

ARTS MEETING MINUTES  
Double Tree Hotel  
Portland, Oregon  
March 21 & 22, 2004  
(Approved May 11, 2004)

CALL TO ORDER -

Meeting called to order at 2:00 PM on Sunday, March 21, 2004, by USA West representative Jim Maczko (ARTS Chairperson for this meeting)

ROLL CALL -

The following organizations have approved support of the ARTS: American Callers Association, CALLERLAB, CONTRALAB, International Association of Gay Square Dance Clubs, National Square Dance Campers, NEC, ROUNDALAB, Single Square Dancers USA, USA West, and USDA.

The following representatives were present at this meeting. Voting members are identified by an asterisk (\*):

Representing ACA:

\*Henry & Barbara Israel and Pat Demerath

Representing CALLERLAB:

\*Mike Jacobs, Tim Crawford, and, Jerry Reed (Executive Director)

Representing CONTRALAB:

\*Jim & Jessie Gibson

Representing: IAGSDC:

\*Scott Philips

Representing: National Square Dance Campers:

\*Don Turney (Not able to attend)

Representing NEC:

\*John & Dimple Williford (3 Year Term) and Gene & Connie Triplett

Representing ROUNDALAB:

\*Chuck and Sandi Weiss

Representing: Single Square Dancers USA:

\*Ron Holland

Representing USA West:

\*Steve Barber and Pres & Kay Minnick and Tim Voss

Representing USDA:

\* Charlie & Kitty Holley, Jim Weber and Michael Streby

\* = Indicates the official organization representative for voting purposes

The following organizations are attending as observers:

Randy Lewis (URDC - discussing invitation to join ARTS)

Jim Hensley (Foundation Marketing Director)

Spencer & Barb Lewis (54<sup>th</sup> NSDC Education

Bill Hunington, Editor USDA News

Pat & Ave' Herndon, President California Square Dance Council

The following item was removed from the agenda:

(Review Multi-Cycle Document)

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

OPEN GENERAL ISSUE DISCUSSIONS -

A brief time was allotted for informal discussion of items of interest prior to discussions of the formal agenda items.

MISCELLANEOUS REPORTS - The following reports were presented:

Finance Report -

The following individual and association donations to the alliance have been received since the October 2003 meeting:

Kitty & Charlie Holley donated \$100.00  
Lyle & Jean Beck donated \$100.00  
Square Dance Association of San Diego County, Inc donated \$100.00

The following Governing Board Members have made donations:

CALLERLAB donated \$500.00 in 2003  
CONTRALAB donated \$100.00 in 2003  
IAGSDC donated \$350.00 (At this meeting)  
NEC donated \$1,000.00 (At this meeting)  
ROUNDALAB donated \$350.00  
USA West donated \$250.00 in 2003  
USDA donated \$1,000.00 in January 2004  
Single Square Dancers USA donated \$250.00 in October 2003

Possible future donations:

Chuck and Sandi Weiss reported the "STAR" organization may be making a substantial donation, possibly as much as \$5,000.00

Treasures Report: (Attachment 1)

Jim Maczko, Acting Treasurer, submitted a financial report which is attached. The report included the following:

Total Income Received to date: \$6,185.77  
Total Expenses to date               \$2,437.46  
Current Account Balance   \$3,748.31

Reports from past meetings:

Copies of the minutes of the following meetings are available  
Fall 2002 ARTS Planning Meeting (Cocoa Beach, FL)  
January 2003 ARTS Alliance Meeting (Falls Church, VA)  
June 2003 ARTS Alliance Meeting (Oklahoma City, OK)  
October 19-20, 2003 ARTS Alliance Meeting (Orlando, FL)

Phoenix Plan Information

Jim Hensley, CALLERLAB Foundation Marketing Director, presented information on the status and progress of the CALLERLAB Foundation Marketing Plan known as the "Phoenix Plan." This marketing plan is a long range three phase plan approved by the foundation in April 2000 and implemented shortly thereafter. One of the goals of Phase One was the creation of an entity such as The ARTS alliance. This presentation included information from the market research conducted by the CALLERLAB Foundation, the Focus Group surveys, and other marketing information from the Foundation. Phase Two of the Phoenix Plan includes searching for fund raising, sponsorship, and grants. Jim also provided information about the possibility of fund raising on E-bay and other fund raising ideas.

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

This item concerns a discussion and vote to confirm the action taken by the ARTS Governing Board since the October 2003 meeting. The attached list of these actions needs to be reviewed and confirmed.

*MOTION: Be it resolved that the actions taken by the ARTS Governing Board since the October 2003 meeting be confirmed. (MSC)*

In accordance with North Carolina law for Non-Profit Corporations, the following Motion was proposed, discussed and voted on:

*MOTION: Be it resolved that at each meeting the actions taken by the ARTS Governing Board since the previous meeting will be confirmed. **(MSC)***

#### OLD BUSINESS -

##### Other Organizations to Join the ARTS - (FYI)

This item involves adding other organizations to the ARTS Alliance. During the October 2003 meeting the Single Square Dancers USA and the National Square Dance Campers were approved for membership on the Governing Board. Both organizations have joined the ARTS.

An invitation was sent to the Universal Round Dance Council (URDC) on July 21, 2003 and a second invitation was sent on September 13, 2003. The organization is reportedly interested in joining, however, a final decision has not been made. If the URDC does vote to join, the organization will join as a member of the Governing Board as provided for by an earlier MOTION approved by the ARTS Governing Board. A decision may be made by June/July 2004. The URDC will be contacted to ask about the status of their discussions.

Discussion also included the Canadian Square & Round Dance Council. Discussion resulted in the following MOTION:

*MOTION: Be it resolved that the Canadian Square & Round Dance Council be invited to join the ARTS as a member of the Governing Board **(MSC)***

##### Bylaws - (FYI)

This item consists of the Bylaws as approved by ARTS LOG 03-1110-01, approved December 18, 2003. The final version of the Bylaws is available. During the October 2003 meeting a MOTION was approved that the Universal Round Dance Council (URDC) would be included in the Governing Board upon receipt of a request from the organization to join the

##### Articles Of Incorporation - (FYI)

This item consists of the Articles Of incorporation. The draft of the articles were approved by ARTS LOG 03-1030-001, approved November 9, 2003. Final version of the Articles of incorporation were reported by Jim Maczko on December 14, 2003. The report from Jim and the final version of the articles are available.

##### Dues -

A MOTION was approved at the June 2003 meeting that each organization would be encouraged to make a donation to the ARTS to help fund startup costs. The following organizations have made a donation: 1) CALLERLAB, 2) CONTRALAB, 3) IAGSDC, 4) NEC, 5) ROUNDALAB, 6) Single Square Dancers, 7) USDA, and 8) USA West. The National Square Dance Campers have approved a donation of \$100.

##### Ad-Hoc Committee Reports -

###### Finance Ad-Hoc

###### Recognition of Donors

The committee reported that a certificate and letter are provided to donors which are not on the Governing Board. There was discussion of the use of the term "partners is progress" on the certificate. There was also some discussion of how to administer continuing Individual and Association memberships. This discussion included the possibility of using an online process for donations. No further action was taken at this time. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that the Finance Ad-Hoc Committee develop proposed process and procedures for membership issues; to be ready for review at the June 2004 ARTS meeting. **(MSC)***

#### IRS 501 (c)(3) Application Documentation

This item concerns an application to the IRS for 501(c)(3) tax exempt non-profit corporation status. The application for IRS 501 (c) (3) status has been submitted. It is estimated that a decision will be made by May 2004.

#### Publicity Ad-Hoc - Michael Streby, Chairman

The committee reported on the cost associated with establishing a toll free phone number in the USA. Options include an "866" phone number at costs ranging from \$1.00/month and 10 cents/minute to \$20.00/month and 4 cents/minutes. Considerable discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that the ARTS establish a toll free phone number at the rate of \$1.00/month and 10cents/minutes; the toll free number is to include "ARTS in the number; when activated the number will be set to ring in the residence of Lyle & Jean Beck. (MSC)*

The idea of creating a "How To" information pamphlet or document on the general topic of creating, marketing, and implementing Community Access Television products and shows was briefly discussed. It was agreed that no further action would be taken at this time.

#### Electronic Mailing List - Michael Streby, Chairman & Jim Weber, Co-Chairman

The committee has established an E-mail mailing list ([alliance@usda.org](mailto:alliance@usda.org)) for use by the ARTS representatives. The committee has also established a web site at [ARTS-Dance.org](http://ARTS-Dance.org) The ARTS Web Site is hosted on the USDA Web Site. The committee asked members to review the web site and provide information for the web site. The committee will continue to work toward obtaining the web address "ARTS-Dance.com"

#### Review Multi-Cycle Document -

This item concerns discussion of the CALLERLAB document titled "Multi-Cycle Lesson Plan". During the October 2003 meeting a MOTION was approved to table further discussion of this item until the March 2004 meeting.

**This item was removed from the agenda for this meeting prior to the meeting.**

#### Hall Of Fame/Museum - Paducah, KY -

This item concerns a proposal from Paducah, KY to establish a Hall Of Fame/Museum in Paducah. The USDA Board held their winter meeting in Paducah, KY in January. Kitty and Charlie Holley provided a report from their visit to Paducah for that meeting. The town is very interested in developing tourist attractions which include folk or early American activities. The town is a stopping point of interest for over 100 river boats each year. Each of these boats has 100 to 400 people on board. These people take day trips/walking tours of the area. The town also sponsors a "street dance" each Saturday night. The bottom line is there are activities and interest in this town which lend support to a square dance Hall of Fame/Museum in Paducah.

#### ARTS Dancer Survey - Michael Streby

This item concerns a dancer survey which would be distributed and collected at the 53<sup>rd</sup> NSDC in Denver in June 2004. There was agreement that the basic survey would be made available to other groups to collect this data from other events. There was limited discussion of what support The ARTS would provide to other groups to print the surveys. Completed surveys could be returned to the ARTS for data entry and analysis. A draft of the survey was distributed and completed by the attendees at this meeting. The results of the survey were briefly discussed. There was discussion of specific changes to the survey, how the survey would be distributed and how the completed surveys would be collected. The 53<sup>rd</sup> NSDC in Denver is agreeable to helping with this survey. The revised draft survey will be sent to the group for further review and vote after this meeting. There was agreement that publicity is a key factor in the success of this survey and that a total of 12,500 copies of the survey will be printed and provided for distribution in Denver. CALLERLAB and ROUNDALAB have agreed to do the printing, however, the cost of paper and shipping would need to be covered by the ARTS. Considerable discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that the ARTS will pay for the associated costs for printing 12,500 copies of the survey for the 53<sup>rd</sup> NSDC. These costs will be for paper and shipping. (MSC)*

Demographic Survey Information - (FYI)

CALLERLAB & The CALLERLAB Foundation have developed and mailed a demographic survey to collect information about the current dancer population. The information gathered may be used to provide potential sponsors with information about us. The Information will be provided to the ARTS to help further the goals of the *Phoenix Plan* and The ARTS. Distribution of the information from the survey is expected by the middle of April 2004 and will be made by the CALLERLAB Board/Executive Committee.

Information Pamphlet -

This item concerns a document to publicize the ARTS. A sample of the document was distributed at the meeting. The sample is a Tri-Fold pamphlet to provide publicity and information about the ARTS. This would be an ARTS document and would be published under the ARTS logo and would include a list the ARTS organizations, the Mission Statement, Goals, information about what the ARTS is doing, and other appropriate information concerning the ARTS. There was discussion of specific changes to the document and how it would be distributed. The revised draft document will be sent to the group for further review and vote after this meeting. Considerable discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that the dancer information pamphlet be approved as revised. ARTS will pay for the associated costs for printing 10,000 copies of the document. These costs will be for paper and shipping.*  
**(MSC)**

The Publicity Ad-Hoc Committee will provide the finished document to CALLERLAB for printing after final approval.

PR Seminar at NSDC -

This item consists of a proposal to create and present information to publicize the mission, goals, accomplishments, and organization of the ARTS. This information would be presented at a future NSDC. There was agreement that a Public Relations seminar to publicize the mission, goals, accomplishments, and organization of the ARTS would be planned for a future NSDC. The seminars and panels are set for Denver, so this seminar is not possible in 2004.

There were reports of other presentations which will be made in Denver. These are not specifically for the ARTS, however, the presenters will be able to provide some ARTS information. The Education committee for the 54<sup>th</sup> NSDC in Portland, OR has been contacted and has agreed to provide space and time for three one hour presentations. Jim Hensley and Pat Demerath are Co-Chair for this item with members: Tim Crawford and Michael Streby. A plan for the 54<sup>th</sup> NSDC in Portland needs to be developed for presentations specifically for information for The ARTS.

Development of Plans - Fundraising - Corporate Sponsorship - Grant Writing -

This item includes discussion of a proposal to develop plans for the following issues: 1) Professional Fund Raising; 2) Corporate Sponsorship; and 3) Grant Writing. During the October 2003 meeting a Fund Raising Ad-Hoc Committee was formed to address these issues. Committee members are: Pat Demerath as Chairman with members Jim Hensley and Tim Marriner. Pat Demerath made presentations on the following items. The Power Point presentations for these plans are attached. There was agreement that the Secretary would send a copy of the revised presentations, as provided by Pat, to all reps.

A) Professional Fund Raising (Attachment 3)

A fund raising plan should be created to address the issue of raising money for the ARTS. There was agreement that Fund Raising is the most important of these three items at this time. A goal of the June meeting was set to identify Fund raising sources/ideas. An estimate of 24 months was presented for completion.

B) Corporate Sponsorship (Attachment 4)

This plan would be intended to attract corporate sponsors who might wish to use square, line, contra and round dancing in their advertisements and public relations. This plan should include some actions/recommendations to improve the "hayseed" image of square dancing activities. There was general agreement that this plan is important for the future, but that further action on this plan should be deferred. An estimate of two years was presented for completion.

C) Grant Writing (Attachment 5)

This plan would be intended to search for funding for square dancing from public, corporate, foundation, individual, and family foundations. There was general agreement that this plan is important for the future, but that further action on this plan should be deferred. An estimate of 40 months was presented for completion.

Development of Lobbyist Attraction Plan - (Attachment 6)

This item includes a plan intended to obtain federal support in any legislation that might be in the Congress, the Executive Departments and Federal Agencies such as the ARTS. There was agreement that further discussion of this item would be deferred until the June 2004 ARTS meeting.

Development of a Square Dancing Image Enhancement Plan - (Attachment 7)

This item includes a plan to upgrade the public's view of square dancing. There was agreement that further discussion of this item would be deferred until the June 2004 ARTS meeting.

NEW BUSINESS -

Possible Grant Source -

The Draper Richards Foundation provides selected social entrepreneurs with funding of \$100,000 a year for three years, specifically and solely for entrepreneurs starting new nonprofit organizations. The foundation awards four fellowships a year and, like a venture capital fund, offers strategic and organizational assistance in addition to financial support. Projects selected by the foundation will demonstrate innovative ways to solve existing social problems. The foundation will accept proposals for a variety of public service areas, including but not limited to education, youth and families, the environment, arts, and community and economic development. The foundation seeks organizations that are (or plan to be) national or global in scope. They do not fund research, scholarships, or local community-based organizations. Applicant organizations must demonstrate that their idea is sustainable, scalable, and has the potential to create significant social change. In addition, the founder/entrepreneur must have the skills to manage a national or global organization. For more information: <http://www.draperrichards.org/> They accept proposals at any time of the year; applications are reviewed when they are received.

Pat Demerath reported in his presentation on Grant Writing that this Foundation had indicated the foundation would not be suitable for our request. However, Pat did indicate a request could be submitted.

Consider Memberships -

This item includes consideration of Associate, Individual, Life, Supporting, and Honorary Memberships. Treasurer. The following have been submitted for membership: 1) Individual Memberships: Charlie and Kitty Holley (donation of \$100.00), Lyle and Jean Beck (donation of \$100) John & Dimple Williford, and Steve & Holli Barber; 2) Associate Membership the Square Dance Association of San Diego County, Inc. (donation of \$100.00)

*MOTION: Be it resolved that the following be approved as Individual Members: Charlie & Kitty Holley, Lyle & Jean Beck, John & Dimple Williford, Steve & Holli Barber. (MSC)*

*MOTION: Be it resolved that the following be approved as Associate Member: Square Dance Association of San Diego County, Inc. (MSC)*

Election of Officers -

The following officers were elected for a term through October 2005:

- 1) Chair Person - Jim Maczko
- 2) Vice Chair Person - Henry & Barbara Israel
- 3) Secretary - Jerry Reed
- 4) Treasurer - Edythe & Jim Weber.

Discussion of this item resulted in agreement that the bank account for the organization would be set for a single signature. There was brief discussion of making the Treasure position a three year term. There was suggestion that the list of elected Board members be included on the ARTS information Brochure.

Following the election the following MOTION was made:

*MOTION: Be it resolved that the ballots for the Chair position be destroyed. (MSC)*

Executive Secretary/Administrative Assistant - (FYI)

This item concerns a discussion of whether the ARTS should hire an Executive Secretary and/or an Administrative Assistant. There was brief discussion of this item. There was agreement that creation of such a position at this time would not be a good idea. This item will be discussed further at a later time.

USABDA (Poss Ask To Join ARTS) - (FYI)

This item concerns a discussion of the United States Armature Ballroom Dancing Association and whether the ARTS should extend an invitation to that organization to join the ARTS. The following information is provided for information. The General Plans and Goals of the USABDA include: 1) provide improved guidance to regions and chapters on how to better MARKET ballroom dancing to the public. Use a special team to focus on developing and applying improved marketing strategies and techniques, 2) ADOPT Partnership Programs with OTHER organizations to encourage and support both recreational and competitive dance programs for youth, 3) Recruit independent dance organizations as affiliate members of USABDA. Chuck Weiss agreed to gather more information about this group prior to the June 2004 ARTS meeting. There was brief discussion of this item with agreement that no further action should be taken at this time. Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: Further discussion of the United Ballroom Dancers of America be tabled until the June 2004 ARTS meeting. (MSC)*

Next Meeting -

The ACA has offered to host a meeting of the ARTS in Denver, CO immediately following the 53<sup>rd</sup> NSDC Convention. The 53<sup>rd</sup> NSDC General Chairman has indicated a room would be available beginning at 9:00 AM on Sunday, June 27, 2004. Discussion of this item resulted in the following MOTION:

*MOTION: Be It Resolved That: The next ARTS meeting will be hosted by American Callers Association and held on Sunday, June 27, 2004 in Denver CO. (MSC)*

There was some discussion of the meeting after the June 2004 meeting in Denver. The Single Square Dancers have offered to host an ARTS meeting over Labor Day Weekend in Atlanta. There will be further discussion of this item during the June 2004 meeting.

ADJOURNMENT

The meeting was adjourned at 2:40 PM on Monday March 22, 2004.

**March 21 - 22, 2004 ARTS Meeting  
Attachment (1) (Financial Report)Page 1 of 1)**

The ALLIANCE OF ROUND, TRADITIONAL AND SQUARE — Dance Articles of Incorporation, as approved during the Fall ARTS meeting in Orlando, with minor modifications suggested by the legal firm of Wyatt — Early — Hams — Wheeler LLP — High Point, North Carolina — were recorded on December 5, 2003 with the North Carolina Secretary of State (file No. C200332100316) as a Non-Profit Corporation. Copies of these Articles of Incorporation are provided for your records. We wish to express our appreciation for the assistance of Gene and Connie Triplett who are serving as the Incorporators of the ARTS in the State of North Carolina.

The ARTS-Dance Bylaws, as adopted via electronic vote of the Governing Board on December 18, 2003, were submitted, along with the completed application forms to the Internal Revenue Service to obtain Federal Non-Profit status as a 501 (c)(3) on January 5, 2004. The IRS has acknowledged receipt of the documents and has indicated that approximately 120 days are required to review these materials.

Both the incorporation and non-profit filings were assisted by Wyatt — Early — Hams — Wheeler LLP — High Point, North Carolina. Their assistance has been extremely helpful and their charges have been most reasonable. Their initial invoice of \$637.31 was discounted to the amount of our \$500 retainer. Subsequently they have invoiced an additional \$166.25. These bills have been paid along with other costs associated with incorporation (\$60.00 — North Carolina Incorporation Filing Fees; \$500 — IRS Form 1023 Filing Fees).

In addition to these start-up fees, \$79.50 has been paid to Deerfield Hosting to reserve the ARTS-Dance domain name for a period of ten years; and \$30.00 was paid to the California Secretary of State to obtain a Statement and Designation by Foreign Corporation to enable the ARTS to maintain its checking account in California: A full income/Expense Statement is provided detailing all income and expenses to date.

The ARTS-Dance has continued to receive contributions from within the Square Dance community: the Missouri Federation of Square and Round Dance Clubs; the California Square Dance Council; USA West Policy Board: Charlie and Kitty Holley; United Square Dancers of America; ROUNDALAB; Lyle and Jean Beck; and the Square Dance, Association of San Diego County.

Total Income Received to Date	\$6,185.77
Total Expenses to Date	<u>\$2,437.46</u>
Current Bank Account Balance	\$3,748.31

As these contributions have been received we have issued Certificates of Appreciation to each group or individual in the name of the Alliance of Round, Traditional and Square-Dance, Inc. In addition, as the Governing Board has voted to extend Individual and Associate Memberships to these contributors we have issued Certificates of Membership in the Alliance of Round, Traditional and Square-Dance, Inc. To date, Wells Fargo Bank has not charged a monthly fee even though we have never achieved the \$4,000 minimum balance required for the bank to waive their \$10 monthly service charges.

It was suggested during the Fall 2003 ARTS meeting that Quick Books Accounting Software for Non-Profit Organizations be obtained at a cost of \$500. The Governing Board authorized the expenditure of up to \$500 for the purchase of this software. It has subsequently been recommended that Quick Books Standard Version accounting software available at a cost of approximately \$175 would be sufficient for the needs of the ARTS. To date, no accounting software has been purchased.

There remains a supply of ARTS T-Shirts available to be sold. Currently, Gene and Connie Triplett, Charlie and Kitty Holley and Patty Wilcox have supplies of these color-cut T-Shirts. These shirts are being sold for \$12.00 each for the medium through large sizes and \$14.04 for sizes XX and XXX. The income and expenses for these shirts is reflected on the attached financial report.

ARTS fund raising dances are scheduled for April 10, 2004 in San Diego, California and April 17, 2004 in Montgomery, Alabama.

While much has been achieved, there is still a lot more to be accomplished,

Jim Maczko – Acting Treasurer - Alliance of Round, Traditional and Square-Dance, Inc.



***The following are ARTS Governing Board Actions  
Taken By E-mail Since the October 2003 ARTS Meeting***

ARTS LOG# 03-01027-001 (October 2003 Meeting Minutes)

MOTION: Be It Resolved That: The minutes of the ARTS meeting held October 19 - 20, 2003 in Orlando, FL (Draft 3, dated November 11, 2003) be approved. (APPROVED 11/21/2003)

ARTS LOG 03-1031-001 (Incorporation Of ARTS)

MOTION: Be It Resolved That: The draft Articles Of Incorporation, discussed at the Oct 2003 ARTS meeting In Orlando, FL and subsequently modified and provided by Jim Maczko be approved. These Articles Of incorporation shall be approved by the ARTS designated attorney. Gene Triplett shall be authorized to sign as the sole Incorporator and to act as the Registered Agent in North Carolina for the ARTS. (APPROVED 11/19/2003)

ARTS LOG# 03-1110-001 (ARTS Bylaws)

MOTION: Be It Resolved That: The ARTS Bylaws, Draft 7, dated November 21, 2003, be approved. (APPROVED 12/18/2003)

ARTS LOG 03-1111-001 (ARTS Logo)

MOTION: Be It Resolved That: The Proposed ARTS Logo "A" be approved.

OR

MOTION: Be It Resolved That: The Proposed ARTS Logo "B" be approved.

(LOGO "B" APPROVED 12/03/2003)

ARTS LOG# 03-1213-001 (Mar 04 Mtg-Brief)

MOTION: Be It Resolved That: The ARTS pay expenses for Marty Mayo to attend the March 2004 ARTS meeting in Portland, OR to provide a presentation on the Phoenix Plan and the Focus Group surveys conducted for the CALLERLAB Foundation. (NOT APPROVED 01/27/2004)

ARTS LOG# 03-1215-001 (E-mail Voting-Members)

MOTION: Be It Resolved That: An E-mail vote to approve Associate Members and Individual Members be allowed be approved. (APPROVED 01/07/2004)

ARTS LOG# 04-0107-0001 (Associate & Individual Members)

MOTION: Be It Resolved That: The ARTS Governing Board confirm Associate Membership for the 2004 calendar year for: Sandpipers Square Dance Club - Encinitas, CA; Single Spinners Square Dance Club - San Diego, CA; California Square Dance Council, Inc.; Missouri Federation of Square "n Round Dance Clubs.

Be It Further Resolved That: The ARTS Governing Board confirm Individual Membership for the 2004 calendar year for: Jerry and Del Reed; Jim Maczko; Tom Van Ourlerk.

(Both APPROVED/NOT APPROVED - 02/10/2004)

ARTS LOG# 04-0119-001 (E-mail Voting-Procedures)

MOTION: Be It Resolved That: The procedures for conducting E-mail discussions and voting established by the document titled "ARTS Email Procedures (Actions By The Governing Board) (Draft 2 - February 5, 004) be approved.

(APPROVED 02-21-2004)

ARTS LOG 04-0127-001 (Mtg Reps)

This was an ACTION Requested message to obtain a list of the organization reps for the March 2004 ARTS Meeting

(COMPLETED 02/05/2004)

ARTS LOG# 04-0202-002 (Poss Grant - Social Entrepreneurs)

This ARTS LOG concerned a message we received providing information about funding from the Draper Richards Foundation. This foundation provides funds to new nonprofit organizations which can demonstrate that their idea is sustainable, scalable, and has the potential to create significant social change.

(COMPLETED 03/10/2004)

ARTS LOG# 04-0209-001 (MAR 2004 Mtg Agenda - Draft 2)

This ARTS LOG concerned the agenda for the March 2004 ARTS meeting in Portland OR.

(COMPLETED 03/06/2004)

### **Talking Paper for the ARTS Alliance on Professional Fundraising**

Critical Need for Fundraising: To support the initiatives of the Alliance to gain corporate sponsorship, improve the image of square dancing, obtain lobbyist support, and grant writing and selection support.

Assumption: Internal fundraising solely by square dance organizations will not be adequate to support the ARTS initiatives. Please bear in mind that clubs, local associations, state associations only have a limited amount of funds and a limited amount of dancers to contribute. Also there may be a problem that might hurt the activity that dancers gave money in the past and saw no return/benefit.

Projected Solution: Locate professional fundraising organizations that could teach the ARTS community and assist them in raising funds as well as locating benefactors.

Professional Fund Raising Associations: Contact the Association of Fund Raising Professionals to determine if one of them might assist the ARTS in locating a professional fundraising association who might be willing to help and educate the ARTS Alliance.

Professional Fund Raising Organizations: Some work both sides of the fence. This means that they operate to find organizations that need fund raising. Also they represent various clients who wish to donate funds. This type of a company is looking for good prospects to support.

Necessary Activities: The ARTS must develop a strategic and implementation plans in fundraising. The time to create a plan to implement might be extensive.

- Develop and articulate a written case articulating a need for support.
- Develop a capital campaign to be used by the fund raisers.
- Develop planned giving programs.
- Research foundation fundraising organizations.
- Research the current trends in donor behavior.
- Develop both paper and electronic methods to raise funds.
- Create a team-training program for ARTS people to learn fundraising.
- Develop a written plan for accountability and budgeting.

Note 1: If the ARTS can find a company to assist them, the company normally does their research on the ARTS and will interview the ARTS to determine if there is a good fit or not.

Note 2: Many of the fundraising companies will develop a model to teach the ARTS how to do the fundraising including training on leadership in fundraising.

### Talking Paper for the ARTS Alliance on Corporate Sponsorship

Critical Need for Corporate Sponsorship: Corporate Sponsorship is the one way that square dancing may be able to reach many non-dancers and present square dancing to them in a positive light. The results may upgrade the “hayseed” and “aging” image on square dancing and to plant seeds to attract new dancers. Corporate Sponsorship may come in two basic delivery systems. The first is to gain the support of several companies to use square dancing in their advertisement. Square Dancing will provide the callers, jingo music and dancers. The sponsorship company will provide the advertisements of its products including the square dancing. The ARTS Alliance may be asked to provide its concept on how to fit square dancing into the actual advertisement. This is often done via a Story-board or using visual imaging on computer graphics programs.

The second delivery system may be to seek corporate grants to sustain the ARTS with its own advertising to support square dancing. This delivery system will be addressed in the talking paper on Government, Corporate, Family, and Individual Grant solutions.

Assumption: Corporate marketing and advertising executives are often very critical and exacting before they offer to cooperate with an organization. They will research the market very carefully to determine that the square dancing / corporate partnership appears or infers that it will be a successful and profitable campaign for the company. They often are very meticulous on determining the political acceptable correctness of the corporation and square dancing. Additionally, when the corporation considers sponsorship for square dancing, the ARTS Alliance must be able to show a solid unity amongst the major organizations. As companies perform marketing research for square dancing, they will normally research national, state, local and club organizations to determine the unity / solidarity of the members of the activity.

Projected Solution: It will be critical that the ARTS Alliance gain the support of clubs, local associations, state associations, and national associations. Also the support may be “in-kind” support recognizing that these organizations have limited amounts of funds. In-kind contributions might be in the form of letters/emails from the myriad of square dance associations not financial support. If we ask them for financial assistance, we must present them with a viable plan, or there may be a problem as dancers gave money in the past and saw no return/benefit.

Necessary Activities: The ARTS must develop a plan and implement it to attract corporate sponsorships. The time to create a plan to implement might be extensive.

- Develop and articulate a written case articulating a need for corporate desirability for corporate sponsorship.
- Research the current trends in corporate sponsorship behaviors.
- Develop both paper and electronic methods to contact selected corporations.
- Develop a written plan for accountability and budgeting.

Note 1: If the ARTS can find a company to sponsor square dancing, the company normally does their research on the ARTS and will interview the ARTS to determine if there is a good fit or not.

Note 2: A well developed and thought out plan to recruit corporate sponsorship of square dancing will be critical to gaining any sponsorship.

Note 3: The ARTS must include a method on how to work with the sponsorship company on how to meld square dancing with their advertisement including choice of music, costumes, locations, settings etc.

Note 4: This type of plan must be very detailed and inclusive and will be very time consuming in its development.

### Talking Paper for the ARTS Alliance on Fundraising through Grants

Critical Need for Fundraising through Grants: To help fund the Alliance Initiatives corporate sponsorship, improve the image of square dancing, and to obtain lobbyist support.

Assumption: Internal fundraising solely by square dance organizations will not be adequate to support the ARTS initiatives. It is important that the ARTS Alliance keep in mind that clubs, local associations, and state associations only have a limited amount of funds and a limited amount of dancers to contribute. Also there may be a problem that might hurt the activity that dancers gave money in the past and saw no return/benefit. One possible method to gain funds for the ARTS Alliance to work toward completing its initiatives is to create a plan for effective grant writing, application and implementation.

Projected Solution: Develop an active grant writing plan to search for funds that could be used to implement the ARTS Alliance initiatives.

Professional Grant Writing Associations: The Alliance may be able to locate a company who writes grants professionally or even teach selected members how to write grants that could be approved.

Necessary Activities: The ARTS must develop a grant writing plan and begin work on searching for various governments levels, corporate, foundations and personal grants that the ARTS might be able to qualify and garner the funds. Grant writing is long and extensive. Some grants offer outlines and may take up to 25—50 pages of justification and demonstrating the plan. As a result, the time to create a plan to implement and write grants might be extensive. Whether or not the ARTS writes a grant in house or through a compensated organization, the ARTS Alliance is still responsible to demonstrating the needs and to develop, provide in depth information on what activities the grant moneys will support, and manage an accountability program to demonstrate how the funds were spent.

- Research the current trends in grants programs.
- Create a team-training program for ARTS people to learn grant writing.
- Develop and articulate a written case articulating a need for support.
- Develop a plan to demonstrate what the grant funds will accomplish.

In some cases, lobbyist and political support may be needed to earn the grant along with the completed grant request package.

- Develop a written plan for accountability and budgeting.

Note: a grant writing company may develop a program to teach the ARTS how to do the fundraising including training on leadership in fundraising.

## Talking Paper for the ARTS Alliance on Lobbyist Support and Representation

Critical Need for Lobbyist Support: A lobbyist organization can support the ARTS Alliance in three main areas: (1) Locating/selecting/pushing for legislation that would be friendly to square dancing; (2) Representing the ARTS Alliance with federal and state governments in obtaining approval on any grants submitted; (3) Coordinating with legislators to include legislation that the ARTS Alliance requests.

Assumption: Lobbyists organizations are professionals who know their way around government organizations and bureaucracies. Often they can accomplish actions behind the scenes. The ARTS may benefit from lobbying activities especially with legislation, grant approvals, and budget development by a government agency or department. The ARTS will still have to provide information to the lobbyist organizations that will support ARTS activities.

Projected Solution: Develop a lobbyist plan, which includes the defining of specific ARTS initiatives and to search for lobbyist organizations that would represent and support these ARTS Alliance initiatives.

Necessary Activities: The ARTS must develop a lobbyist plan and begin work searching for various lobbyist organizations that the ARTS might be able work with in order to gain support for ARTS Alliance initiatives. Once again, this may be a long and extensive initiative. Whether or not the ARTS Alliance attempts to do its own lobbying or use a professional lobbyist, the ARTS Alliance is still responsible to demonstrate the needs and to develop, provide in depth information on what activities it wishes it will or the lobbyist organization will pursue for the Arts Alliance.

- Research the current lobbyist organization to look for one that might work with the ARTS Alliance.
- Develop and articulate a written case articulating a need for support.
- Develop a plan to demonstrate what ARTS Alliance initiatives need representation and support.

### Talking Paper for the ARTS Alliance on Improving the Image of Square Dancing

Background: The CALLERLAB, Phoenix Plan Phase 1 data, when collected from the survey respondents and the information from the focus group participants, inferred that the image of square dancers were “Hayseeds” from the country. Some persons quoted that in the minds of many non-dancers that square dancers were very rural people not “normal” people. In reality, nothing can be further from the truth as square dancers are often solid citizens and highly educated people. Another issue that was not revealed nor documented was that square dancing was strictly for the senior / aging population. Even though these inferences did not reveal themselves in the Phoenix Plan Phase I statistical analysis, it is an issue that square dancing leaders need to address when discussing and planning for an image change.

Assumption: If the ARTS Alliance is able to gain corporate sponsorship, image change may be possible. The ARTS Alliance must remember and continue to remember that it is not the responsibility of the corporate sponsor to change the image of square dancing. It is the responsibility of ARTS Alliance and other square dancers to determine what images they wish to create for square dancing. This requires a plan with definite market segmented objectives.

Critical Need for Image Changes: If many non-dancers believe that square dancing is a rural and country activity of blue collar workers, they may not respond to recruitment efforts and square dancing will continue to decline. If we can change the image to show that square dancing is for everyone in a pluralistic society, then square dancing has a chance to recover from its shrinking numbers and create its own renaissance.

Projected Solution: It is critical for square dance leaders/groups in the ARTS Alliance to come together and determine the desirable images for square dancing that we wish to project. The word images in the pluralism context is correct as different locations within each state may have various preferred images.

Professional Image Change Associations: A well developed plan might locate companies who can assist the ARTS Alliance in developing programs/communications to project the “best possible” images in a myriad of locations in the country. It may be necessary to perform a search to find such organizations that have the expertise and interest in educating the ARTS Alliance on the activities on changing the image of square dancing.

Necessary Activities: The ARTS must develop a plan including implementation strategies to improve the image of square dancing. This plan including the implementation might be extensive and might take a long time to accomplish.

- Develop and articulate a written case articulating a need for support image changing.
- Develop a capital campaign to be used by the ARTS to locate an image change type company.