



# **2024 ARTS Meeting Minutes**

**Meeting in Milwaukee, WI  
and  
Audio/Video Meeting - Via Zoom**

**June 30, 2024**

**(Approved)  
(August 06, 2024)**

2024 ARTS MEETING MINUTES  
Milwaukee, WI and Audio/Video Meeting Via Zoom  
June 30, 2024  
(Approved - August 06, 2024)

CALL TO ORDER -

ARTS Chair Erin Byars will call the meeting to order at 9:01 AM (Central Time), Sunday, June 30, 2024.

GOVERNING BOARD MEMBERS -

The following organizations have agreed to support The ARTS:

All Join Hands (AJH), CALLERLAB, CONTRALAB, International Association of Gay Square Dance Clubs (IAGSDC), National Square Dance Campers Association (NSDCA), National Executive Committee (NEC), ROUNDALAB, Single Square Dancers USA (SSDUSA), USAWest Policy Board, and United Square Dancers of America (USDA)

ROLL CALL -

Governing Board Representatives -

The Executive Director will call the roll:

CALLERLAB - Betsy Gotta  
CONTRALAB - Dottie Welch  
NSDCA – Barbara Connelly

ROUNDALAB - Roy Gotta  
USAWest - Jim Maczko  
USDA - Ed and Lynda Willis

The following Board Members did not attend the meeting:

All Join Hands - Gordon Macaw  
NEC - Louis & Angie McClure

IAGSDC – Gordon Macaw

ARTS Officers -

All ARTS Officers were present OR via Zoom:

Chair - Erin Byars  
Vice Chair - Barbara Connelly  
Treasurer - Edythe Weber

Secretary - Jim & Judy Taylor  
Executive Director, Jerry Reed (Via Zoom)

GUESTS -

Chair Erin Byars asked guests to introduce themselves:

The following guests attended:

Michael Streby  
Ron Feightner, ICBDA Marketing Committee (Via Zoom)

WELCOME REMARKS -

Chair Erin Byars welcomed everybody to the meeting.

ADMINISTRATIVE REMARKS -

Executive Director Jerry Reed provided brief remarks and meeting guidelines.

## 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. There being none the following MOTION was submitted for consideration:

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

## MISCELLANEOUS REPORTS –

### Donations Since Last Meeting -

The following donations were received between July 01, 2023 and June 30, 2024 -

Governing Board Organizations - \$1,850.00  
Other Donations: \$2,642.94

TOTAL Donations = \$4,492.94

### Treasurer Reports – (Attached)

Edythe Weber, Treasurer, submitted the following financial information including Income & Expenses for the period July 01, 2023 through June 30, 2024. The historical data below is intended to provide the Board with a perspective of past activity.

Ending Balance (June 30, 2024) = \$23,116.47  
(June 30, 2023) = \$23,529.14  
(June 30, 2022 = \$22,833.33  
(June 30, 2021 = \$20,276.97

### Income:

#### Donations - (July 1, 2023 thru Jun 30, 2024)

Governing Board Donations -	
CALLERLAB -	\$250.00
CONTRALAB -	\$100.00
Campers -	\$0.00
NEC -	\$500.00
ROUNDALAB -	\$500.00
USDA -	\$500.00
USAWest -	\$0.00 (* See Below)
Total Governing Board Donations -	\$1,850.00
Other Donations	
Donations (Patty Wilcox) -	\$1,292.94
Jerry & Del Reed	\$250.00
Ed & Lynda Willis (\$100 Club)	\$100.00
*USAWest (Special Donation)	\$1,000.00
Total Other Donations -	\$2,642.94
<u>TOTAL DONATIONS -</u>	<u>\$4,492.94</u>

Dues -

Associate Dues - \$100.00 (Colorado)  
Individual Dues - \$344.13

TOTAL DUES - \$1,344.13

Fund Raising -

AmazonSmile Program - \$0.00  
(NOTE- Remove From Next Report)  
Add-A-Buck - \$44.00 (Missouri)  
Sales at 72<sup>nd</sup> NSDC - \$72.00  
YTB Travel - \$10.90

TOTAL FUND RAISING - \$126.90

TOTAL INCOME - \$5,107.97

Expenses:

Executive Director - \$500.00  
TechSoup - \$49.00  
Advertising - \$600.00  
Grant Funds - \$0.00  
Meeting Expenses \$0.00  
Internet & Web Related Exp - \$99.95  
Printing & Reproduction - \$652.20

TOTAL EXPENSES - \$1,901.15

GAIN or LOSS -

This year (2023/2024) Net Gain - = \$3,206.82  
Previous Year (2022/2023) Gain = \$695.81  
Previous Year (2021/2022) Gain = \$2,556.36

TOTAL FUNDS AVAILABLE -

Balance (June 30, 2024 = \$23,116.47  
\$3,583.90 designated for Re-Imaging  
\$19,532.57 designated General funds  
(June 30, 2023 = \$23,529.14  
(June 30, 2022 = \$22,833.33)

The following MOTION is presented for consideration:

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

DONATIONS (RECEIVED) DURING THIS MEETING:

- 1) Board Organizations - TOTAL \$700.00  
CONTRALAB (Received) - \$100.00  
USDA (Received) - \$500.00  
NSDCA (Received) - \$100.00
  
- 2) Individual Memberships - TOTAL - \$75.00)  
Edythe Weber (Received) - \$25.00  
Ed & Lynda Willis (Received) - \$50.00
  
- 3) Associate Board Member -  
None
  
- 4) Individual Donations (Patty Wilcox) - TOTAL - \$50.00)  
Lynda & Ed Willis (Received) - \$50.00
  
- 5) \$100 Club -  
None

Total DONATIONS RECEIVED - \$825.00

(NOTE - Jerry will send Thank You letters for the above donations)

DONATIONS (PROMISED) DURING THIS MEETING:

- 1) Board Organizations - TOTAL \$500.00  
ROUNDALAB (Promised) - \$500.00
  
- 2) Individual Memberships - TOTAL - \$150.00)  
Judy & Jim Taylor (Promised) - \$50.00  
Del & Jerry Reed (Promised) - \$50.00  
Betsy & Roy Gotta (Promised) - \$50.00
  
- 3) Associate Board Member -  
None
  
- 4) Individual Donations (PROMISED)TOTAL - \$100.00)  
Del & Jerry Reed (Promised) - \$100.00
  
- 5) \$100 Club -  
None

Total DONATIONS PROMISED DURING THIS MEETING - \$750.00

(NOTE - Edythe will notify Jerry and he will send Thank You letters for the above donations)

## Reports from past meetings - (FYI)

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); June 2023 (Mobile, AL)

## 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 2023 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 2023 ARTS meeting be confirmed. (MSC)*

## National Square Dance Conventions (NSDC) Information - General Information - (FYI)

*(NOTE - Reports regarding specific NSDCs was discussed later in the meeting)*

### Future NSDC - (FYI)

74<sup>th</sup> NSDC - 2025 - Shreveport, LA (June 25-28, 2025)

75<sup>th</sup> NSDC - 2026 - Waco, TX (June 24-27, 2026)

76<sup>th</sup> NSDC - 2027 - Loveland, CO (June 23-26, 2027)

## ARTS Tri-Fold and Dance fact Sheet - (FYI)

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

## Showcase Of Ideas Funding - (FYI)

There was no discussion of funding for our Showcase.

## 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). The ads were updated and placed in the program book.

#### General Report -

The convention seemed to run smoothly. Attendance was 2,556 (10% increase from last year). This is a good trend toward more dancers attending.

#### General areas of interest included:

- 1) The dance floor in the Plus hall; it had to be moved back in place several times
- 2) There were concerns with the location of food service
- 3) The Contra hall was very well attended- increased attendance over past years
- 4) There was a medical incident which closed the Contra Hall for about an hour
- 5) Technical problems at the Keynote Speech. Reportedly, there was some reimbursement of the cost.
- 6) Attendance in the Advanced & Challenge halls seemed to larger than in the past

#### ARTS Tri-Fold and Dance Fact Sheet - (FYI)

We printed and distributed both ARTS Tri-Fold & the Dance Fact Sheet during the convention. Edythe Reported there is a good supply available. Copies will be provided to the USAWest Convention and Members are encouraged to distribute.

*(NOTE - Both documents were discussed in detail later in this meeting)*

#### Showcase Of ideas -

We participated in the Showcase of Ideas. There were no reports of problems.

#### Ads in the daily program books -

We purchased ads in the daily program books, Jim Maczko coordinated the following items: There were no reports of problems.

- 1) Coordinated update of our ads (Update accomplished by Erin Byars)
- 2) Negotiated contract/cost
- 3) Coordinated submission of ads to NSDC
- 4) Coordinated submission of payment through Edythe Weber

#### Education Seminars -

We staffed two seminars, as described below. The seminars were well attended especially "Promotion Materials Available Through The ARTS".

#### "Marketing Tools Available Through The ARTS"

Staff - Erin Byars, Jim & Judy Taylor, & Michael Streby

Description - This seminar will include a brief history, goals, and accomplishments of the ARTS, the Re-Image Project and Products, and the Video Promotion Project.

Videographer Michael Streby will be available to discuss production, goals, and how to use the 90-second videos. If you are interested in helping our activity grow, please attend and share your thoughts.

## “Promotion Materials Available Through The ARTS”

Staff - Erin Byars, Jim & Judy Taylor

Description - This seminar will focus on dance/class promotion materials available through The ARTS. Some of these materials have been created by the ARTS while other materials have been created by others. The materials include: 1) Sample flyers/poster, 2) Reasons To Dance, Sample Handout Cards, 3) Comments and information on recruiting and retaining dancers. Samples will be available along with instructions of how to obtain these materials. If you want to learn about promotion materials you can use, this is where you should be, please attend and share your thoughts.

## ARTS Dances -

The Board has agreed that we will host at least one dance at all future NSDCs.

During the 73<sup>rd</sup> NSDC we hosted two dances as noted below. During the dances Jim & Judy distributed the round sticker logos and the iron-on patch logos and other promotion materials at no charge. The dancers picked up a lot of our promotion and re-image materials.

### 1) Trails-In Plus w/Rounds Dance on Wednesday, June 26, 2024

The Trail End Dance was a HUGE success. The floor wasn't big, but it was packed. The dancers supported the dance because there are both rounds and squares. There were 23+ squares and 35 - 40 couples for the Rounds.

### 2) After Party Round Dance on Thursday, June 27, 2024

Erin reported the dance was very well attended and noted we should request to host a Round Dance at future conventions.

## 74<sup>th</sup> NSDC - 2025 - Shreveport, LA (June 25-28, 2025) - (FYI)

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 (or both). There are plans to create and collect dancer information via a survey to be done during the convention.

On May 11, 2024 Jerry Reed contacted the 74th NSDC General Chairman (Tonia & Ted Hofmeister). Jerry introduced himself and provided information about the support The ARTS has historically provided to the NSDCs. He requested contact information for 74<sup>th</sup> NSDC committee members who will be working with The ARTS for the convention and the support we will be providing. Jim Taylor reported the 74<sup>th</sup> NSDC will have space for the Showcase of Ideas. Our participation during the convention will be discussed during the 2025 ARTS meeting in June 2025 following the 74<sup>th</sup> NSDC in Shreveport, LA.

## 75<sup>th</sup> NSDC - 2026 - Waco, TX (June 24-27, 2026) - (FYI)

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 (or both). Jim Taylor reported the 75<sup>th</sup> NSDC will have a smaller space for the Showcase of Ideas. We will need to modify our Showcase to fit a smaller available space.



Roy & Betsy notified Jerry they will not be available to MC a Trail End Dance prior to the 75<sup>th</sup> NSDC. Erin confirmed that she will not be available for a Trail-End dance, due to a public Round Dance being hosted by ROUNDALAB. ROUNDALAB is holding their convention in Little Rock, Arkansas June 21-25, 2025, which conflicts with the dates of the 75<sup>th</sup> NSDC Trail End date.

Jerry will contact the 75<sup>th</sup> NSDC General Chairman (Claudia and Gary Lester - [75NSDC@gmail.com](mailto:75NSDC@gmail.com)) and the Assistant General Chairmen to introduce himself and provided information about the support The ARTS has historically provided to the NSDCs. He will request contact information for 75<sup>th</sup> NSDC committee members who will be working with The ARTS for the convention and the support we will be providing. Our participation during the 75<sup>th</sup> NSDC will be discussed during the 2026 ARTS meeting in June 2026 following the 75<sup>th</sup> NSDC in Waco, TX.

#### 76<sup>th</sup> NSDC - 2027 - Loveland, CO (June 23-26, 2027) - (FYI)

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 (or both). Jim Taylor reported the 76<sup>th</sup> NSDC will have extremely limited space for the Showcase of Ideas. We will need to discuss what to do and how to modify of Showcase to fit a smaller available space.

Jerry will contact the 76<sup>th</sup> NSDC General Chairman and the Assistant General Chairmen to introduce himself and provide information about the support The ARTS has historically provided to the NSDCs. He will request contact information for 76<sup>th</sup> NSDC committee members who will be working with The ARTS for the convention and the support we will be providing. Our participation during the 76<sup>th</sup> NSDC will be discussed during the 2027 ARTS meeting in June 2027 following the 76<sup>th</sup> NSDC in Loveland, CO.

#### USAWest Conventions -

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

This item concerns the 2023 USAWest Square Dance Convention. General Chair and Facilities Chair were Randy & Lorraine Pratt ([Generalchair@Newmexico.Usawest.Net](mailto:Generalchair@Newmexico.Usawest.Net)). Assistant Chair were David & Bonnie Funk. This convention was sponsored by the USAWest Policy Board. The financial success of the convention allowed USAWest to donate to several national dance organizations, including \$1,000 in honor of Patty Wilcox.

The theme for the convention was "Lift Off & Float On Down". All dancing was 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.

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

We distributed both documents during the convention. Sufficient copies of both documents were available and Jim & Judy took them to Albuquerque. Since copies were available, there was no need to print additional copies prior to the 2023 USAWest Convention.

#### ARTS and Re-Image promotion and Sales Items

Promotion and sales items were available and were distributed.

#### Showcase Of ideas -

We displayed our Showcase of Ideas.

#### Ads Daily Program Books -

There was no Program Book this year.

#### Education Seminars -

Jim & Judy hosted a discussion titled “The ARTS – An Agent of Change”

#### Caller School Sponsored by The ARTS -

There was not a caller school in Albuquerque.

#### 2024 USAWest Convention - (There is no convention planned for 2024) -

#### 2025 USAWest Convention (21<sup>st</sup>) - (Spokane, WA, July 23-26, 2025) -

This item concerns a discussion of the 2025 USAWest Square Dance Convention. The theme of the 2025 convention is “Square Up In Spokane”. The convention will take place in Spokane, WA at the Spokane County Fair & Expo Center. General Chairman is Jen Devine - Phone - (208) 704-5835 Email - [generalchair@washington.usawest.net](mailto:generalchair@washington.usawest.net)

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

We plan to distribute both documents during the convention. As previously reported there are sufficient copies on hand and copies do not need to be printed.

#### ARTS and Re-Image promotion and Sales Items

Jim & Judy Taylor plan to have promotion and sales items available.

#### Showcase Of ideas -

Erin Byars and Judy Taylor plan to provide the ARTS Showcase materials.

#### Ads Daily Program Books -

If there is a Program Book, Jim Maczko will coordinate updating our ad and getting the information into the book.

#### Education Seminars -

We plan to participate in the education seminars. Jim Maczko and Jim & Judy Taylor are asked to coordinate our participation.

#### Caller School Sponsored by The ARTS -

This item concerns the possibility of a Caller School sponsored by the ARTS at a USAWest Convention. At this time, there are no plans to host a school.

#### 2026 USAWest Convention (22<sup>nd</sup>) - (Salt Lake City, UT area, Dates - TBD,2026) -

This item concerns a discussion of the 2026 USAWest Square Dance Convention. The convention will take place in the Salt Lake City UT area. Jerry will research general and contact information. More information will be discussed during the 2025 ARTS meeting.

## OLD BUSINESS –

### You2CanDance Web Site & Video - Jerry (FYI)

Jerry Reed reported he 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 to publicize and promote 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 is not aware of any work being done on this issue.

### Videos –

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

### Video Promotion Project (TV and Online) - Michael Streby

This item concerns a discussion of the promotion the 90-second videos produced by Michael Streby for online viewing or TV broadcasting. Michael has 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. During the 73<sup>rd</sup> NSDC Michael shared several of the videos.

There has been some concern with the background activity in the videos. There has been discussion of the possibility of Round and Contra dancing also be included as blurred background. Michael is aware of these concerns. Erin reported there is video available from the memorial dance for Scot. This video includes various dancing and attire, including squares, rounds, SD attire, and very limited “street cloths”. There are also youth dancers. Erin will forward a link to the video for Michael and the Board to review. She will ensure permission to use the video in our production.

*(NOTE - Subsequent to the meeting Jerry sent the link to the attendees)*

Michael requested if statistical data of downloads, views, etc of the videos on the ARTS web site is available or could be captured. Jerry is not aware of any effort to capture this data, He will contact Dan, the ARTS WebMaster, to discuss this issue and determine how to best get the information to Michael.

*(NOTE - Subsequent to the meeting Jerry contacted Dan)*

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

#### ARTS Tri-Fold Information Brochures -

#### Review and Update - (ACTION)

This item concerns discussion of the review and update of the ARTS Tri-Fold document. The document was updated in June 2024 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 2025, after the 74<sup>th</sup> NSDC and the 2025 USAWest Convention.

The following MOTION was submitted for consideration:

*MOTION: Be It Resolved That: The ARTS Tri-Fold document be reviewed and, if required, updated prior to the 75<sup>th</sup> NSDC in June 2026. (MSC)*

#### Copies on hand and Printing -

We printed 500 copies prior to the 73<sup>rd</sup> NSDC in June 2024. Edythe Weber will be asked to provide a brief report.

Jerry recommends we print additional copies prior to the 74<sup>th</sup> NSDC and the 2025 USAWest convention, if needed. The number of copies will be determined later.

#### Dance Fact Sheet -

#### Review and Update - (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 revised document. The document was reviewed in April 2024 and no changes were required. Jerry recommends we consider review and possible update of the document in late 2025, after the 74<sup>th</sup> NSDC and the 2025 USAWest Convention.

The following MOTION is submitted for consideration:

*MOTION: Be It Resolved That: The Dance Fact Sheet document be reviewed and, if required, updated prior to the 75<sup>th</sup> NSDC in June 2026. (MSC)*

#### Copies on hand and Printing -

We printed 500 copies prior to the 73<sup>rd</sup> NSDC in June 2024. Edythe Weber will be asked to provide a brief report.

Jerry recommends we print additional copies prior to the 74<sup>th</sup> NSDC and the 2025 USAWest convention, if needed. The number of copies will be determined later.

#### ARTS Education Grant Program - (FYI)

##### General Information

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

#### Education Grant Publicity & Promotion -

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

#### Grant Applications -

There have not been any 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 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 - (FYI)

Ask ARTS articles are sent to all the publications for which we have contact information. They are also posted on the ARTS web site and sent to the ARTS Email Tree and others on our mailing list. The latest issue was in October 2022 "ASK ARTS # 24 - ARTS EDUCATIONAL GRANT PROGRAM".

While preparing for this meeting, Jerry realized he had "dropped the ball" regarding the Ask ARTS articles. He will be working on a new article.

#### Executive Director Term Of Service - (ACTION)

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, 2024 through June 30, 2025.(MSC)*

#### TechSoup Software - (FYI)

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. Gordon ~~McCaw~~ **Macaw** and Edythe Weber have agreed to take the lead for this project. The web site is:

[\(https://www.techsoup.org/\)](https://www.techsoup.org/)

Edythe reported there were six requests for software and all have been delivered.

### 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 has asked the tree participants to report the status of their part of the tree and will document those who respond. Unfortunately, not all contacts respond, therefore, Jerry cannot judge the effectiveness of the tree. He believes it is successful and effective.

The latest Email Tree mailing was in April 2024 -

“ARTS E-mail Tree 2024-0423-001 (April 2024 ARTS Newsletter)”

### 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 latest Newsletter was the April 2024 issue. The next issue is planned for release after this meeting.

### Re-Imaging Square Dancing - Jim & Judy Taylor

#### 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 are the project leaders. They continue to be active promoting the Re-Image project.

Jim & Judy reported there has been very limited sales/interest since COVID. We continue to promote our sales items. Several items were for sale at the CALLERLAB booth at the 73<sup>rd</sup> NSDC, however, there was VERY limited sales. They also provided some “give-away” items for use by CALLERLAB at their booth. We also provided “give-away” items during the ARTS dances and during the convention. The “give-aways” do not bring in funds, but they do help promote the ARTS and increase our name recognition

There is a **CRITICAL** need for additional volunteers to help with this important project. The Board is asked to contact Jim & Judy with any ideas of how to help.

#### Finance Information -

Jim & Judy maintain Re-Image funds separate from the ARTS funds maintained by the Treasurer. They use these funds to conduct project activities. Their balance as of June 30, 2024 is \$2,500. In addition to the funds on hand, they have a supply of the Re-Image products: License Plate Frames, Window Stickers, Iron on Patches, and Inch & ½ Round Stickers.

“LiveLivelySquareDance.com” - (FYI)

The CALLERLAB Marketing Committee has completed work on a major marketing and promotion project. This project includes 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 request.

This item will be removed from future ARTS meeting agenda.

Re-Imaging Round Dancing - (Roy Gotta)

Roy reported the ROUNDALAB (RAL) Board is not interested in license plate frames. He also reported the RAL Board is investigating and reevaluating the Round Dance Re-Image project. They have hired a web person to completely redesign the RAL web site. The primary goal is to bring the RAL web site higher during web searches.

Re-Imaging Contra Dancing - (Dottie Welch)

Dottie has previously reported that although CONTRALAB has some ideas about additions to their website, she has not had time to implement them. She reported they are working on getting a new and up-to-date primary computer running. I doubt that much will be completed on the Contralab website additions before the ARTS meeting.

*DOTTIE’S SPECIAL REQUEST - If anyone has expertise with Facebook, we are faced with the problem of lost control of CONTRALAB’s Facebook page due to concerns with the original site owner. Pat Kelm set it up, but control permission was never passed to anyone else. Pat is alive, but Dottie has not yet been able to figure out exactly what must be done to transfer ownership. There was a suggestion to follow instructions on Facebook. Dottie reported she has tried that, without success.*

Jerry suggests the Board review and discuss Dottie’s Special Request above. If anyone has comments or suggestions, please let Dottie know. Jerry will send an ARTS LOG on this issue.

Re-Image Facebook Page

This item concerns a Facebook Page set up to support the Re-Image Project. All Board Members have been asked to become friends on this page. Jim and Judy Taylor do not have the time nor expertise to do justice to maintaining the Facebook page. During previous meetings Jim & Judy 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. Jerry is not aware of any action on this item.

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

ARTS-Dancetravel.com – Edythe Weber (FYI)

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](http://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 and other sources. Edythe has agreed to take the lead on this issue. She reported the site does not send us a check until there is a specific amount in our account. As noted in the financial report, we received \$10.90 last year.

#### \$100 Club - FYI

This item concerns a goal of 1,000 donations of \$100 totaling \$100,000. There is limited interest in this program. 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, 2024 a total of \$2,100 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. Jerry continues to encourage all Board Members to consider joining the club.

#### Assistant Executive Director - Jerry - (FYI)

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.

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

#### 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. There is information on the web site regarding various ways to donate.

There are various ways to donate. These include:

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

#### NEW BUSINESS –

##### Jerry's Compensation - (FYI)

This item concerns Jerry's request to reduce the amount of his compensation. Historically, Jerry receives a check for \$1,200 from The ARTS. Then he and Del have returned a portion of that amount back to The ARTS as a donation. This year they are asking to make a change so that our check from The ARTS is \$500. The remaining \$700 would remain in the ARTS account for use as needed for other expenses.



### Live Lively Logo/Slogo - Erin Byars (FYI)

This item concerns the Live Lively logo/slogo. Erin noted concerns from the LGBTQ+ community with the current Live Lively Logo/Slogo. They feel it represents ONLY a man and a woman, which they find exclusive. Erin is not sure it is time to take action on this issue, she thinks it should be added to the agenda to make the Board aware of this issue.

Erin reported that during the Digital Advertising Session at the 2024 CALLERLAB Convention, Allan Hurst conducted an interest session related to this issue. Erin will ask Allan that The ARTS be provided a copy of his presentation.

Erin showed the Board a logo which is being used in the LGBTQ+ community. She reported it has the words "Dance With Whoever Makes You Happy"

At some point in the future this issue may be considered for action. Erin requested the Officers and Board to consider this issue and be prepared at some future time to discuss options.

### "The Proposal"- 2024 CALLERLAB Convention - Jim Maczko/Betsy Gotta (FYI)

This item concerns a new idea regarding square dance programs and lists. The CALLERLAB Executive Committee has worked on this proposal for a couple of years. The idea was introduced during the 2024 CALLERLAB Convention. This new idea is identified as "The Proposal".

Prior to discussion of "The Proposal", Betsy Gotta provided an excellent overview and history of how the current Square Dance programs were originally formed and how they evolved over several decades. There has been growing concern among many CALLERLAB Members regarding the difficulty of recruiting and retaining dancers. Many Members believe the structure of the current dance programs contributes to the growth problems.

During the 2024 CALLERLAB Convention, CALLERLAB Chair, Ted Lizotte, delivered a 1 1/4 hour video with details of "The Proposal". In addition to the full length video, there is a condensed and shorter video which is an introduction to the full length video.

One of the primary goals of "The Proposal" is to help recruit AND retain more square dancers. Some of the basic points in "The Proposal" include:

- 1) Create ONE standard entry program which will consist of 50 calls
- 2) Create a SECOND program to include NO LESS than 50 calls

The general idea is to make it easier and more attractive to learn and dance the entry level program before moving on to the Second Program with more calls.

All attendees are encouraged to watch the videos, including a Shorter "Mini" Version (when available) and submit comments to our Executive Director, Jerry Reed at: [DirectorARTS@aol.com](mailto:DirectorARTS@aol.com) Jerry will compile comments for further discussion and distribution to CALLERLAB. See the URL links to both videos listed below.

CALLERLAB Membership will be reviewing "The Proposal" over the next year and will vote on this new idea during the 2025 CALLERLAB Convention.

Dottie Welch reported she will be presenting "The Proposal" to the Canadian Square Dance community. Dottie also reported work is being done to create a shorter version video (perhaps 30 minute). There was agreement that a Shorter "Mini" Version would be better accepted than the Long Version listed below. Dottie reported the Shorter "Mini" Version might be completed and available by the end of July 2024. Jerry agreed to delay public notice and discussion of "The Proposal" until the Shorter "Mini" Version is available.

Here are the URL links -

Long Version - (Provides details of entire proposal)

<https://callerlab.us7.list-manage.com/track/click?u=e8ebac1df32db033d75604c7a&id=12bcc2f1e6&e=e51dd3aa9d>

Short Version (Concentrates on Caller Involvement) -

<https://youtu.be/4W-jdwbbh-Q?si=IUQmQg7973rYYb8g>

ICBDA Marketing Plan - ACTION - Ron Feightner, ICBDA Marketing

This item concerns a request from the International Choreographed Ball room Dancing Association (ICBDA) Marketing Committee, Ron Feightner, ([ronfeightner@hotmail.com](mailto:ronfeightner@hotmail.com)) Ron called Jerry to discuss the Marketing Plan the ICBDA has created. Ron stated they have been working with Mike Hogan and the CALLERLAB Marketing Committee. Their goal is to help increase the number of dancers. Their Marketing Plan is attached.

Ron provided brief remarks about the fact that the number of dancers has declined at an alarming rate throughout the dance activity. He stated the ICBDA recognizes that a coordinated marketing, recruiting, and retention plan would benefit the entire dance community. He also noted there seems to be an attitude among many dancers that they simply want to go to a dance and DANCE and NOT do the hard work of promoting and recruiting new dancers.

ARTS LOG 24-0512-001 (BOARD - DISCUSS)(ICBDA Marketing Plan) was created for the ARTS Officers and Board to review & comment on the plan. Cutoff date for DISCUSSION was 10 JUN 2024. As of 03 JUN 2024 there was limited responses. There was no clear indication we should take any action regarding this item. Dottie noted the plan seems to be well thought out.

The ICBDA Marketing Plan (Activities) provides several ideas for ACTIONS clubs and dancers can take to recruit more dancers. Some of these ACTIONS include the following (Please look at the plan for a complete list):

- 1) Word of mouth is VERY effective
- 2) Interview with local media (Print, Audio, or Video)
- 3) Demonstrations at local public facilities
- 4) Distribute flyers & door hangers
- 5) Digital (Internet, Email, etc) marketing

There are two parts to the ICBDA Marketing plan. Jerry will provide both documents to the Board and request discussion via an ARTS LOG.

Ron requested the Officers, Board, and others to review the Marketing Plan and send comments, questions, or suggestions to him.

Ron also reported they will soon be launching a Discussion Forum requesting ICBDA Membership provide information about their recruiting ideas and activities. The goal is to collect data on what has been tried AND details of cost, problems, success, etc. The result will be a data base of marketing ideas and activities. Jerry noted CALLERLAB had a similar program called "Wining Ways". Clubs and callers documented and reported their marketing and promotion activities the results were documents on the CALLERLAB web site..

Jerry has reported the involvement of the Universal Round Dance Council (URDC) & ARTS over the years. The ICBDA evolved from the URDC. Ron stated he will be asking the ICBDA Board to consider joining The ARTS.

#### ARTS - MESSAGE, HISTORY, & GOALS (Presentation) - (FYI)

This item concerns the presentation formerly known as the "ARTS Power Point Presentation"

This presentation was created MANY years ago to provide a visual aide to assist anyone who will be discussing The ARTS, including how we are organized, what our goal is, what our accomplishments have been, what our plans are, etc. The presentation has been used by various organizations during leadership seminars to meet the requirements of the Education Grant Program.

In 2023, the presentation was updated and renamed "ARTS, MESSAGE, HISTORY, GOALS", (REV C, 09-11-2023)". The updated Power Point presentation has been posted on the ARTS web site under "Documents".

E-mail Tree 2023-0911-001 ARTS - MESSAGE, HISTORY, & GOALS (Presentation) was sent to the ARTS Email Tree contacts, and others on 09-11-2023 to publicize the update.

#### Re-Imaging Square Dancing - Commercial Connection - (FYI)

This item concerns a request from a commercial business - "AAA State of Play", requesting that we include a link on our web sites to a web site they created.

#### BACKGROUND -

We received a message from a commercial business known as -  
AAA State of Play; 10859 East Washington Street, Suite 100; Indianapolis, IN 46229-2615

They provided information about an introduction to square dancing done recently. They stated that they MAY continue the sessions. They did not indicate the introduction was done by a Square Dance Caller and there is indication the instructor was not a square dance caller.

The company asked that we include a link to their web site on our web site. Jerry looked at their site - it appears to include information related to square dancing. Jerry determined this is a commercial business dealing primarily with play ground equipment & support. After some investigation Jerry concluded their interests are NOT directly related to our dance activities.

ARTS LOG "Re-Imaging Square Dancing (ARTS LOG 24-0415-001 (Re-Imaging Square Dancing - Commercial Connection)" was created for the ARTS Officers to review both the request from AAA State of Play and Jerry's recommendation as noted below.

Jerry submitted the following recommendation to the Officers:

*" I do NOT believe it is a good idea to include their web site on our web sites and DO NOT SUPPORT their request."*

The ARTS Officers reviewed the information and agreed with Jerry's recommendation.

Jerry thanked AAA State of Play for their interest in and support of Square Dancing. He also informed them that we will not be including a link to their information on our web sites. He told them our primary concern is the fact that AAA State of Play is a commercial enterprise.

There has been no response from AAASate of Play to Jerry's message to them.

#### Dancer Survey During 74<sup>th</sup> NSDC - Michael Streby - ACTION -

This item concerns a request from Michael Streby that The ARTS support conducting a dancer survey during the 74<sup>th</sup> NSDC in Shreveport, LA in June 2025.

Michael conducted this type survey in 2004 and 2005. The data has been used by various organizations, including the NEC and NSDCs over the years. Now the data needs to be updated.

Michael has volunteered to create the survey. He has requested support from The ARTS to get permission from the NEC and cooperation from the 74<sup>th</sup> NSDC to conduct a survey in 2025.

The plan would include the following actions:

- 1) Michael will create the survey
- 2) The ARTS Officers will review the survey prior to printing
- 3) The ARTS will coordinate with the NEC and 74<sup>th</sup> NSDC staff to ensure permissions
- 4) The survey will be printed (number of copies TBD)
- 5) The 74<sup>th</sup> NSDC staff will be requested to insert a survey in each convention package
- 6) There will be notices & reminders for dancers to complete the survey
- 7) The ARTS will provide "drop boxes" to collect the completed surveys
- 8) The ARTS will help collect the surveys
- 9) Michael will document the responses
- 10) The survey results will be published and widely distributed

Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: The ARTS will support the creation of a Dancer Survey by Michael Streby to include: 1) The ARTS will review the survey, prior to printing, 2) The ARTS will reimburse Michael for printing costs; 3) The ARTS will assist in coordinating with the NEC and the 74<sup>th</sup> NSDC Leadership to help ensure the survey is available and distributed during the 74<sup>th</sup> NSDC; and 4) The ARTS will provide additional support to help ensure success of this project. (MSC)*

#### Election - 2024/2025 Officers -

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

Chair - Erin Byars                      Vice Chair - Barbara Connelly  
Treasurer - Edythe Weber      Secretary - Jim & Judy Taylor

Prior to the vote, Chair Erin Byars asked if there are any other nominations. There were none and the nominations were closed. The following MOTION was submitted for consideration:

*MOTION: Be It Resolved that: The following candidates be elected as the ARTS Officers for 2024/2025: Chair- Erin Byars, Vice Chair, Barbara Connelly, Secretary - Jim & Judy Taylor, and Treasurer - Edythe Weber. (MSC)*

**NEXT MEETING -**

The following MOTION was submitted for consideration:

*MOTION: Be It resolved that: The 2025 ARTS meeting will be held in Shreveport, LA, on Sunday, June 29, 2025 immediately following the 74<sup>th</sup> 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 30, 2024 at 10:50 AM (Central Time)

**Alliance of Round Traditional and Square Dance Inc**  
**Income & Expense**  
 July 2023 through June 2024

		<b>Jul '23 - Jun 24</b>	
<b>Beginning Balance 7-1-23</b>		<b>23,529.14</b>	
<b>Income</b>			
<b>Donations</b>			
	Patty Wilcox In Memory	1,292.94	
	One Hundred \$ Club	100.00	
	Governing Board	1,850.00	
	Donations - Other	1,250.00	
	<b>Total Donations</b>	<b>4,492.94</b>	
<b>Dues</b>			
	Associate Dues	100.00	Colorado
	Individual Dues	344.13	
	<b>Total Dues</b>	<b>444.13</b>	
<b>Fundraising Income</b>			
	Misc Sale at NSDC	72.00	2023 sales
	Add-a-Buck	44.00	
	YTB Travel Royalties	10.90	first in 7 years
	<b>Total Fundraising Income</b>	<b>126.90</b>	
	Techsoup	44.00	
	<b>Total Income</b>	<b>5,107.97</b>	
<b>Expense</b>			
	Executive Director	500.00	Per Jerry Email
	Techsoup Order	49.00	
	Advertising	600.00	73rd Dailies
	Internet & Web Related Expenses	99.95	
	Printing and Reproduction	652.20	72nd printing
	<b>Total Expense</b>	<b>1,901.15</b>	
	<b>Net Income</b>	<b>3,206.82</b>	
<b>Ending Balance 6-30-24</b>		<b>23,116.47</b>	
<b>FUNDS AVAILABLE</b>			
	Dedicated to video project	0	
	Designated to Re-Imaging	3,583.90	
	General Fund	19,532.57	
<p><b>There will be a printing bill which I do not know the amount of, and it will be paid in July.</b>  <b>I do not anticipate any other activity in the bank account before June 30, 2024.</b></p>			

**ARTS LOG 23-0630-001 (2023 ARTS Meeting Minutes)**

Action completed as of 07-30-2023. The purpose of this LOG is for the ARTS Board and others to review various drafts of the minutes for the 2023 ARTS Meeting. and for the 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 2023 ARTS meeting be approved**

**ARTS LOG 23-0715-001 (FIRST 2024 ARTS Seminar)**

Action completed as of 08-14-2023. The purpose of this LOG was for the Officers and Board to review and vote on the staff and description of an ARTS seminar (AKA "FIRST Seminar") to be presented during the 73<sup>rd</sup> NSDC in Milwaukee, WI in June 2024. The result of this LOG was approval of the following MOTION by the ARTS Board:

**MOTION TWO: Be It Resolved that the description for the FIRST ARTS seminar identified as " FIRST ARTS SEMINAR DESCRIPTION - 73RD NSDC -JUNE 19, 2023 -(Draft 5)(07-19-2023)" be approved:**

The Board has Approved MOTION TWO. Therefore, the following is the description of the FIRST ARTS Seminar to be presented during the 73rd NSDC in June 2024:

FIRST ARTS SEMINAR DESCRIPTION - 73RD NSDC - (Approved 08-16-2023)

Staff - Erin Byars, Jim & Judy Taylor, Michael Streby

Title - "Marketing Tools Available Through The ARTS"

Description - This seminar will include a brief history, goals, and accomplishments of the ARTS, its ReImage Project and Products, and its current Video Promotion Project. Videographer Michael Streby will be available to discuss production, goals, and how to use the 90-second videos. If you are interested in helpin our activity grow, please attend and share your thoughts.

**ARTS LOG 23-0717-001 (AUGUST 2023 ARTS Newsletter)**

Action completed as of 08-06-2023. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on the August 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 August 2023 issue of the ARTS Newsletter be approved.**

**ARTS LOG 23-0719-001 (SECOND ARTS Seminar - 73rd NSDC)**

Action completed as of 08-18-2023. The purpose of this LOG is the ARTS officers and Board to Review, Discuss, and Vote on the following items related to a SECOND ARTS seminar to be presented during the 73rd NSDC in Milwaukee, WI in June 2024. The result of this LOG was approval by the ARTS Board of the plan for the SECOND ARTS Seminar to be presented during the 73<sup>rd</sup> NSDC in Milwaukee, WI in June 2024. The plan includes: 1) Staff, 2) Title, and 3) Description.

**MOTION: Be It Resolved That: the description of the SECOND ARTS Seminar to be presented during the 73rd NSDC in Milwaukee, WI in June 2024 identified as " SECOND ARTS SEMINAR DESCRIPTION - 73RD NSDC - JUNE 19, 2023 - (Draft 1)(07-19-2023)" and as described below be approved:**

Title - "Promotion Materials Available Through The ARTS"

Staff - Erin Byars (She created the ARTS materials), Jim & Judy Taylor, (Need a volunteer)

Description - This seminar will focus on dance/class promotion materials available through The ARTS. Some of these materials have been created by the ARTS while other materials have been created by others. The materials include: 1) Sample flyers/poster, 2) Reasons To Dance, Sample Handout Cards, 3) Comments and information on recruiting and retaining dancers. Samples will be available along with instructions of how to obtain these materials. If you want to learn about promotion materials you can use, this is where you should be, please attend and share your thoughts.

**ARTS LOG 23-0818-001 (ARTS - MESSAGE, HISTORY, & GOALS")**

Action completed as of 09-11-2023. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on the revised presentation previously known as the "ARTS Power Point Presentation". This presentation has been updated, revised, and renamed "ARTS - MESSAGE, HISTORY, & GOALS". The result of this LOG was approval of the following motion by the ARTS Officers:

**MOTION: Be It Resolved That: The updated ARTS presentation "ARTS-MESSAGE-HISTORY-GOALS", (REV C, Draft 4, dated 07-21-2023). , be approved.**

**ARTS LOG 23-1007-001 (ARTS NOV 2023 Newsletter - Articles)**

Action completed as of 10-21-2023. The purpose of this LOG is to request input from The ARTS Officers and Board for inclusion in the November 2023 ARTS Newsletter. The result of this LOG was input from the ARTS Officers & Board with information for the November 2023 ARTS Newsletter.

**ARTS LOG 23-1022-001 (NOVEMBER 2023 ARTS Newsletter)**

Action completed as of 11-13-2023. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on the November 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 November 2023 issue of the ARTS Newsletter be approved.**

**ARTS LOG 24-0314-001 (ARTS APR 2024 Newsletter - Articles)**

Action completed as of 03-26-2023. The purpose of this LOG is to request input from The ARTS Officers and Board for inclusion in the April 2024 ARTS Newsletter. There were only two responses to the Request Input message: 1) IAGSDC and 2) All Join Hands. These articles and information are the only Board input to be included in the April 2024 issue of The ARTS newsletter.

**ARTS LOG 24-0327-001 (APRIL 2024 ARTS Newsletter)**

Action completed as of 04-22-2024. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on the April 2024 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 April 2024 issue of the ARTS Newsletter be approved.**

**ARTS LOG 24-0401-001 (ARTS Tri-Fold Brochure - Review For Update)**

Action Completed as of 04-16-2024. The purpose of this LOG is for the ARTS Officers and Board and others to review and provide comments/input regarding the update of the Tri-Fold Brochure. The result of this LOG was identification of several changes to be made to the ARTS Tri-Fold dated 11/17/2021. ARTS LOG 24-0420-001 (ACTION) (ARTS Tri-Fold Brochure - Update) was submitted to Erin Byars to make the changes.

**ARTS LOG 24-0402-001 (ARTS-Dance Fact Sheet)**

Action completed as of 06-04-2024. The purpose of this LOG is for the ARTS Officers and Board and others to review and provide comments/input regarding the update of the ARTS Dance Fact Sheet and for the Officers to VOTE on the update. The result of this LOG was that no content changes are needed. The only change is to revise the "Revised Date" to "December 25, 2023". The result of this LOG was approval of the MOTION printed below.

(NOTE - A Late CORRECTION to the CONTRALAB web site was submitted and corrected)

**MOTION: Be It Resolved That: The document identified as "2023 Updated Fact Sheet, Dated 12-25-2023 be approved.**



**ARTS LOG 24-0415-001 (Re-Imaging Square Dancing - Commercial Connection)**

Action completed as of 04-22-2024. The purpose of this LOG was for the ARTS Officers to review a request from a company called "AAA State of Play" located in Indianapolis, IN. This business provided playground equipment. They have requested that The ARTS include their web site on our Re-Imaging web site. Jerry reported to the Officers that he believes they are doing a good thing introducing square dancing, HOWEVER, their commercial interests are NOT directly related to our dance activities.

THEREFORE, Jerry does NOT believe it is a good idea to include their web site on our web sites and DO NOT SUPPORT their request.

Jerry submitted the following recommendation to the Officers:

**"I do NOT believe it is a good idea to include their web site on our web sites and DO NOT SUPPORT their request."**

The result of this LOG was that the Officers reviewed the information and agreed with Jerry's recommendation that the AAA State of Play web site should not be linked on our web sites.

Jerry wrote to the AAA State of Play and thanked for their interest in and support of Square Dancing. He also informed them that we will not be including a link to their information on our web sites. He told them our primary concern is the fact that AAA State of Play is a commercial enterprise.

There has been no response from AAA State of Play to Jerry's message to them.

**ARTS LOG 24-0417-001 (2024 ARTS Mtg Agenda)**

Action completed as of 05-03-2024. 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 2024 ARTS meeting. The result of this LOG was submission of suggestions for items for the Board to discuss during the 2024 ARTS Meeting.

**ARTS LOG 24-0420-001 (ARTS Tri-Fold Brochure - Update)**

Action completed as of 05-13-2024. The purpose of this LOG is to provide Erin with the list of changes to be made to update the ARTS Tri-Fold Brochure AND for the ARTS Officers to review the updated document and VOTE on approval of the update. The result of this LOG was update of the document.

**ARTS LOG 24-0512-001 (ICBDA Marketing Plan)**

Action completed as of 06-04-2024. The purpose of this LOG is for the ARTS Officers to review and comment on a marketing plan created by the International Choreographed Ballroom Dance Association (ICBDA). The result of this LOG was that there were no recommendations regarding the plan.

(NOTE - An ICBDA rep will attend the 2024 ARTS meeting in June 2024)

**ARTS LOG 24-0514-001 (ARTS Tri-Fold Update-2024)**

Action completed as of 06-04-2024. The purpose of this LOG is for the ARTS Officers and Board to review and DISCUSS the updated ARTS Tri-Fold Document. Upon completion of the DISCUSSION period, the Officers will VOTE on the MOTION to approve the updated document. The result of this LOG was approval of the following MOTION by the ARTS Officers:

**MOTION: Be It Resolved That: ARTS Tri-Fold - 2024 update be approved.**

## 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, ARTS Executive Director

Email - [ExecutiveDirector@arts-dance.org](mailto:ExecutiveDirector@arts-dance.org)

Phone - 321-794-9645

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