



2023 ARTS Meeting Minutes

**Meeting in Mobile, AL
and
Audio/Video Meeting - Via Zoom**

June 25, 2023

**(Approved)
(July 30, 2023)**

2023 ARTS MEETING MINUTES
Mobile, AL and Audio/Video Meeting Via Zoom
June 25, 2023
(Approved - July 30, 2023))

CALL TO ORDER -

ARTS Vice Chair Barbara Connelly called the meeting to order at 9:07 AM (Central Time), Sunday, June 25, 2023.

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 Executive Director called the roll.

The following Governing Board Representatives were present -

CALLERLAB - Betsy Gotta	ROUNDALAB - Roy Gotta
CONTRALAB - Dottie Welch	USAWest - Jim Maczko
NEC - Louis & Angie McClure	USDA - Ed and Lynda Willis
NSDCA – Barbara Connelly	

The following Board Members did not attend the meeting:

All Join Hands - Gordon Macaw	IAGSDC – Gordon Macaw
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ARTS Officers -

The following ARTS Officers were present OR via Zoom:

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

GUESTS -

Chair Barbara Connelly welcomed the following guest:

Michael Streby Paul Connelly

WELCOME REMARKS -

Barbara welcomed all to the meeting with brief remarks.

ADMINISTRATIVE REMARKS -

Executive Director Jerry Reed also welcomed all with brief remarks.

AGENDA CHANGES/APPROVAL

Prior to approval of the agenda, Vice Chair Barbara Connelly asked for any additions, deletions, or changes to the printed agenda. The following changes were noted:

- 1) New Section 2C “Donations at this meeting” was added
- 2) Old Section 2C was renamed “2D Future Donations”

The following MOTION was submitted for consideration:

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

MISCELLANEOUS REPORTS –

Donations Since Last Meeting -

The following donations were received between July 01, 2022 and June 30, 2023 -

TOTAL Donations = \$2,400.00
(July 2021 thru June 2022 = \$4, 676.58)
(July 2020 thru June 2021 = \$2,765.00)

Governing Board Organizations -

CALLERLAB - \$500.00 (Includes \$250.00 Frm Jerry & Del in name of CALLERLAB)
CONTRALAB - \$100.00
Campers - \$100.00
NEC - \$500.00
ROUNDALAB - \$500.00
USDA - \$500.00
TOTAL Governing Board Donations =\$2,200.00

Other Donations:

Others = \$200.00

Treasurer Report – (Attached)

Edythe Weber, Treasurer, submitted the attached financial Report for the period July 01, 2022 through June 30, 2023. Historical data is intended to provide a perspective of past activity.

Ending Balance (June 30, 2023) = \$23,529.14
(June 30, 2022 = \$22,833.33)
(June 30, 2021 = \$20,276.97)
(June 30, 2020 = \$19,169.99)

INCOME:

Donations - (July 1, 2022 thru Jun 30, 2023)

Governing Board Donations -

CALLERLAB - \$500.00
(Includes \$250.00 Frm Jerry & Del in name of CALLERLAB)
CONTRALAB \$100.00
Campers \$100.00
NEC \$500.00
ROUNDALAB \$500.00
USDA \$500.00

Total Governing Board Donations - \$2,200.00
(2022 = \$1,600.00
(2021 = \$1,500.00)
(2020 = \$1,900.00)

Donations (Other) -	\$200.00 (2022 = \$2,976.58) (\$2,476.56 From SSDUSA) (2021 = \$665.00) (2020 = \$300.00)
TOTAL DONATIONS -	\$2,400.00 (2022 - \$4,676.56) (2021 = \$2,765.00) (2020 = \$2,300.00)
Dues -	
Associate Dues -	\$200.00 (Colorado & Wisconsin) (2022 = \$100.00) (2021 = \$300.00) (2020 = \$100.00)
Individual Dues -	\$173.25 (2022 = 200.00) (2021 = \$450.00) (2020 = \$275.00)
TOTAL DUES -	\$373.25 (2022 = \$300.00) (2021 - \$750.00) (2020 = \$375.00)
Fund Raising -	
AmazonSmile Program -	\$27.14 (2022 = \$119.27) (2021 = \$159.00) (2020 = 123.53)
Add-A-Buck -	\$39.00 (Missouri) (2022 = \$0.00) (2021 = \$0.00) (2020 = \$73.00)
TOTAL FUND RAISING -	\$66.14 (2022 = 119.27) (2021 = \$159.00) (2020 = \$196.53)
TOTAL INCOME -	\$2,839.39 (2022 = \$5,095.85) (2021 = \$3,674.00) (2020 = \$3,015.53)

EXPENSES:

Executive Director -	\$1,200 (2022 = \$1,200.00) (2021 = \$1,200.00) (2020 = \$1,200.00)
Advertising -	\$660.00 (72 nd NSDC & USAWest) (2022 = \$600.00) (2021 = \$600.00) (2020 = \$0.00)
Grant Funds -	\$200.00 (2022 = \$0.00) (2021 = \$0.00) (2020 = \$0.00)
Meeting Expenses	\$0.00 (Jerry & Del paid for internet-2022 mtg) (2022 = \$0.00) (2021 = \$0.00) (2020 = \$27.87)
Internet & Web Related Exp -	\$83.58 (2022 = \$99.95) (2021 = \$99.95) (2020 = 99.95)
Printing & Reproduction -	\$0.00 (Printing for 72 nd NSDC will be pd- Jul 2023) (2026 = \$626.76) (2021 = \$656.41) (2020 = \$0.00)
TOTAL EXPENSES -	\$2,143.58 (2022 = \$2,539.36) (2021 = \$2,567.02) (2020 = \$1,475.64)

GAIN or LOSS -

This year (2022/2023) Net Gain -	=	\$695.81
Previous Year (2021/2022) Gain =		\$2,556.36
Previous Year (2020/2021) Gain =		\$1,106.98
Previous Year (2019/2020) Gain =		\$1,539.89
Previous Year (2018/2019) Gain =		\$1,763.79

TOTAL FUNDS AVAILABLE -

Balance (June 30, 2023 = \$23,529.14)
\$3,583.90 designated for Re-Imaging
\$19,945.24 designated General funds
(June 30, 2022 = \$22,833.33)
(June 30, 2021 = \$20,376.97)
(June 30,2020 = \$19,169.99)

DONATIONS At THIS MEETING (NOTE - Jerry has sent Thank You letters):

NEC - \$500.00 USDA - \$500.00

FUTURE DONATIONS IDENTIFIED DURING THIS MEETING

(Edythe will notify Jerry & he will send Thank You Letters):

1) Board Organizations -

CALLERLAB - \$250.00
CONTRALAB - \$100.00
ROUNDALAB - \$500.00

2) Individual Memberships - (NOTE - Jerry has sent Thank You letters

Edythe Weber - \$25.00
Jim & Judy Taylor - \$50.00
Jerry & Del Reed - \$50.00
Ed & Lynda Willis - \$50.00

3) Associate Board Member -

None

4) Individual Donations (Not Membership nor \$100 Club) - (NOTE - Jerry sent letter)

Jerry & Del Reed - \$250.00

5) \$100 Club -

None

Total DONATIONS IDENTIFIED/PROMISED - \$2,275.00

(NOTE - Edythe will notify Jerry when received and Jerry will send Thank You letters)

The following MOTION was presented for consideration:

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

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 2022 ARTS Meeting. The following MOTION is presented for consideration:

MOTION: Be it resolved that the actions taken by the ARTS Governing Board and Officers since the June 2022 ARTS meeting be confirmed. (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); June 2021 (Jackson, MS); June 2022 (Evansville, IN)

National Square Dance Conventions (NSDC) Information - General Information

(NOTE - Reports & information regarding specific NSDCs is included later in the minutes)

Future NSDC - (FYI)

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

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

75th NSDC - 2026 - Waco, TX (June 24-27, 2026)

76th NSDC - 2027 - An intent to bid has been submitted from Arizona.

ARTS Tri-Fold and Dance fact Sheet -

We printed 500 copies of both documents. Edythe reported there are enough copies on hand to support the 2023 USAWest Convention. There will be detailed discussion of both documents later in this agenda.

Showcase Of Ideas Information & Funding -

Judy Taylor reported the display at the 72nd NSDC was very disappointing. Erin Byars reported she had updated the display for the 2022 USAWest Convention. The update included enlarging the cover of the ARTS Tri-Fold with additional information. The display was printed on vinyl which can be rolled up for easy transport and storage. However, due to circumstances beyond her control she was unable to provide the display prior to the 72nd NSDC.

Erin will review and update the display as needed. The new display will be available for the 2023 USAWest Convention and the 73rd NSDC.

There was no discussion of funding issues for the display. Erin reported the update reported above did not cost The ARTS any funds.

Ads Daily Program Books - (FYI)

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 will continue to coordinate all actions needed to get our ads into the program books, Jim will be asked to provide a brief report for the 72nd NSDC later in this agenda.

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

There were several specific areas reviewed, as noted below

General Report -

Louis & Angie McClure reported there were no major problems nor concerns during the convention.

ARTS Tri-Fold and Dance Fact Sheet -

We printed and distributed both ARTS Tri-Fold & the Dance Fact Sheet during the convention. Edythe reported there are copies still available. Jim & Judy requested copies to be distributed during the 2023 USAWest Convention later this year.

Showcase Of ideas -

We participated in the Showcase of Ideas. As Judy noted earlier there were concerns with the display. Also as noted above the issues will be resolved prior to the 2023 USAWest Convention and the 73rd NSDC.

Ads in the daily program books -

Jim Maczko reported we purchased ads in the program book and the following items:

- 1) Erin updated our ads
- 2) Jim negotiated contract/cost
- 3) Jim coordinated submission of ads to NSDC
- 4) Jim coordinated submission of payment through Edythe Weber. Edythe reported that although she has sent payment, our check has not yet cleared thru our bank. She will continue to monitor this issue.

Education Seminars -

Jim Maczko reported we staffed two seminars titled "History & Accomplishments" these seminars were part of the Club Leadership Program and included a couple of Michael Streby videos. Attendance was consistent with past years.

There was discussion that changing the title and content of our seminars would be a good idea and a way to maintain and increase interest. It was suggested that including the promotion videos would be a good idea. It was also discussed that any changes should be done soon and the 73rd NSDC Education Committee needs to be kept "in the loop".

Jerry requested all Board Members send him ideas for improving our seminars. He also requested input for new people to staff the seminars. It was noted that the current staff has been doing the presentations for MANY years. Erin volunteered to help & Jim & Judy noted this is an opportunity for them to promote our Re-Imaging Products. Michael Streby suggested the following title for our seminar at the 73rd NSDC - "Marketing Tools Available Through The ARTS".

Round Table Discussion -

We participated in the Round Table. Barbara and Jim Maczko reported this discussion seemed different from past years. Jim also reported that organizations will not be invited to participate next year. Apparently, the Round Table in Milwaukee will be staffed by dance leaders. The discussion will center on how the dance leaders actually implement the information provided by the various dance organizations.

Louis McClure reported that a sub-committee was created to discuss the Round Table discussions with the goal of increasing interest and attendance. They will be monitoring how the 73rd NSDC implements the Round Table.

ARTS Dance -

Previously, the Board approved a MOTION that we will host a Trail End Dance or an After Party Dance at all NSDCs.

This was the first NSDC during which The ARTS did not host a Square Dance. Betsy & Roy Gotta coordinated our Round Dance After Party and served as MC. They reported the dance was very well attended. We distributed our handouts and some Re-Imaging promotion materials.

Louis reported the NEC guidelines require a maximum of three After Party Dances each night - a Square Dance, a Round Dance, and a Youth Dance. Each NSDC must follow these guidelines. He reported the following requirement for the Square Dance After Parties: Thursday = upcoming conventions; Friday = selected organization; and Saturday = future convention bidding city. The other After Party dances (Round and Youth) are controlled by the NSDC. He also reported that each NSDC controls the number and type of Trail End Dances.

There was discussion about the Trail End Plus Dances we have hosted in the past. There was general agreement that these dances were very well attended, even though they were at the same time as the Live Band Mainstream dances. These dances provided an outstanding opportunity to publicize The ARTS and to distribute our materials.

Jerry will emphasize to the 73rd NSDC that we VERY much desire to host both a Trail End Plus Dance with Rounds and/or an After Party (either Round Dance OR Squares with Rounds).

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 or After Party Dance. Edythe reported she will submit a "Showcase Table" form.

Jerry Reed contacted General Chairman Scott and Brenda Deal Email - GC@73nsdc.com In October 2022 for preliminary discussions and contact information for NSDC Committees. As of June 01, 2023, there was no response. On June 03, 2023 Jerry sent a "2nd TRY" request to the 73rd NSDC General Chair. They responded that they will provide information later. Our participation will be discussed during the the 2024 ARTS meeting.

74th NSDC - 2025 - Shreveport, LA (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 or After Party Dance.

Jerry Reed will contact the Ted & Tonia Hofmeister, General Chair; chair@74thnsdc.com for preliminary discussions and contact information. Jerry could not find the name of the General Chair, and will continue to investigate. He will contact NSDC personnel for our areas of interest. Our participation will be discussed during the the 2025 ARTS meeting.

USAWest Conventions -

Future Conventions -

2023 - Albuquerque, NM (July 26 -29, 2023)

2024 - No convention this year

2025 - Spokane, WA (Dates - TBD)

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

This item concerns the 2022 USAWest Square Dance Convention held in San Diego, CA. General Chairman was LPaul & Sally Schmidt; Assistant Chairman was Jim Maczko & Patty Wilcox; and Education Chairman was Bonnie Abramson. Jim Maczko reported the convention was very well attended and that attendance is increasing now that the COVID-19 pandemic is behind us.

2023 USAWest Convention (23rd) - Albuquerque, NM (July 26 -29, 2023)

This item concerns the 2023 USAWest Square Dance Convention. General Chair and Facilities Chair are Randy & Lorraine Pratt (Generalchair@Newmexico.Usawest.Net). Assistant Chair is David & 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.

The following are the areas of interest to The ARTS. Further discussion of the 2023 USAWest Convention will be done during the 2024 ARTS meeting in Milwaukee, WI.

ARTS Tri-Fold Brochures and The Dance Fact Sheet -

We plan to distribute both documents during the convention. Sufficient copies of both documents are available and Jim & Judy plan to take them to Albuquerque. Since copies are available, there is no need to print additional copies at this time.

ARTS and Re-Image promotion and Sales Items

Jim & Judy Taylor plan to distribute our Re-Imaging materials.

Showcase Of ideas -

Erin has updated our display & she will get the display to Albuquerque. Judy will set up the display and if Erin is able to attend she will assist.

Ads Daily Program Books -

Jim Maczko reported there may not be a Program Book this year. If there is, he will coordinate our ad and payment.

Education Seminars -

Erin Byars is the Education Chair. She is not sure she will be allowed to attend, therefore, she has asked Jim & Judy to host a discussion about The ARTS. Erin reported we are working on an update to the "ARTS Information Presentation" (Formerly known as the "Power Point Presentation").

Caller School Sponsored by The ARTS -

Erin reported there will not be a caller school in Albuquerque.

2025 USAWest Convention (24th) - Spokane, WA (Date - TBD)

This item concerns the 2025 USAWest Square Dance Convention to be held in Spokane, WA. The date has not yet been determined. Erin will investigate hosting a school in 2025. There was no further discussion of this item.

OLD BUSINESS –

Video Promotion Project (TV and Online) - Michael Streby

This item concerns a discussion of the promotion videos produced by Michael Streby for online viewing or TV broadcasting. During the 72nd NSDC Michael showed a couple of them.

Michael reported the videos are approximately 90 seconds and feature Dr. Lee talking about the benefits of dancing. While Dr. Lee does not specifically mention Square Dancing, the "muted & blurry" dancing in the background is clearly Square Dancing. Michael brought four videos to Mobile. He showed a couple of 90 second spots.

There was concern that even though the background dancing was "muted & blurry" it was clearly Square Dancing. An additional concern was that the dancers seemed to be "older" and were clearly dressed in traditional square dance attire. There was general agreement that the current videos can not be "fixed" to eliminate these concerns. The only solution would be to obtain different video to use as "background" and produce new videos. Michael stated he does not have contra video, therefore, he requested that anyone who has videos they believe would be appropriate to send the video to him and he will work on producing more videos. Betsy & Roy offered to send video of dancing they used for the You2CanDance videos.

Erin suggested, as a possible future project, videos featuring youth dancers. She believes an emphasis on team work and the social aspects is more appropriate for the videos featuring youth dancers.

There was considerable discussion of the videos and ideas for promoting and publicizing them. Ideas included promoting through The ARTS E-mail Tree system, posting links on the ARTS Web site, creating an ARTS Facebook Page, and creating an ARTS You Tube account. The goal is to get the videos, and/or the links to them, into the hands of everybody involved with our activity. This goal includes Square Dancing, Contra Dancing, and Round Dancing.

There was general agreement that the promotion should be implemented so as to NOT overwhelm the activity with all the videos at one time. The way to accomplish this is to promote, publicize, and post the videos through a “timed release” plan.

Michael reported he will post the videos on his Face Book Page and that clubs would be able to add their unique info to the “Header File” on their Face Book page. As we get more information and instructions, Jerry will distribute “how to” information to those interested. Michael also suggested clubs download or share links to the videos from the links posted on the ARTS web site.

Michael was requested to write a short paragraph to describe and introduce the videos. This information will be used on the ARTS web site, E-mail Tree, and other publicity efforts.

Jerry will investigate creating an ARTS Face Book page.

There was general agreement with the following plan -

- 1) Michael will provide a brief description of each video to Jerry to be used to announce availability of each video during our “timed release”
- 2) Use the ARTS E-mail Tree to announce and send a link to a different video about every 6 weeks
- 3) Post a link to a different video, with Michael's description, on The ARTS web site about every 6 weeks, announce this link though the ARTS E-Mail Tree
- 4) Jerry will investigate creation of an ARTS Facebook page
- 5) Jerry will investigate creation of an ARTS YouTube account
- 6) ALL Officers and Board Members will help promote and publicize the videos
- 7) Jerry will investigate creating instructions for the linking & sharing process

You2CanDance Web Site & Video - FYI

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

Marketing –

We have publicized the You2candance web site through the Email Tree, the newsletter, and other media. Several publications include promotion of the web site. We will continue this effort.

Club & Caller Information -

The web site is linked to “WheresTheDance” for club information. There is no way to determine if the information is valid.

Videos –

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

Redesign of Web Site -

ALL Board Members are encouraged to review the site and send comments to Jerry.

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

ARTS Tri-Fold Information Brochures -

Review and Update - (Erin, Edythe & Jerry - ACTION)

The document was updated in December 2021 and the ARTS web site was updated to include the updated document.

There was brief discussion of the fact that AmazonSmile is no longer an option. Erin will update the document to remove AmazonSmile and possibly add information about the videos produced by Michael Streby.

There was brief discussion and agreement that a complete update and redesign is not required until some time after the 73rd NSDC and prior to the 74th NSDC.

Copies on hand and Printing -

We printed 500 copies prior to the 72nd NSDC in June 2023. Edythe Weber reported there are many copies available, enough for the 2023 USAWest Convention. She will provide copies to Jim & Judy and others who would like to have some.

The following MOTION was submitted for consideration:

MOTION: Be It Resolved That: 500 copies of the ARTS Tri-Fold Document be printed after removal of "AmazonSmile" and prior to the 73rd NSDC in June 2024 (MSC)

Dance Fact Sheet -

Review and Update - ~~(Jerry - ACTION)~~

This item concerns discussion of the need for review and update. The document was updated in December 2021 and the ARTS web site was updated to include the updated document.

There was brief discussion and agreement that a complete update and redesign is not required until some time after the 73rd NSDC and prior to the 74th NSDC.

Copies on hand and Printing -

We printed 500 copies prior to the 72nd NSDC. Edythe reported there are many copies available. There was agreement there are enough copies for the 2023 USAWest Convention. She will provide copies to Jim & Judy and others as needed.

The following MOTION was submitted for consideration:

MOTION: Be It Resolved That: 500 copies of the Dance Fact Sheet Document be printed prior to the 73rd NSDC in June 2024 (MSC)

ARTS Education Grant Program - FYI - Jerry

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. An "ARTS Information Presentation" is available on the ARTS web site and 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 requests for information and no applications for grants have been submitted.

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 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 - FYI - Jerry

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 E-mail Tree and others on our mailing list. The latest issue was in October 2022 "ASK ARTS # 24 - ARTS EDUCATIONAL GRANT PROGRAM".

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, 2023 through June 30, 2024. (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. Currently, Gordon McCaw has agreed to take the lead for this project. He is The ARTS contact person for interface with Tech Soup. Any Officer or Board Member who would like more information should contact Gordon. The Tech Soup web site is: (<https://www.techsoup.org/>)

ROUNDALAB submitted a request in August 2022. Roy reported he believes the request was approved and no further action is required.

Edythe reported the subscription service for Quick Books was requested, has been received, and is working great. She also reported Gordon had assisted her in establishing the USDA account. She also noted that orders are limited to once or twice a year. Therefore, if Gordon cannot process a request thru ARTS, she might be able to process thru USDA.

Jim Taylor reported Tech Soup also offers discount on hardware.

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. The system remains active. Additional mailings will be sent when relevant information is received. Jerry has asked the tree participants to report the status of their part of the tree, however, very few actually do, Therefore, Jerry cannot judge the effectiveness of the tree. He believes it is successful and effective.

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 E-Mail Tree. The last Newsletter was the May 2023 issue. The next issue is planned for release after this meeting.

Re-Imaging Square Dancing - Jim & Judy Taylor

General Information -

The Square Dancing Re-Image Project was created to help promote and publicize a new image for Square Dancing including a 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 are the project leaders. They continue to be active in the Re-Image project.

Finance Information -

Jim & Judy **maintain** Re-Image funds separate from the ARTS funds. They use these funds to conduct project activities. The balance is \$2,239.62. They also have a supply of the Re-Image products: License Plate Frames, Window Stickers, Iron on Patches, and Inch & ½ Round Stickers.

Jim reported that the Re-Imaging Committee does not have any pressing need for funds at this time and could, if needed, transfer some funds to Edythe for General Operating funds. It was noted that at this time such a transfer is not required.

Jim also reported CALLERLAB sold some of our products from the CALLERLAB vendor booth in Mobile. The exact amount will be reported and the funds will be transferred at a later date.

Judy noted we have not been developing new ideas for materials to sell for some time. She requested input from the Board for ideas. Jim & Judy reviewed the products we have already produced and distributed. New suggestions included note pads and cozy drink holders. Jim & Judy will continue to look for new products.

“LiveLivelySquareDance.com” -

The CALLERLAB Marketing Committee created “<https://livelivelysquaredance.com/>” . This URL was initially controlled by the ARTS Re-imaging Committee. After several years of web development, the new web site was finally completed in 2023. The ARTS has transferred control of this URL to CALLERLAB.

The web site is very well done and provides a professional look and feel. There is information about Square Dancing, contact information, videos and much more. The amount of work put into the web site is evident by the appearance and operation of the site. All Officers and Board Members are strongly encouraged to view, and share this site.

Re-Imaging Round Dancing - (Roy Gotta)

The ROUNDALAB Board discussed and approved creating and ordering frames with “Live Lively - Round Dance.” Jim & Judy contacted the ROUNDALAB leadership to coordinate production of the frames which would display “Live Lively - Round Dance.” As of this meeting Jim & Judy have not had any response from ROUNDALAB.

Roy reported the ROUNDALAB Board has not totally dismissed the idea of “Live Lively - Round Dance” nor have they totally dismissed the idea of license plate frames. Jim Taylor noted that ROUNDALAB has the slogan of “Round Out Your Life” and license plate frames could be produced with that slogan. A concern is that the cost of the frames has more than doubled since we purchased the ones in our inventory. This price increase may now be prohibitive. Jim & Judy are available to provide details.

Roy reported that ROUNDALAB has initiated a product line which will be offered for sale. These items will, most likely, include the ROUNDALAB slogan and NOT “Live Lively - Round Dance”.

Re-Imaging Contra Dancing - (Dottie Welch)

During the 2022 ARTS meeting, Dottie reported CONTRALAB created a new web site (www.contralab.org) which includes “Live Lively - Contra Dance”. A link to this web site is included on the ARTS web site under “Links To Member Web Sites”. Dottie reported there are no major changes or updates to this item.

Re-Image Facebook Page

This item concerns a Facebook Page set up to support the Re-Image Project. All Board Members have been asked several times to become friends on this page. Jim and Judy do not have the time nor expertise to do justice to maintaining the Facebook page. During previous meetings they have suggested either a group or ALL Board Members join the page and provide regular (perhaps monthly) articles, stories, photos, and other input for the page. No further action was taken on this suggestion. All Officers and Board Members are once again asked to become friends on this page and to periodically post comments, videos, or information.

Jerry will investigate adding a link to the Promotion Videos on this page.

The Re-Image Facebook Page is: <https://www.facebook.com/ReimagingSquareDance>

ARTS-Dancetravel.com – Edythe

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. During the 2022 ARTS meeting 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. No further action was taken on this issue

During the 2022 meeting Edythe 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 and we do not yet have enough to receive a check.

Amazon Smile - FYI - Jerry

In January 2023, we received a message from Amazon with the bad news they are ending the AmazonSmile donation program.

This program was set up by Amazon as a way for customers to designate a charity to receive donations from Amazon. Amazon would donate 0.5% of the price of eligible AmazonSmile purchases to The ARTS when customers shopped using Amazon Smile and selected The ARTS to receive the donation. Although we never received a large amount of money, there was at least some income.

This item will be removed from future agenda.

\$100 Club - FYI

This item concerns a goal of 1,000 donations of \$100 totaling \$100,000. There has been limited interest in this issue. Information and donation forms are available on the ARTS web site under "ARTS Information". There is also a list of \$100 Club Members. We continue to publicize this idea.

Edythe reported as of June 25, 2023 a total of \$1,800 has been donated. There was discussion of whether Club Members who are a couple should be listed separately. There was general agreement that the following procedure will be followed:

- 1) If a couple donates \$100.00 they will be listed together as a couple
- 2) if a couple donates \$200.00 they will be listed separately

Jerry was instructed to have the listing of \$100 Club Members on the web corrected to reflect the above procedure.

There has been agreement this is a great idea but it needs more publicity. There is also agreement this effort MUST have a valid project identified, including fund raising goals.

Discussion of this item resulted in the following idea which could be used to encourage more participation and Club Membership:

"The ARTS \$100.00 Club has been established to raise money to fund projects such as the Promotion Video Project. This project resulted in six outstanding promotion videos. Links to these videos will be available on the ARTS web site. Other organizations will be encouraged to post a link on their web site. Links may also be made available on Facebook and YouTube. Additional videos are planned and future funding will be needed. The ARTS Board is looking for additional projects which will support the activity and the goal of increasing the number of dancers. Other projects will be identified in the future."

(NOTE - Upon approval of these minutes, Jerry will begin publicizing this statement)

Jerry strongly encourages all Board Members to consider joining the club.

Assistant Executive Director -

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.

Job Description- "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.

Fundraising & How To Distribute Donated Funds - FYI

This item concerns a discussion of how to raise funds and 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.

During the 2022 meeting there was a question regarding the availability of this information on the web site. Jerry reported there is information on the web site regarding 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 –

Promotion and Publicity For ARTS -

This item concerns a brief discussion of how we can promote and publicize what we do and what we have accomplished. We currently use the ARTS E-Mail Tree system and our newsletter. Another idea mentioned was to advertise in the NSDC E-News mailings at a cost of \$10.00 per month. There was brief discussion, of how to publicize seminars at the NSDCs and USAWest Conventions.

Jerry will investigate different ways to advertise.

Cooperation and Coordination of Efforts Among ARTS Member Organizations -

This item concerns a brief discussion of how we can promote more cooperation and coordination among and between the ARTS Member Organizations. One example is the marketing/promotion videos now available through The ARTS and CALLERLAB. There may be other resources from other Members.

Michael reported that The ARTS videos and the CALLERLAB web site with videos are separate products which compliment each other. It should be noted that the CALLERLAB project resulted in creation of a new excellent web site which provides specific information and links for users to gain more information; including videos. The ARTS project resulted in production of six video which focus on the aspect of health benefits gained from dancing.

Betsy (CALLERLAB Representative) reported that she spoke with Teresa Berger, CALLERLAB Executive Director, to report recent ARTS activities. Betsy also mentioned to Teresa that a primary function of The ARTS was to promote cooperation among Member organizations. Betsy will make inquiries regarding discussions by the CALLERLAB Executive Committee on this issue. Dottie reported that she believes the CALLERLAB Board's perception is that there is significant coordination between CALLERLAB and The ARTS. Jerry is not convinced the Board's perception is accurate.

Election - 2023/2024 Officers -

The following candidates have agreed to continue to serve in their current positions:

Chair - Erin Byars

Vice Chair - Barbara Connelly

Treasurer - Edythe Weber

Secretary - Jim & Judy Taylor

Prior to the vote, Vice Chair Barbara Connelly opened the floor for additional nominations. There being no additional nominations, the following MOTION was submitted for consideration:

MOTION: Be It Resolved that: The following candidates be elected as the ARTS Officers for 2023/2024: Chair- Erin Byars, Vice Chair, Barbara Connelly, Secretary - Jim & Judy Taylor, and Treasure - Edythe Weber. (MSC)

NEXT MEETING -

The following MOTION was submitted for consideration:

MOTION: Be It resolved that: The 2024 ARTS meeting will be held in Milwaukee, WI, on Sunday, June 30, 2024 immediately following the 73rd NSDC. (MSC)

(NOTE - It is anticipated this meeting will be a “hy-bred” meeting; part Face to face and part Zoom. Jim Maczko reported he has had contact with the Assistant General Chair of the 73rd NSDC and we are assured we will have a meeting room. We may need to provide our own mobile hot spot and Edythe volunteered to bring hers.)

Meeting adjourned Sunday, June 25, 2023 at 11:20 AM (Central Time)

Alliance of Round Traditional and Square Dance Inc
Income & Expense
 July 2022 through June 2023

			Jul '22 - Jun 23	
Beginning balance 7-1-2022			22,833.33	
Income				
Donations				
		Governing Board	2,200.00	USDA, NEC, Contralab, CALLERLAB, Roundalab, NSD Campers
		Donations - Other	200.00	
		Total Donations	2,400.00	
Dues				
		Associate Dues	200.00	Colorado, Wisconsin
		Individual Dues	173.25	
		Total Dues	373.25	
Fundraising Income				
		AmazonSmile Program	27.14	
		Add-a-Buck	39.00	Missouri
		Total Fundraising Income	66.14	
Total Income			2,839.39	
Expense				
		Executive Director	1,200.00	
		Advertising	660.00	72nd Dailies & USA West
		Grant Funds	200.00	EDSARDA
		Internet & Web Related Expenses	83.58	
		Total Expense	2,143.58	
Net Income			695.81	
Ending balance 6/30/2023			23,529.14	
FUNDS AVAILABLE				
		0.00		designated to video project
		3,583.90		designated to Re-Imaging
		19,945.24		designated to General funds
There will be a printing bill which I do not know how much it is, which I will pay in July.				
I do not anticipate any other activity in the bank account before June 30, 2023.				

**June 2023 ARTS Meeting Minutes
ARTS LOGS (Page 1 of 3)**

ARTS Governing Board and Officers Actions
July 2022 Thru June 2023

ARTS LOG 22-0502-001 (ARTS Power Point)

Action completed as of 07-11-2022. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on possible changes to the ARTS Power Point Presentation. The result of this LOG was approval of the following MOTION by the ARTS Officer:

MOTION: Be It Resolved That: The updated ARTS Power Point Presentation, REV B, be approved.

ARTS LOG 22-0711-001 (2022 ARTS Meeting Minutes)

Action completed as of 08-20-2022. The purpose of this LOG is for the ARTS Board and others to review Draft 1, Dated 06/30/2022, of the minutes for the 2022 ARTS Meeting and for the ARTS Board to vote on the minutes, after the discussion period. The result of this LOG was approval of the following MOTION by the ARTS Board:

MOTION: Be It Resolved That: The minutes of the 2022 ARTS meeting be approved

NOTE - As reported during the meeting, Edythe has had VERY serious issues with her ARTS computer. As a result, she has been unable to access, compile, and report the financial information for the period July 1, 2021 to June 30, 2022. Therefore, the financial information is NOT included in the attached minutes. The financial information will be submitted via separate ARTS LOG.

ARTS LOG 22-0712-001 (Ask ARTS #23 - US Postage Stamp)

Action completed as of 08-17-2022. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on Ask ARTS article #23 - Subject - U.S Postage Stamp. The result of this LOG was approval of the following MOTION by the ARTS Officers:

MOTION: Be It Resolved That; Ask ARTS #23 be approved.

ARTS LOG 22-0722-001 (Grant Req From GSSDA)

Action completed as of 08-09-2022. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on an Education Grant Request from the Georgia State Square Dance Association (GSSDA). The result of this LOG was approval of the following MOTION by the ARTS Officers:

MOTION: Be It Resolved That: The Grant Application from the Georgia State SD Association to help fund a caller school in September 2022 be approved

ARTS LOG 22-0722-002 (August 2022 ARTS Newsletter)

Action completed as of 08-22-2022. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on the August 2022 issue of the ARTS Newsletter. The result of this LOG was approval of the following MOTION by the ARTS Officers:

MOTION: Be It Resolved That: The August 2022 issue of the ARTS Newsletter be approved.

ARTS LOG 22-0818-001 (DISCUSS) (Grant Req From EDSARDA)

Action completed as of 09-16-2022. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on an Education Grant Request from the EDSARDA- Eastern District Square and Round Dance Association for a workshop which was held on 07/24/2022. The result of this LOG was approval of the following MOTION:

MOTION: Be It Resolved That: The Grant Application from the Eastern District Square and Round Dance Association (EDSARDA) be approved.

ARTS LOG 22-0921-001 (Ask ARTS #24 - ARTS Grant Program)

Action completed as of 10-12-2022. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on Ask ARTS article #24 - ARTS Grant Program. The result of this LOG was approval of the following MOTION by the ARTS Officers:

MOTION: Be It Resolved That: Ask ARTS #24 be approved

ARTS LOG 22-1117-001 (Review of ARTS Web Site)

Action completed as of 12-02-2022. The purpose of this LOG is for the ARTS Officers, Board , and others to review the ARTS web site and provide comments or suggestions regarding the web site: <https://www.arts-dance.org/>. The result of this LOG was incorporation of updates to the ARTS web site.

LOG 22-1206-001 (List ARTS Org Events - 2023)

Action completed as of 12-21-2022. The purpose of this LOG is to ask the Officers and BOARD to review the list of Member Organization events in 2023 and 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 verification of the information for the list of ARTS Board Organization events in 2023.

ARTS LOG 22-1224-001 (January 2023 ARTS Newsletter)

Action completed as of 01-18-2023. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on the January 2023 issues of the ARTS Newsletter. The result of this LOG was approval of the following MOTION by the ARTS Officers:

MOTION: Be It Resolved That: The January 2023 issue of the ARTS Newsletter be approved.

ARTS LOG 23-0228-001 (ARTS Dances at 72nd NSDC)

Action completed as of 03-18-2023. The purpose of this LOG is for The ARTS Officers to review, discuss, and vote on the issue of dances The ARTS will host during the 72nd NSDC in Mobile, AL. The result of this LOG was approval of the following MOTION by The ARTS Officers:

MOTION: Be It Resolved That The ARTS host a Round Dance on Thursday night June 22, 2023 during the 72nd NSDC in Mobile, AL.

(NOTE - This dance was subsequently changed to Friday night)

ARTS LOG 23-0328-001 (May 2023 Newsletter - Articles)

Action completed as of 04-08-2023. The purpose of this LOG is to request input from The ARTS Officers and Board for inclusion in the May 2023 ARTS Newsletter. The result of this LOG was input from the IAGSDC.

ARTS LOG 23-0418-001 (ARTS Square Dance -72nd NSDC)

Action completed as of 04-21-2023. The purpose of this LOG is for The ARTS Officers to review and vote on the issue of The ARTS hosting an After Party Square Dance during the 72nd NSDC. The result of this LOG was defeat of the following MOTION by The ARTS Officers:

MOTION: Be It Resolved That The ARTS host an After Party Square Dance on Wednesday, night June 21, 2023 during the 72nd NSDC in Mobile, AL.

ARTS LOG 23-0420-001 (MAY 2023 ARTS Newsletter)

Action completed as of 05-08-2023. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on the May 2023 issues of the ARTS Newsletter. The result of this LOG was approval of the following MOTION by the ARTS Officers:

MOTION: Be It Resolved That: The May 2023 issue of the ARTS Newsletter be approved.

ARTS LOG 23-0523-001 (2023 ARTS Mtg Agenda)

Action completed as of 06-03-2023. 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 2023 ARTS meeting. The result of this LOG was response from several Board Members and others. The responses were provided to the Officers and Board. The agenda for the 2023 ARTS meeting will include the comments received.

VOLUNTEER OPPORTUNITY ARTS ASSISTANT EXECUTIVE DIRECTOR

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