

ARTS Meeting Minutes
Marriott Hotel - Arkansas Ballroom
Little Rock, AR
June 29, 2014
(Approved – September 4, 2014)

CALL TO ORDER -

Meeting called to order at 9:00 AM on Sunday, June 29, 2014, by ARTS Chairman Betsy Gotta.

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, and United Square Dancers of America (USDA)

ROLL CALL -

Governing Board Representatives -

The following Voting Members representing Governing Board Members were present

All Join Hands - Gordon Macaw	NSDCA - Peg Tirrell
CALLERLAB - Betsy Gotta	ROUNDALAB - Roy Gotta (Erin Byars)
CONTRALAB - Jeff Smith	SSDUSA - Arbell Thompson
IAGSDC – Danny Miller	USAWest - Jim Maczko
NEC - Butch Hayes	USDA - Jim Weber

Scott Philips introduced Danny Miller, the new Rep for the IAGSDC

Roy Gotta announced that since he is the new Chairman of ROUNDALAB, he has appointed Erin Byars as the new Rep for ROUNDALAB

ARTS Officers -

The following ARTS Officers were present:

Betsy Gotta, Chairman; Gordon Macaw, Vice Chairman; Edythe Weber, Treasurer; Scott Philips, Secretary; Jerry Reed, Executive Director

GUESTS -

Chairman Gotta acknowledged the visitors. She thanked them for attending and told them they were welcome to provide comments during the Board discussions. She noted this was the largest number of visitors we have had during a meeting; there were 21 visitors.

WELCOME REMARKS -

Chairman Betsy Gotta offered brief opening remarks and explained, for our visitors, how ARTS is organized. Betsy invited guests to introduce themselves.

AGENDA CHANGES/APPROVAL-

Prior to approval of the agenda Chairman Betsy Gotta asked if there were any additions, deletions, or changes to the printed agenda; there were none.

The following MOTION is offered for consideration

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

MISCELLANEOUS REPORTS –

Donations -

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

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

Edythe Weber, Treasurer, will report any donations which have been received since the June 2013 ARTS meeting. The report will verify thank you letters were mailed:

- 1) USDA - \$500.00
- 2) NEC \$500.00
- 3) Ron & Marie Selfors – Dixon, MO - \$50.00

Treasurer Reports – (Attachment 1)

Edythe Weber, Treasurer, will provide the financial reports:

Finance Report –

Income and Expense report - July 1, 2014 through June 30, 2014

- 1) Beginning Balance = \$2,832.69
- 2) Total income = \$6,768.99
(Total Income includes cash from CD, Donations, & other miscellaneous income)
- 3) Total expenses = \$4,375.82

Total Funds Available as of June 30, 2014 - \$15,731.55

- 1) Checking Account = \$5,225.86
- 2) CD's = \$10,505.69
 - CD 3465 = \$5,306.43 - Due for renewal 10/2014
 - CD 4657 = \$5,199.26 - Due for renewal 01/2015
 - CD 5018 = \$0.00 - Cashed in 03/2014

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

Reports from past meetings – (FYI)

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)

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

This item concerns a discussion and vote to confirm the actions taken by the ARTS Governing Board and the ARTS Officers since the June 2013 ARTS Meeting. 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. Discussion of this item resulted in the following MOTION:

MOTION: Be it resolved that the actions taken by the ARTS Governing Board and Officers since the June 2013 ARTS meeting be confirmed. (MSC).

NSDC Information

Showcase Of Ideas -

Patty Wilcox reported she has a couple of our original handouts. They include information about each Board organization and information about our goals and accomplishments. It was agreed that Jim Maczko will send a copy to Jerry and he will send to the Board for review and update. Erin Byars agreed to update the handouts.

Trail End Dance -

This item concerns a discussion of the dance we host immediately prior to the NSDCs. Based on the report on the dance in Little Rock, there was agreement that the dances are successful and help to promote the ARTS. There was agreement that a method to collect donations at the Trail End dances would be a good idea. Jerry will work on this issue. This was also agreement that more publicity at the dance would be a good idea. Discussion of this item resulted in the following MOTION:

MOTION: Be It Resolved That: Roy Gotta be authorized to coordinate production and purchase of a large portable banner to be displayed during the ARTS Trail End dances and other appropriate venues. Final cost to be approved by the ARTS Officers. (MSC)

Daily Program Books –

This item concerns a discussion of the ARTS ads to be purchased and placed in the three daily program books. discussion of this item resulted in the following MOTION:

MOTION: Be It Resolved That: We will coordinate and purchase ads in the three daily program books for all future NSDCs. (MSC)

63rd NSDC (2014) Little Rock, Arkansas - (FYI)

Showcase Of Ideas –

We had a display in the Showcase Of Ideas. Patty Wilcox asked for input regarding the display. Several Board Members stated they thought the display was very attractive and informative. Of particular note was the location of the display directly in the path to one of the dance areas. All agreed this greatly increased the number of people who saw the display. The Board has authorized funds for expenses relating to our display. Patty reported there was a charge of \$75.00 to ship the display to Little Rock. There was agreement to reimburse Patty for this expense.

Daily Program Books –

Jim Maczko reported the ads were in the three daily program books as we have done for the past several conventions.

Education Seminars -

(1) Potential & Perspective - the Future of Our Activity - -

There were nearly 40 attendees. We provided some background history, accomplishments and goals. Jim & Judy Taylor provided a description of the Re-Image Project. There was a lot discussion, interest, and questions from the audience. Many of the attendees indicated they would be willing to help and provided their name and email address.

(2) "You 2 Can Dance" - Web Site and Videos - -

We have provided this session for several years now. Roy Gotta provided a brief report. We provided background and history information about The ARTS and www.you2candance web site. Even though there was interest, there were less than a dozen attendees. Jerry will work on developing a new topic and description for a session to replace this seminar for the 64th NSDC. Jerry will inform the 64th NSDC Education Chairman of this change.

Trail End Dance

We hosted a Trail End Dance on Wednesday, June 25, 2014, prior to the NSDC. Betsy & Roy Gotta coordinated the callers and cuers and served as MC. They reported it was very successful with nearly 40 squares dancing. The Board agreed this was an indication that our dance is becoming more popular. Betsy also noted this was the first year we had more Round Dance cuers than could be programmed. It was also noted that our dance is the only Trail End Dance to offer Squares and Rounds. All agreed the dance was a success and provided positive publicity for The ARTS.

64th NSDC (2015) Springfield, Massachusetts -

The Executive Director reported we have had initial contact with the 64th NSDC staff. We plan to place ads in the three daily program books, host a Trail End dance, provide Education Seminars, and participate in the Showcase of Ideas. Len & Connie Houle are General Chairman (Email - lenh81@aol.com)

Showcase Of Ideas -

We plan to participate in the showcase. Patty Wilcox reported she has submitted the request form to the NSDC. She will coordinate the display.

Ads in the Daily Program Books-

As has been previously reported, we plan to purchase and place ads in the three daily program books. Jim Maczko reported the cost of the ads for the 64th NSDC is approximately \$540.00. He will coordinate content, placement, and payment for the ads.

Education Seminars -

The Executive Director has contacted the Education Chairman for the 64th NSDC, Gwen Tuson & Leonard Morse. We discussed providing two ARTS Seminars, one on Thursday and one on Friday, the same as in Little Rock. Gwen has indicated she is pleased with our plan. The Executive Director will coordinate with Gwen & Leonard for the Education Seminars.

Trail End Dance

The Board has approved a MOTION that we will host a Trail End Dance prior to all future NSDC. Therefore, we plan to request to host a Trail End Dance in Springfield, MA prior to the 64th NSDC.

The Executive Director reported he has contacted the General Chairman regarding permission to host the dance. The General Chairman has agreed to provide space and publicity for our Trail End Dance. We plan the dance to be Plus with Rounds. Jerry has had some email exchange with Al Rouff, Services Chairman, regarding the room we will be assigned. Al has indicated we will be using Exhibit Hall B which is the Plus Hall. We have also discussed the start time for the dance. Initially, it was set for 8:00 – 10:00 PM. Subsequent email indicates it may be delayed until 9:00 PM. Jerry and Butch Hayes will continue to coordinate the details with the 64th NSDC staff. We will determine how to publicize the dance. Betsy & Roy Gotta agreed to coordinate callers and cuers and to serve as MC for the dance.

ARTS Tri-Fold Brochures

The Board discussed the ARTS Tri-Fold brochures at the 64th NSDC. Discussion of this item resulted in agreement on the following points and the following MOTION:

- (1) We need to update the Tri-Fold – Erin Byars agreed to do the update
- (2) We plan to distribute them during the convention - - at the Showcase of Ideas and throughout the convention halls
- (3) We need to print more – Jerry will coordinate with Barbara Connely for the number to be printed and the printer
- (4) There was agreement that printing small business card size handouts would be a good idea; these cards would include information about the ARTS seminars in Springfield, MA. Erin Byars agreed to design the cards.

MOTION: Be It Resolved That: We update and print The ARTS Tri-Fold information brochures to be distributed during the 64th NSDC. (MSC)

MOTION: Be It Resolved That: We create business card size ARTS & seminar information cards to be distributed during the 64th NSDC. (MSC)

(NOTE - Erin Byars will update the Tri-Fold brochures and create the business card size information handouts. Barbara Connely will coordinate printing the brochures and cards and arrange to have them delivered to Springfield, MA for the 64th NSDC)

65th NSDC (2016) Des Moines, Iowa - FYI

We have had no contact with the 65th NSDC staff. We plan to provide Education Seminars and participate in the Showcase of Ideas. Jim & Janet Winslow are the General Chairman. We will contact Jim & Janet to coordinate our requests for support during the convention.

Showcase Of ideas -

We plan to participate in the Showcase

Ads in the daily program books-

As has been previously approved, we plan to place ads in the three daily program books.

Education Seminars

The Executive Director will coordinate with the Education Chairman, Jerry & Donna Amfahr regarding the Education Seminars.

Trail End Dance

The Board has approved a MOTION that we will host a Trail End Dance prior to all future NSDC. Therefore, the Executive Director will contact the General Chairman with our request to host a Trail End Dance in Des Moines prior to the 65th NSDC. We will discuss details for the dance during the 2015 ARTS meeting.

OLD BUSINESS –

You2CanDance Web Site & Video -

Status Report -

Roy Gotta and Jim Weber provided information regarding the web site. There was a question about the number of "hits" there have been on our site.

Marketing –

During the 2013 ARTS meeting Roy Gotta reported that a way to help publicize the you2candance project is to coordinate with other dance oriented web sites. Roy has been working on this with other web site people including Robert Ameeti and his site: www.wheresthedance.com. This web site includes information throughout the country. It lists dances for square, round, contra, English, and others.

Videos –

Roy Gotta reported previous problems with the videos have been corrected.

Club Information -

The information listing of clubs has been out of date because we do not receive updates nor information from the clubs. Roy & Jim have discussed how to correct this problem. A good solution is to link to "wheresthedance" to provide the information. The You2CanDance web site is now linked to Robert Ameeti's site (wheresthedance.com) which has listings throughout the country. This web site lists dances for square, round, contra, English, and others. Roy and Jim will continue to work with Robert Ameeti to make this link work.

ARTS Newsletter - (FYI)

This item concerns the ARTS Newsletter which is published following each ARTS meeting and at other times as appropriate. The newsletters are published, distributed, and posted on the ARTS web site. They are also distributed through the ARTS Email Tree. The last Newsletter was the December 2013 issue.

Publications - (FYI)

Jim Weber, ARTS webmaster, has asked each organization to check the links for the publications to ensure accuracy. He has also asked the reps to review the list of publications to verify the validity of the information and send any changes to Jim Weber. All attendees were asked to visit the ARTS web site and check the validity of the links to Member web sites and their listing of publications.

ARTS-Dancetravel.com – (FYI)

The ARTS Travel web site has been paid until 2018. Discussion of this item continues to center around doing a better job of publicizing the service and encouraging people to use the site. The Executive Director will continue to publicize through the ARTS Email Tree, the newsletter and the website. Jim Weber reported we have not received any income from the site for a very long time. There was discussion that YTB Travel has been in bankruptcy which could explain why we have not received any funds.

Dancing Fact Sheet – (FYI)

The Dancing Fact Sheet was updated in 2013 and is available for printing from the ARTS website. The web version has a “fill in” box to personalize with an association’s local information. We plan to distribute the Fact Sheet at all future NSDC and USAWest conventions and publicize to other organizations to help publicize The ARTS.

The ARTS Officers approved printing the updated Fact Sheet. Jim Weber reported we printed 5,000 copies. They will be available for distribution at NSDCs and USAWest conventions.

ARTS Grant Program - FYI

This item concerns the ARTS Grant Program which provides financial assistance to clubs, associations, or other groups which host meetings to bring dancers, callers, cuers, and others together to discuss various aspects and concerns facing the dance activity. The guidelines for the Grant program have been approved, published, distributed, and posted on the ARTS web site. A Power Point presentation is available and can be provided electronically.

EDSARDA Request -

In July 2013 a grant request from the Eastern District Square and Round Dance Association, Inc. (EDSARDA) in Framingham, MA was approved. In August 2013 we were notified that response for their Leadership Forum was extremely lacking, with only two participants. Therefore, they decided to cancel the Forum. However, they changed the event to a Roundtable Discussion at their meeting scheduled for May 4th. The Roundtable will include an ARTS presentation. The ARTS Officers approved transferring their grant to the Roundtable. We are waiting for a report from the group.

SDSDA Request -

In December 2013 a grant request from the San Diego Square Dance Association (SDSDA) was received asking for a grant in the amount of \$1,000.00 for a Marketing Project to be conducted through the San Diego State University (SDSU). ARTS LOG 13-1216-001 was created for the Board to take action on the request. The Board approved the request in January 2014.

In February 2014 we received a letter from the SDSDA with notification that the project was not accepted by the SDSU and would not be done. The letter also included the check we had sent to them.

Edythe Weber reported the SDSDA has sent a new letter stating the Marketing Project has been approved and that they request the \$1,000.00 grant be approved and sent to them.

Discussion of this item resulted in the following action by the ARTS Officers subsequent to this meeting:

MOTION: Be It Resolved That: The ARTS Officers reaffirm and approve a grant request, as described by the San Diego Square Dance Association (SDSDA) and by Jim Maczko in December 2013, for a grant of \$1,000 to be provided to the San Diego State University (SDSU) to help fund a marketing project be approved. (MSC)

Publicity & Promotion -

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

Grant Applications -

There are no pending grant applications.

Square Dance History Project - (Attachment 3) - FYI

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

David has submitted the attached status report dated April 10, 2014. His report included the attached financial report from the CDSS. The Executive Director forwarded these reports to the Board and officers on May 16, 2014.

The Executive Director was directed to provide the link to the Square Dance History web site to Jim Weber so a link to it can be posted on the ARTS web site.

Ask ARTS -

Ask ARTS is an electronic tool by which we can provide information to the dance community about items of interest. The articles are sent to all the publications for which Jim Weber has contact information. They are also sent to the ARTS Email Tree maintained by the Executive Director. We have published eleven Ask ARTS articles on a wide variety of subjects. Discussion of this item resulted in agreement to publish an article with information about the Re-Image square dance project. It was recommended that we reissue some of the past articles.

ARTS Tri-Fold Information Brochures –

Discussion of this item resulted in agreement that the two versions of the Tri-Fold need to be updated and printed. Erin Byars has agreed work on the update. the Executive Director will coordinate gathering the information. A decision regarding printing will be made later.

Nationwide Benefit Dances -

This item concerns nationwide fund-raising dances to benefit The ARTS. There have been several dances which have resulted in donations of approximately \$10,000. Discussion of this item has resulted in general agreement that ARTS will support future dances. Previous agreement has been that the following factors will help make the dances and fund raising efforts better. These changes include: 1) Better publicity, 2) More flexibility in scheduling dances, and 3) Make this an annual event. Discussion of this item during the 2013 ARTS meeting resulted in agreement that we need to identify someone to take the lead for this project. At this time, we do not have a lead for this project.

Discussion of this item resulted agreement that the Executive Director will use the ARTS Email Tree to update the purpose of the benefit dances and identify what the donations will be used for. This information will be distributed through the ARTS Email Tree, Ask ARTS articles, and the ARTS Newsletter. This effort will include publicity for the project and encouragement to others to host benefit dances.

There was also discussion of the fact that there are groups which did host benefit dances, collected money, and sent the money to us. There was a major mistake in that we did not acknowledge the donations, nor did we inform the dance sponsors what the money was to be used for. The result of this oversight is that these groups will, most likely, not host dances in the future.

ARTS Electronic Mailing Tree - FYI

This item concerns an electronic system to not only help publicize The ARTS, but more importantly, establish a communication system to distribute information relating to the activity to the dancing community. The eventual goal is to have a system which will link the ARTS to every square dance club in the USA, and possibly outside the USA.

The initial work of requesting potential contacts around the country to agree to serve as ARTS Email Tree contacts has been completed. There are now 48 Email Tree contacts who cover 35 states/areas. There are contacts for the following areas: Alaska, Arizona, California, Colorado, Connecticut, DelMarVA, Delaware Valley, Florida, Hawaii, Iowa, Idaho, Illinois, Kansas, Kentucky, Massachusetts, Maryland, Michigan, Minnesota, Missouri, North Carolina, Nebraska, Nevada, New York, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, and Nova Scotia in Canada. The Executive Director will continue to contact potential Email Tree members. The goal is to have at least one or two contacts in each state.

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. Jim Weber coordinates the TechSoup software requests for the Board. There are certain limitations and requirements which must be met by the receiving organization. We are limited to two orders per year. Jim has submitted one order already this year. Board Members who would like software as part of this program, were requested to contact Jim to determine what is available and if it is possible to order.

ARTS Laptop Computer -

This item concerns a discussion of the laptop computer Edythe Weber uses for her duties as the ARTS Treasurer. Edythe reported the computer is very old with the Windows Vista operating system. There was some discussion regarding the possibility of upgrading the operating system to Windows 7 or Windows 8. There was agreement that upgrading the operating system was not the best option. Discussion of this item resulted in the following MOTION:

MOTION: Be It Resolved That: Jim & Edythe Weber be authorized to purchase a new laptop and appropriate software for use by the ARTS Treasurer; total cost not to exceed \$500.00. (MSC)

Facebook Account -

During the June 2010 meeting Jim Weber reported the ARTS had established a Facebook account. It was suggested that all ARTS Governing Board Members should become a "friend". There was agreement that this could be a marketing venue for the ARTS Grant events. There has been very little, if any, activity on this account. A brief discussion of this item resulted in a request that

The Executive Director contact Eric Henerlau to gather information about how Facebook operates and how to best take advantage of this resource.

Executive Director Term Of Service -

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

MOTION: Be It Resolved That: Jerry Reed be approved as the ARTS Executive Director for the period of July 1, 2014 through June 30, 2015. (MSC)

ARTS Awards - FYI

This item concerns ARTS awards which are intended to recognize people who provide outstanding or continuing support to the ARTS or the dance activity. The Guidelines and Procedures for the "Patron of the ARTS" award were approved and have been posted on the ARTS web site. The Executive Director has announced this item in the Email Tree and Newsletter and plans to continue additional publicity.

At this time there have been no nominations for the Patron Of the ARTS award.

\$100,000 Club -

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

During the 2012 ARTS meeting the Board approved a MOTION that the \$100,000 club idea be tabled until such time as there is renewed interest. Because this MOTION was approved, the Executive Director recommended we return the money donated to the project with a letter of explanation to the donors and that this item will be removed from future agenda. No action was taken regarding this recommendation.

Discussion of this item during the 2013 ARTS meeting resulted in the following agreements:

- 1) There are currently three Members (Harry Nelson, Bill Flick, and Ron Holland)
- 2) Consider a name change (\$100 Club was suggested)
- 3) Promote through Email Tree, Newsletter, Ask ARTS, and other media
- 4) Publicity needs to stress ARTS is a 501 (c) (3) IRS corporation
- 5) Need to provide information about how the money will be used
- 6) Betsy Gotta suggested finding someone outside the Board to lead this project
- 7) Gordon Macaw will send AJH information to the Board for information
- 8) Gordon will contact previous donors to ask if one of them will take the lead

During discussion of this item, Roy Gotta reported he may know a person who would be willing and able to take the lead for this project. Roy agreed to contact this person and report what he finds out.

The Nest -

This item concerns a proposal for a new recruiting/marketing plan and proposed lesson system for Square Dancing. This proposal is being promoted by Dale Bennett of THE NEST (web site – the-nest.com; Email – dale@the-nest.com) The Board previously reviewed this issue via ARTS LOG 13-0424-001 (ARTS and The Nest).

The basic idea of the proposed teaching system is to provide the opportunity to continuously publicize new dancer classes and allow new dancers to join a class at any time throughout the year. A participating club will need a cadre of knowledgeable and capable “Narrators.” These “Narrators” need to be experienced dancers who will show/demonstrate/teach new dancers the moves which can be taught using one or two couples. The caller will be in charge of the class and will be the “Instructor” to review, teach, and call all moves. Using music, the caller will provide review/practice and dancing for all moves, including those previously introduced by the “Narrators.” The Nest teaching system is being tried in a couple of locations. None of these locations have enough experience at this time for a meaningful report on the program.

During discussion of this item Jim Taylor reported he and Dale have discussed the common goals and activities of The Nest and the ARTS Re-Image project. Jim was asked to continue contact with Dale to determine how we can work together. Jim will keep the Executive Director informed of progress or problems.

Modernized Clip Art -

This item concerns a request that we review existing Clip Art used to help promotion and publicity efforts; primarily flyers and other print media. Although there is a vast amount of Clip Art available for no charge on the web, it is agreed that much appears to be dated. ARTS LOG 12-0325-001 (Dancing Clip Art) was submitted for the Board to review, discuss, and vote on a MOTION to commission an artist to create modern clip art; the MOTION was not approved. Discussion of this item resulted in agreement that this item will be removed from future agenda.

Re-Imaging Square Dancing -

This item concerns a project to Re-Image Square Dancing. This idea was first raised by Ken Ritucci during an NSDC Keynote Speech and was presented to the ARTS Board by Jim & Judy Taylor. Over the past couple of years there has been a large volume of email dealing with this topic and Jim & Judy have done a tremendous amount of work.

The goal of this project is NOT to make changes to the square dance activity. The overall goal is to enhance a positive perception of the activity among non-dancers in an effort to bring more people into the activity.

Some of the initial ideas suggested include: 1) Create an independent committee to start the work needed for this effort; 2) Create a "Brand" non-dancers can recognize and relate to; 3) Create a new recognizable logo; 4) Create a new slogan; 5) Investigate a professional Re-Imaging company; and 6) Use ARTS Education Seminars during the 63rd NSDC in Little Rock to publicize the project.

During the 2013 ARTS meeting a committee, charged with gathering & discussing ideas and formulating an action plan, was created. Jim & Judy Taylor agreed to chair this committee.

Jim & Judy have been very active working on this project. They have contacted two Re-Imaging companies and requested a proposal from both to provide Re-Imaging services. ARTS LOG 14-0113-001 (Re-Branding Proposals) was created for the Board to review, discuss, and vote on the proposals from both companies. The result of this LOG was that neither proposal was approved and that this item would be added to the agenda for the 2014 ARTS meeting.

On May 15, 2014 the Executive Director sent a status report to the Board with information about the progress of this project. On May 17, 2014 Jerry sent a status report to the ARTS Email Tree.

The presentation of the Re-Image information by Jim & Judy at various venues has been received with strong support. This support includes a large number of people who have indicated they are willing to work on the project.

The CALLERLAB Marketing Committee is in the process of updating the Marketing Plan first introduced in 2005. The updated plan and work by the CALLERLAB Marketing Committee will include production of marketing and promotion materials which can be provided to clubs and other organizations. The clubs will be encouraged to use the materials and ideas in their promotion efforts.

As noted below, Jim & Judy have accomplished a remarkable amount of work on this project. Roy Gotta, Jim Weber, Scot Byars, Jim Mayo, Jim Maczko, and Jerry Reed have been working with Jim & Judy on this project. There has been major progress including:

- 1) Creation and distribution of a Five Year Plan
- 2) Creation and distribution of the Power Point file
- 3) Creation of handouts of the Power Point file
- 4) Identification of candidates for a Re-Imaging company
- 5) Initial plans to conduct an online survey to collect data for the Re-Imaging company
- 6) Identification of an online survey company (FluidSurvey - \$30/year thru TechSoup)
- 7) Identification of a second online survey service thru Scot Byars
- 8) Creation of questions for the online survey
- 9) Implementation of the online survey - requests sent to nearly 1,000 dancers
- 10) Creation and distribution of reports of the results of the FluidSurvey online survey
- 11) Creation of a list of potential helpers
- 12) Creation of initial information to be provided to selected dance leaders
- 13) Creation of a "Re-Imaging" page on the ARTS web site

Jim & Judy reported they have had contact with Robert Ameeti and Dale Bennett to establish a way to send information and requests for help to dancers and clubs. Information would eventually include marketing ideas and materials. Dale indicated he has collected much of the contact information and has agreed to share with Jim & Judy. There was a brief discussion of the contact information the NEC has; this information is for dancers. There was agreement that there are various and many ways to get contact information.

Jim & Judy have contacted nearly 1,000 dancers with a request to participate in the survey. There has been a very good response rate with a wealth of information. The Executive Director was requested to send the survey response report to the Board and visitors.

There was agreement that each club should establish a position as a "Publicity" person to post specific and generic square dance information online using FaceBook, Twitter, and other online social media resources. This online social activity is intended to increase awareness of our activity via the internet.

Jim & Judy are planning to request donations to help fund a "Marketing Coach" to help develop marketing strategies and ideas which will support the Re-Image project. There was agreement that such donations should be made to and distributed through the ARTS to allow donors to take advantage of the 501 (c)(3) IRS status of the ARTS.

Selection of Re-Imaging Company - (Attachment 4 & 5)

This item concerns review, discussion, and vote on the proposals we have from two Re-Imaging companies - Hanna Design and SPUR. Jim & Judy Taylor have met with both companies to discuss the goals of the project and to get input from them.

Hanna Design is located in Greenwood Village, CO and advertizes as the one-stop provider of graphic and logo design services.

SPUR is located in Littleton, CO and advertizes they provide support for brands that value clear positioning, strong messaging, and striking aesthetics to help clients achieve their full potential.

Two proposals have been submitted for consideration:

- 1) SPUR with a base cost of \$7,000 (Plus Possible additional costs)
- 2) Hanna Design with a base cost of \$6,000 (Plus Possible additional costs)

The following points were discussed during this meeting:

- 1) The final contract should be reviewed by a lawyer prior to signing
- 2) There should be serious consideration of the possibility that no contract should be approved at this time
- 3) If we do not contract with a Re-Imaging company - we should consider using resources within the square dance activity
- 4) We need to consider input from all geographic areas of the activity, because there are major differences among different areas
- 5) If we do retain and contract with a Re-Image company, The ARTS must retain ownership of the final product from the contract - to include logo and slogan and that The ARTS can determine how to use the materials created, with no restrictions

Extensive discussion of this item resulted in the following MOTIONS:

MOTION: Be It Resolved That: The Officers be authorized to determine which of the proposals from the Re-Image companies (Hanna and SPUR) up to \$7,000.00 will be approved. The Officers are directed to ensure that the ARTS retains ownership of final products including proposed logos and slogans and that other concerns from the Board discussion during the 2014 ARTS meeting are considered. (MSC)

MOTION: Be It Resolved That: Expenditure of funds to cover the cost of a lawyer to review the final contract be approved. (MSC)

NEW BUSINESS –

Chairman Betsy Gotta opened discussion of New Business -

New Teaching Method - Modern Pattern Dancing –

This item concerns a report and description of a new method for teaching square dancing. Scott Brown, his son Shawn and Lisa Minton are from the Pittsburg area in Western Pennsylvania. They have developed and implemented what they believe is a new way to introduce and teach square dancing. They are using the term "Modern Pattern Dancing" and not square dancing. They believe this term better describes what they are doing. Their marketing and publicity includes a very attractive web site which contains a lively video, several still photos, an area for Frequently Asked Questions, and other features. The video was posted on YouTube and Craigslist and has been very popular.

On their web site: <http://goldrushrecords.org/page28.html> they describe Modern Pattern Dancing as follows:

Modern Pattern Dancing combines the simplicity and excitement of Contra dancing with the versatility and smoothness of Modern Western Style Square Dancing. It is danced to modern music ranging from Country to Hip Hop and is not confined to square formations.

Pairs, Triangles, Rectangles, Hexagons, Kaleidoscopes, Sicilian Circle and many others formations are also employed.

Modern Pattern Dancing was developed to make the social and physical benefits of traditional folk dancing more accessible to everyone. To accomplish this it needed to be fun, easy to learn, and not beyond the physical capability of most people. There is no formal lesson or class. Dancers learn as they go according to their experience level and will begin dancing with us the moment they walk in the door. Calls and concepts are taught in a way that provides dancers with a dynamic and rewarding dance experience from the entry level on up. The individual dancer controls the level of physical impact by dancing according to their comfort level

They do not have any dress code and welcome all new dancers including couples, singles, and groups. They specifically say no partner is needed.

Scott spent considerable time talking about how they got started and the method they use to teach dancing. Much of his presentation included very detailed descriptions of how they teach and the sequence of the calls they teach. Part of their program is to bring the new dancers and experienced dancers together during part of the session. Scott reported their club grew to four squares.

There was agreement that the information was good, however, the details of the teaching method would be more appropriate as a presentation to callers. Eric Henerlau, CALLERLAB Executive Committee, invited Scott to make a presentation at the 2015 CALLERLAB Convention.

TV Commercial to Advertise Dancing –

This item concerns a report from Michael Streby about new video commercials for TV he is creating. The commercials will be 30 seconds, will feature square dancing, and will promote the benefits of the activity. They will depict a number of people (dancers, callers, etc.) stating why they dance and would also show dancers of an age to appeal to particular audiences based on the program or channel that would be airing the commercial.

Initially the commercials would air in Wisconsin on FOX55. The coverage would then expand to other Midwest stations with which Michael has contacts.

There is also an opportunity to air the finished commercials on National television, on a channel being introduced on DISH & Verizon FIOS. Initial cost estimate is approximately \$10.00 per spot or roughly \$5,000 for 500. Michael is covering the cost of production and the initial airing of 100 spots. He reported additional spots would be available for the first two years for the same cost of \$10.00 per spot and that the ARTS and others are welcome to participate. There is also a possibility for Public Service Announcement (PSA) spots.

Michael has posted much of the other work he has done on FaceBook and other online resources.

Michael requested permission to include a link to the You2CanDance web site in the commercials. There was agreement that inclusion of this link would be a good idea. Discussion of this item resulted in the following MOTION:

MOTION: Be It Resolved That: Michael Streby be authorized to add a link to the You2CanDance web site in the commercials on dancing he is creating. (MSC)

Election - 2014/2015 Officers -

The following list of candidates was submitted for consideration and vote. Prior to the vote the Chairman opened the floor for additional nominations.

List of candidates:

Chairman - Betsy Gotta	Vice Chairman - Gordon Macaw
Treasurer - Edythe Weber	Secretary - Cathy Smith

Discussion of this item resulted in the following MOTION:

MOTION: Be It resolved that: The following candidates be elected as the ARTS Officers for 2014/2015: Chairman - Betsy Gotta, Vice Chairman - Gordon Macaw, Secretary - Cathy Smith, and Treasurer - Edythe Weber. (MSC)

NEXT MEETING -

The following MOTION was submitted:

MOTION: Be It resolved that: The 2015 ARTS meeting will be held in Springfield, MA on Sunday, June 28, 2015 immediately following the 64th NSDC. (MSC)

The Executive Director will contact the General Chairman of the 64th NSDC to request that we be provided a meeting room for the 2015 ARTS meeting.

Meeting adjourned: Sunday, June 29, 2014 at 1:00 PM.

Transcribed from audio.

Submitted by,

Jerry Reed
Executive Director

Alliance of Round Traditional and Square Dance Inc

Income & Expense

July 1, 2013 through June 30, 2014

Checking Acct.		Description
Beginning Balance July 1, 2013	<u>\$2,832.69</u>	
Income		
Donations		
Governing Board	1,000.00	USDA & NEC
Donations - Other	175.00	Homer Hayes/Dane Bragg
Total Donations	<u>1,175.00</u>	
General Operating		
Tech Soup	317.00	Philips/Reed/Gotta
Total General Operating	<u>317.00</u>	
Cashed in CD 5018	<u>5,276.99</u>	
Total Income	6,768.99	
Expense		
Executive Director	2,400.00	Pd thru June 2014
Advertising	540.00	63rd NSDC Dailys
Bank fees	84.00	7 X 12 mths
Internet & Web Related Expenses	99.95	Hosting
Printing and Reproduction	711.80	Printing for NSDC
TechSoup	540.07	TechSoup Order/Discs/Mailer envelopes/postage
Total Expense	<u>4,375.82</u>	
Checking Acct.		
Ending Balance June 30, 2014	<u><u>\$5,225.86</u></u>	
CD 3465	\$5,306.43	renewed 6/30/12 to 2/28/13; renewed again to 10/2013; renewed again to 10/2014
CD 4657	\$5,199.26	renewed 7/31/12 to 3/31/13; renewed again to 1/2014; renewed again to 1/2015
CD 5018	\$0.00	renewed 5/31/12 to 3/31/13; renewed again to 3/2014; cashed in 3/2014
	<u>\$10,505.69</u>	
Total Funds Available	<u><u>\$15,731.55</u></u>	

ARTS Governing Board and Officers Actions
July 2013 Thru June 2014

ARTS LOG_ 13-0702-001 (Grant EDSARDA)

Action Completed as of 07-13-2013. The purpose of this ARTS LOG is for the ARTS Officers to review, discuss, and vote on a grant application from the Eastern District Square and Round Dance Association (EDSARDA) in Framingham, MA. The result of this LOG was approval of the following MOTION:

MOTION: Be It Resolved That: The application for an Educational Grant from the Eastern District Square and Round Dance Association to be held October 5, 2013, be approved. (APPROVED)

ARTS LOG 13-0712-001 (2013 Meeting Minutes)

Action Completed as of 08-13-2013. The purpose of this LOG is for the ARTS Board to review, discuss, and vote on the minutes of the 2013 ARTS meeting. The result of this LOG was approval of the following MOTION:

MOTION: Be It Resolved That: the minutes of the 2013 ARTS Board meeting be approved. (APPROVED)

ARTS LOG 13-0715-001 (63rd NSDC Education Seminars)

Action Completed as of 08-13-2013. The purpose of this LOG is for the ARTS Board to review, discuss, and vote on the Education Seminars we will be presenting during the 63rd NSDC in Little Rock in June 2014. The result of this LOG was approval of the following MOTION:

MOTION: Be It Resolved That: The descriptions of the ARTS Seminars to be presented during the 63rd NSDC in June 2014 as presented in ARTS LOG 13-0715-001 be approved. (APPROVED)

The following are the approved descriptions of the Education Seminars for the 63rd NSDC:

"Our Future - Potential - Perspective - Re-Branding efforts":

Staff - (TBD)

Description - During the past several years the ARTS has been evaluating the state of our dance activity. Our purpose has been to develop strategies to help increase awareness of our activity among the non-dancing public. In this seminar, results of our research will be referenced along with projects being explored to increase participation in our dance activity. Among the varied topics will be information regarding a proposal to "Re-Brand" square dancing. We will also discuss ARTS resources available to YOU to help YOU and your club to promote dancing, including financial assistance. The ARTS wants YOUR input and ideas for projects we can pursue to help increase the number of dancers. This session will offer a forum for idea sharing and discussion of projects currently being implemented. Come listen, share and take home ideas

"You 2 Can Dance - New Web Site and Videos":

Staff - (TBD)

The ARTS has created a new web site and three videos (DVDs) dedicated to attracting new dancers. This seminar will provide information regarding the following main points of this project: 1) Establish a dedicated web site, 2) Create professional, upbeat videos of approximately two minutes for each segment of the activity, and 3) The videos may be accessed through the web site and copies are available. Come join us to learn more about this project and how the ARTS is using technology to help increase the number of dancers.

ARTS LOG 13-0721-001 (Dancing Fact Sheet)

Action completed as of 08-17-2013. The purpose of this LOG is for the ARTS Officers to review, discuss, and vote on a proposal regarding the Dancing Fact Sheet. The result of this LOG was approval of the following MOTION:

A) Printing in 2013 -

MOTION: Be It Resolved That: 1,000 copies of the Dancing Fact Sheet be printed prior to the end of 2013. These copies are intended for distribution in response to requests from the dance community.

B) Printing in 2014 -

MOTION: Be It Resolved That: The Executive Director be authorized to order the printing of a sufficient number of copies (up to 5,000) of the Dancing Fact Sheet in time to be distributed during the NSDC and USAWest conventions to be held during 2014. The number of copies will be determined after we have contacted the conventions regarding distribution of the Fact Sheet at the conventions

ARTS LOG 13-0729-001 (Rebranding Conf Call)

Action completed as of 08-22-2013, The purpose of this LOG is for the Board and others to identify and commit to a date for their participation in a conference call to discuss the issue of Rebranding our dance activity. The results of this LOG were agreement that 28 AUG 2013 was the most popular date for a conference call. However, there was additional information received which impacted this issue. This additional information was introduction of the subject of a contract from Marcel of SPUR. This is the company in Colorado Jim Taylor has been working with.

The bottom line is that there WILL NOT be a conference call on August 28, 2013

ARTS LOG 13-0804-001 (August 2013 Newsletter)

Action completed as of 08-28-2013. The purpose of the LOG is for the ARTS Officers to review, discuss, and vote on the August 2013 ARTS Newsletter. The result of this LOG was that the Officers approved the following MOTION:

MOTION: Be It Resolved That: The August 2013 ARTS Newsletter be approved. (APPROVED)

ARTS LOG 13-0806-001 (Grant Req MO S&R Dance Fest)

Action completed as of 08-31-2013. The purpose of this ARTS LOG is for the ARTS Officers to review, discuss, and vote on a grant application from the Missouri Square & Round Dance Federation. The results of this LOG was approval of the Grant request as indicated below:

DATE of Seminar or Event: October 11,12, 13, 2013

DESCRIPTION

The seminar will be on Saturday afternoon, October 12, 2013 at the Missouri State Festival in Sedalia, MO. The seminar will be 1 hr long with Jim Weber presenting the information. This is to inform the dancers about ARTS and their programs that can be used for promoting dancing. Missouri Clubs needs this information as the number of dancers are declining.

MOTION: Be It Resolved That: The application for an Educational Grant from the Missouri Square & Round Dance Federation to help with the expenses for an educational event in October 2013. Be approved. (APPROVED)

ARTS LOG 13-0813-001 (you2candance -Use of Name)

Action completed as of 08-31-2013. The purpose of this LOG is for the ARTS Officers and Roy Gotta to DISCUSS and VOTE on a request to use the name "you2candance" for a special event dance to be hosted by the Paws &Taws SD Club. The result of this LOG was approval of the following MOTION:

MOTION: Be It Resolved That: The Paws and Taws Square Dance Club of Seneca, SC be authorized to use the title "you2candance" for a special event dance they are planning. (APPROVED)

ARTS LOG 13-0822-001 (Approved Grant to EDSARDA)

Action Completed as of 09-19--2013. The purpose of this ARTS LOG is for the ARTS Officers to review, discuss, and vote on a request from the Eastern District Square and Round Dance Association (EDSARDA) that they be allowed to use the previously approved and unused grant for another event they have scheduled for May 4, 2014. The result of this LOG was approval of the following MOTION by the ARTS Officers:

MOTION: Be It Resolved That: A request from the Eastern District Square and Round Dance Association that the Educational Grant previously approved by the ARTS Officers be used for a new event planned for May 4, 2014, be approved. (APPROVED)

ARTS LOG 13-0824-001 (Branding - Contract Summary)

Action completed as of 09-18-2013. The purpose of this LOG is for the Board and others to review, discuss, and vote on the general and broad particulars of a proposed contract between the SPUR company and The ARTS. SPUR is the "branding" company Jim Taylor has been working with to "brand" the square dance activity.

We have received two versions of a proposed contract from SPUR. The two versions are almost identical except for the specifics of what SPUR will be committed to do regarding the initial phase of the branding process.

The results of this LOG are:

A) SHOULD WE CONSIDER A CONTRACT WITH SPUR?

1) MOTION: Be It Resolved That: The ARTS Board review, discuss, and vote on a contract with SPUR for services to "Re-Brand" square dancing. Vote to approve = 1

OR

2) MOTION: Be It Resolved That: Additional investigation be conducted to identify at least two other companies which are capable of providing "Re-Branding" services. Vote to approve = 8

B) DIFFERENT VERSIONS OF CONTRACT TO BE CONSIDERED:

IF you APPROVE MOTION (A)(1) above to consider the SPUR contract, please VOTE ONE of the following MOTIONS.

If you APPROVE MOTION (A)(2) above to investigate other companies, please DO NOT VOTE on the following MOTIONS.

1) VERSION ONE - -

MOTION: Be It Resolved That: Version 1 of the proposed SPUR contract, identified as "SPUR Estimate ARTS-01" (Strategy Workshop) be reviewed, discussed, and considered for approval. Vote to approve = 1

2) VERSION TWO - -

MOTION: Be It Resolved That: Version 2 of the proposed SPUR contract, identified as "SPUR Estimate ARTS-02" (Up to 8 phone workshop Sessions) be reviewed, discussed, and considered for approval. Vote to approve = 0

The Board approved the MOTION that additional investigation be conducted to identify at least two other companies which are capable of providing "Re-Branding" services.

ARTS LOG 13-0918-001 (Poss Branding Companies)

Action completed as of 10-06-2013. The purpose of this LOG is for the Board plus four others to provide the name and contact information for companies which are capable of providing "Branding" services similar to the services SPUR offered to provide. the result of this LOG was identification of companies to contact.

ARTS LOG 13-1007-001 (RFP Requirements)

Action completed on 10-22-2013. The purpose of this LOG is for the ARTS Board and others to provide input, ideas, and comments to be considered to create a Request For Proposal (RFP) for services to accomplish the Branding of the square dance activity. This is a "Brain Storming" effort; ALL ideas should be submitted and will be considered. There was no input in response to this LOG.

ARTS LOG 13-1031-001 (SD Logo &Slogan).

Action completed as of 10-31-2013 The purpose of this LOG is to inform the ARTS Board and others regarding the work the CALLERLAB Marketing Committee has done toward creating a Square Dancing slogan and logo. No action was required for this LOG.

ARTS LOG 13-1110-001 Proposed Logos

Action completed as of 12-18-2013. The purpose of this LOG is for the ARTS Board to review, provide comments and then vote on various proposed logos. Once a logo, either one of the currently proposed logos or a new logo to be created, is approved it will be endorsed, published under the ARTS banner, and promoted as the single logo for square dancing.

The results of this LOG are:

- 1) Five Board Members voted.
- 2) The Canadian logo was approved with four votes for approval
- 3) The following MOTION was approved:
MOTION: Be It Resolved That; The ARTS will contract with an outside company which will develop up to three proposed square dance logos to be submitted to the Board for approval. (APPROVED)

ARTS LOG 13-1120-001 (Assistant Executive Director).

Action completed as of 12-15-2013. The purpose of this LOG is for the ARTS Board to review, discuss, and vote on a proposal from the Executive Director that the position of Assistant Executive Director be created. The result of this LOG is approval by the Board of the following MOTION:

MOTION: Be It Resolved That; The Board approve a position of Assistant Executive Director. This position would be filled by an unpaid 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. (APPROVED)

ARTS LOG 13-1209-001 (December 2013 Newsletter)

Action completed as of 12-27-2013. The purpose of the LOG is for the ARTS Officers to review, discuss, and vote on the December 2013 ARTS Newsletter. The following MOTION was Approved by the Officers::

MOTION: Be It Resolved That: The December 2013 ARTS Newsletter be approved. (APPROVED)

ARTS LOG 13-1215-001 (Rebranding Plan)

Action completed as of 12-30-2013. The purpose of this LOG is for the ARTS Board to review and provide comments regarding a proposed Rebranding Plan submitted by Jim Taylor (Rebranding Committee Chair).

The results of this LOG were approval of the following MOTION by the Board:

MOTION: Be It Resolved That: The Five Year Re- Branding Plan, Draft 1, dated November 25, 2013, be approved. (APPROVED)

ARTS LOG 13-1216-001 (Grant - San Diego State University Marketing Project)

Action completed as of 01-10-2014. The purpose of this LOG is for the ARTS Board to review, discuss, and vote on a request for a grant of \$1,000 to the San Diego State University (SDSU). The results of this LOG was approval by the Board of the following MOTION:

MOTION: Be It Resolved That; The request, as described by Jim Maczko, for a grant of \$1,000 to be provided to the San Diego State University (SDSU) to help fund a marketing project be approved. (APPROVED)

ARTS LOG 13-1223-001 (Duties - Sec ED and AED)

Action completed as of 01-21-2014. The purpose of this LOG is for the ARTS Board to review, discuss, and vote on a draft of a policy document which delimitates the duress of the ARTS Secretary, Executive Director, and Assistant Executive Director. The result of this LOG was approval of the following MOTION by the Board:

MOTION: Be It Resolved That; The policy document titled "ARTS Secretary - Executive Director - Assistant Executive Director - Duties and Responsibilities" _ be approved. (APPROVED)

ARTS LOG 14-0113-001 (Re-Branding Proposals)

Action completed as of 03-29-2014. The purpose of this LOG is for the Board to review, discuss, and vote on two proposals from "Re-branding" companies. The approved proposal will be implemented to begin the process of Re-Branding the Square Dance activity. When the VOTE period ended, however, only 4 Board Members had voted. Therefore, the voting was incomplete. This item will be added to the agenda for the 2014 ARTS meeting in Little Rock.

ARTS LOG 14-0306-001 (Re-Branding Survey Questions)

Action completed as of 03-24-2014. The purpose of this LOG is for the Board to provide questions for consideration to be included in a survey to gather information during our efforts to Re-Brand square dancing. The input from this LOG was helpful in the creation of the questions to be used in the online survey.

ARTS LOG 14-0412-001 (Sqr Dnc History Project - Update)

Action completed as of 04-12-2014. The purpose of this LOG was to provide the Board an update report dated April 10, 2014 which was received from David Millstone, Coordinator, Square Dance History Project. Also included is an updated financial report. This was an FYI LOG and no action was required.

ARTS LOG 14-0422-001 (Re-Imaging - - New Name)

Action completed as of 05-17-2014. The purpose of this LOG is for the ARTS Board to DISCUSS and VOTE on a proposal to change the name of our ongoing effort to improve the image of our activity and to entice more people to join. We have been using two terms interchangeably, namely "Branding" and "Re-Branding." It has become obvious that many folks in our activity are not comfortable with either term and have indicated strong opposition to both. The result of this LOG was approval of the following MOTION by the Board:

Whereas the goals of our effort include consideration of a new logo and slogan which can be universally accepted and promoted to help increase the number of dancers through an improved image of square dancing,

MOTION: Be It Resolved That: The effort to improve the image of square dancing to include consideration of a new logo, a new slogan, and marketing plans and materials be known as "Re-Imaging." (APPROVED)

ARTS LOG 14-0508-001 (2014 Meeting Agenda)

Action completed as of 05-30-2014. The purpose of this LOG is for the Board to provide input for the 2014 ARTS meeting. The meeting will be held in the Arkansas Ballroom Sunday, June 29, 2014 in Little Rock immediately following the 63rd NSDC. There were no responses to the start message.

ARTS LOG 14-0602-001 (Review - Re-Image Proposals)

Action completed as of 06-02-2014. The purpose of this LOG is for the Board to review the meeting agenda item regarding the proposals from two Re-Image companies. There was no discussion of this LOG. This issue will be on the agenda for the 2014 ARTS meeting, June 29, 2014.