ARTS #22 COVID-19 & Dancing). The results of this LOG was approval of the following MOTION by the 2020/2021 ARTS Officers. The ASK ARTS Article will be sent to the Email Tree contacts and Dan Wheeler will be asked to post on the ARTS web site.

MOTION: Be It Resolved That: Ask ARTS #22 (COVID-19 and Dancing) be approved. (MSC)

ARTS LOG 21-0630-001 (2022 ARTS Seminar Topics)

Action completed as of 07-15-2021. The purpose of this LOG is to request input from the ARTS Board and others regarding the topics for the ARTS seminars during the 71st NSDC in Evansville, IN in June 2022. The results of this LOG were approval of the following plan for the ARTS seminars during the 71st NSDC in Evansville, IN in June 2022. Jerry will notify the 71st NSDC Education Committee.

- 1) The title of our seminar(s) will be "Dancing in the Post COVID-19 World", or something similar
- 2) The seminars will emphasize marketing and promotion, especially in the Post COVID-19 World
- 3) I will ask the following to staff the seminar
 - A) Jim & Judy Taylor - Briefly discuss re-imaging
 - B) Mike Hogan to discuss general marketing/promotion philosophy & methods
 - C) Erin/Scot Byars to discuss specifics of The ARTS promotion & advertising efforts/products

ARTS LOG 21-0702-001 (Dance Fact Sheet - Review)

Action completed as of 07-25-2021. The purpose of this LOG is for the ARTS Board and others to review the Dance Fact Sheet to determine if changes are needed. After review the Board will VOTE to approve any suggested changes. The only response to the Start DISCUSSION message was from Dottie Welch. Due to the lack of responses, the following plan for review and update was implemented:

- 1) The current version was submitted to Erin and the review committee for review & update
- 2) The updated version was submitted to the ARTS Officers under LOG 21-0725-001 for review and VOTE

ARTS LOG 21-0703-001 (2021 ARTS Meeting Minutes)

Action completed as of 08-08-2021. The purpose of this LOG is for the ARTS Board and others to review Draft 1, Dated 7/2/2021 of the minutes for the 2021 ARTS Meeting. As a result of this LOG the Board approved the following MOTION:

MOTION: Be It Resolved That: The minutes of the 2021 ARTS meeting be approved.

ARTS LOG 21-0721-001 (July 2021 Newsletter)

Action completed as of 08-13-2021. The purpose of this LOG is for the ARTS Officers **and** others to review Draft 2, dated 7/13/2021, of the July 2021 ARTS Newsletter. The results of this LOG was approval of the following MOTION by the ARTS Officers:

MOTION: Be It Resolved That: The July 2021 issue of the ARTS Newsletter be approved.

ARTS LOG 21-0725-001 (Dance Fact Sheet)

Action completed as of 09-08-2021. The purpose of this LOG is for Erin Byars and a review committee ((Betsy & Roy Gotta, Barbara Connelly, and Paul Connelly) to review and update the Dance Fact Sheet. After the committee completed its work the updated fact Sheet was submitted to the Board for review and vote. The results of this LOG were approval by the Board of the following MOTION:

MOTION: Be It Resolved That Draft 4, dated AUG 28 2021 of the Fact Sheet be approved.

ARTS LOGS

ARTS Governing Board and Officers Actions
July 2021 Thru June 2022

ARTS LOG 21-0802-001 (Fact Sheet Draft #1)

Action completed as of 08-10-2021. The purpose of this LOG is for a small select group to review and provide comments and suggestions for changes to the revised Fact Sheet identified as Fact Sheet, Draft 1, dated 08-02-2021. As a result of this LOG Draft 2, dated 08-02-2021 was created. Draft 2 will be submitted to the Board for review and vote.

ARTS LOG 21-0822-001 (2022 ARTS Seminars)

Action completed as of 09-19-2021. There are several purposes for this LOG, relating to the ARTS seminar to be presented during the 71st NSDC in June 2022:

- 1) Identify the title and topics
- 2) Approve the description
- 3) Approve the staff

The result of this LOG is review and approval of the following:

STAFF - Jim & Judy Taylor; Mike Hogan; Erin & Scot Byars ; and Michael Streby

TITLE - "Dancing in the Post COVID-19 World"

DESCRIPTION -

"This seminar will provide a brief presentation of the Re-Image Square Dance Project. We will provide a presentation on marketing and promotion, with emphasis on promotion materials and general marketing techniques for the Post COVID-19 dance world. We will also provide a presentation of new and dynamic video project, designed for use by clubs to promote and market our activity. We will welcome input and questions. If you want to learn more about promotion and marketing in the Post COVID dance world, this is the seminar for you."

MOTION: Be It Resolved that the Staff, Title, and Description of the ARTS seminar, as described above, to be presented during the 71st NSDC in Evansville, IN in June 2022 be approved.

ARTS LOG 21-0901-001 (71 NSDC Interactive Round Table)

Action completed as of 09-021-2021. The purpose of this LOG is two fold:

- 1) Inform the ARTS Officers and Board of the plan for the new format Round Table session to be held during the 71st NSDC in Evansville, IN in June 2022
- 2) Invite ARTS Officers & Board Members to participate in the next Zoom meeting, Wednesday, September 22, 2021, 7:30 pm Central Time

There was no action required by the recipients for this LOG. The purpose was to provide information.

ARTS LOG 21-0908-001 (Amend Bylaws Article III, Section 1 and Article III, Section 2)

Action completed as of 09-23-2021. The purpose of this LOG is for the Board and Officers to review, discuss, and provide comments regarding proposed a change to Article III, Section 1 and Article III, Section 2.

NOTE - This issue will be presented during the 2022 ARTS meeting, THERE WAS NO VOTE ON THIS LOG!

Article III of the ARTS Bylaws includes a list of Member organizations. The Single Square Dancers USA (SSDUSA) is currently listed in Article III, Sections 1 and 2. We have received notice the organization is disbanding. Therefore, a change to Article III is needed.

ARTS LOGS

ARTS Governing Board and Officers Actions
July 2021 Thru June 2022

The following MOTION will be presented, discussed, and voted on during the 2022 ARTS meeting:

**Whereas the ARTS Bylaws includes a list of the Member Organizations, and
Whereas the Single Square Dancers USA – (SSDUSA) organization has voted to disband**

Be It Resolved That: Article III - Members, Section 1 - Class of Members AND Article III - Members, Section 2 – Membership Eligibility and Admission Procedures both be amended to remove “Single Square Dancers USA – (SSDUSA)”

ARTS LOG 21-0924-001 (71st NSDC Showcase Of Ideas)

Action completed as of 10-10-2021. The purpose of this LOG is for the Showcase Of Ideas group (Erin, Judy, and Patty) to review and respond to a request for information/action regarding the ARTS Showcase Of Ideas at the 71st NSDC in June 2022. The primary focus of this LOG was printing copies of the ARTS Tri-Fold and the Dance Fact Sheet.

Erin Byars and Judy Taylor agreed to work with Patty Wilcox to coordinate and set up the ARTS Showcase Of Ideas at the 71st NSDC in June 2022 in Evansville, IN.

As a result of this LOG a new LOG will be submitted to the Board for review and vote on Jerry’s recommendation that we print 3,000 copies of both documents.

ARTS LOG 21-0926-001 (ARTS Tri-Fold Brochure - Review For Update)

Action completed as fo 10-10-2021. The purpose of this LOG is for the ARTS Officers and Board to review and provide comments/input regarding the update of the Tri-Fold Brochure.

BACKGROUND - We have received official notification that the Single Square Dancers USA (SSDUSA) are in the process of disbanding. As you know, there will be a proposed amendment to the ARTS Bylaws to remove the SSDUSA from the list of Board Members. Therefore, that is one change we must make to the Tri-Fold before we print copies.

During discussion of this LOG the only changes suggested were:

- 1) Remove SSDUSA
- 2) Reduce the number of Member Organizations to 9

As a result of this LOG Erin Byars was asked to update the ARTS Tri-Fold. After she has completed the update the revised document will be submitted to the Board for review and vote.

ARTS LOG 21-1004-001 (Review - Article for 71st NSDC)

Action completed as of 10-19-2021. The purpose of this LOG is for the ARTS Officers to review and VOTE on an article featuring the ARTS to be published in National Squares for the 71st NSDC.

The result of this LOG was approval by the Officers of the following MOTION:

MOTION: Be It Resolved That: Draft 3, dated 10-03-2021 of an article featuring the ARTS to be published in National Squares for the 71st NSDC be approved.

ARTS LOG 21-1011-001 (ARTS Tri-Fold Brochure - Update)

Action completed as of 11-17-2021. The purpose of this LOG is for Erin Byars to update the ARTS Tri-Fold Brochure. After update is complete, the document will be submitted to the ARTS Board for review and vote. During discussion of this issue the only changes suggested to the Tri-Fold were: 1) Remove SSDUSA and 2) Reduce the number of Member Organizations to 9. The result of this LOG was approval by the Officers of the following MOTION:

MOTION: Be It Resolved That: The updated ARTS Tri-Fold, dated 10-23-2021 be approved.

ARTS LOGS

ARTS Governing Board and Officers Actions
July 2021 Thru June 2022

ARTS LOG 21-1109-001 (2022 Roundtable At 71st NSDC)

Action completed as of 11-24-2021. The purpose of this LOG is to ask the Officers and BOARD if they would like to participate in the Roundtable discussion during the 71st NSDC in June 2022 in Evansville, IN. The result of this LOG was selection of Jim Maczko as The ARTS representative on the Roundtable discussion.

ARTS LOG 21-1115-001 (List ARTS Org Events - 2022)

Action completed as of 11-24-2021. The purpose of this LOG is to ask the Officers & Board to review the list of Member Organization events in 2022 and provide corrections OR verify the list is correct and whether it is OK to include in the next issues of the ARTS newsletter. The result of this LOG was approval of the list of 2022 events.

ARTS LOG 21-1117-001 (Fact Sheet and Tri-Fold - Printing)

Action completed as of 12-06-2021. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on a recommendation from Jerry Reed that we print 1,000 copies of the updated Dance Fact Sheet and 1,000 copies of the updated ARTS Tri-Fold. (NOTE - Jerry's original recommendation was to print 3,000 copies, however, Edythe pointed out, and Jerry agreed, 1,000 copies is a much better option. The result of this LOG was approval of the following MOTION by the Officers:

MOTION: Be It Resolved That: 1,000 copies of the updated Tri-Fold, dated 11-17-2021, AND that 1,000 copies of the updated Dance Fact Sheet, dated 09-13-2021, be printed.

ARTS LOG 21-1125-001 (December 2021 Newsletter)

Action completed as of 12-13-2021. The purpose of this LOG is for the ARTS Officers others to review Draft 1, Dated 11/25/2021 of the December 2021 ARTS Newsletter. The result of this LOG was approval of the following MOTION by the Officers:

MOTION: Be It Resolved That: The December 2021 issue of the ARTS Newsletter be approved.

ARTS LOG 21-1204-001 (ARTS Seminar - 71st NSDC - Status)

Action completed as of 12-05-2021. The purpose of this LOG is to inform the ARTS Officers and eventually the Board of the status of our offer to provide a seminar for the Education Committee during the 71st NSDC in Evansville, IN in June 2022. The result of this LOG was to inform the ARTS officers and Board of the plan for the Education Program during the 71st NSDC. This plan includes The ARTS as a participant in the Round Table Discussion, but does NOT include The ARTS in any other part of the program. In other words The ARTS will NOT be presenting a seminar during the 71st NSDC in June 2022.

ARTS LOG 22-0114-001 (2022 Mtg Room Cost)

Action completed as of 02-21-2022. The purpose of this LOG is the ARTS Officers to discuss and vote on a recommendation from the Executive Director that we authorize \$150.00 to pay for high speed internet connection in the meeting room for the 2022 ARTS meeting. The result of this LOG was approval of the following MOTION by the ARTS Officers:

MOTION: Be It Resolved That: The ARTS authorize an expense of \$150 to pay for a high speed internet connection in the Old Plaza Events Plaza (Convention Center) in Evansville, IN for the 2022 ARTS meeting on Sunday June 26, 2022.

ARTS LOG 22-0307-001 (2022 ARTS Mtg Agenda)

Action completed as fo 03-27-2022. 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 2022 ARTS meeting to be held June 26, 2022 in Evansville, IN. The result of this LOG was creation of draft 1 of the agenda for the 2022 ARTS meeting.

ARTS LOGS

ARTS Governing Board and Officers Actions
July 2021 Thru June 2022

ARTS LOG 22-0317-001 (ARTS Seminars at 73rd NSDC)

Action completed as if 04-08-2022. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on Jerry's suggestions in response to a request from the Education Committee of the 73rd NSDC regarding the seminars The ARTS will present during the convention. There has been no further communication from the 73rd NSDC and there were NO responses to the Start DISCUSSION message. There fore, this LOG is CANCELLED and this issue will be submitted at a later date.

ARTS LOG 22-0507-0001 (Live Lively Logo - US Postage Stamp)

Action completed as of 05-25-2-022. The purpose of this LOG is for the ARTS Officers and Board to review, discuss, and vote on a suggestion that the Live Lively logo be submitted for consideration as a US Postage Stamp. The result of this LOG was approval of the following recommendation from the Executive Director:

MOTION- Based on information gathered during ARTS LOG 22-0507-0001 (Live Lively Logo - US Postage Stamp) Jerry Reed recommends that no further action be taken at this time to submit the Live Lively logo to the USPS for consideration as a US postage stamp design.

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