

ARTS MEETING MINUTES
Long Beach, CA
June 28, 2009
(Approved - September 2, 2009)

CALL TO ORDER -

Meeting called to order at 9:00 AM on Sunday, June 28, 2009, by ARTS Vice Chairman Jim Weber

GOVERNING BOARD MEMBERS -

The following organizations have agreed to support The ARTS:

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), USA West, and United Square Dancers of America (USDA)

ROLL CALL -

Governing Board Representatives - The following Voting Members representing Governing Board Members were present

CALLERLAB - Betsy Gotta
CONTRALAB - Jeff Smith
IAGSDC - Scott Philips
NEC - John Williford
NSDCA - Doc Tirrell
ROUNDALAB - John Herr
SSDUSA - Ron Holland
USAWest - Jim Maczko
USDA - Len Houle

Guests -

David & Sherry Hubbard, General Chairman 57th NSDC
Ray & Sandy Hutchison, General Chairman, 58th NSDC
Louis Friedlander, General Chairman, 60th NSDC
Gordon R. Macaw, President/Executive Director, All Join Hands Foundation, Ltd.
Erica Neilson; writing a book about dance including Square Dancing and Round Dancing

ARTS Officers; the following ARTS Officers were present:

Jim weber, Vice Chairman; Edythe Weber, Treasurer; and Jerry Reed, Secretary/Executive Director

ARTS Officers; the following ARTS Officer was not present: Cathy Smith, Chairman

WELCOME REMARKS -

Vice Chairman Weber offered brief opening remarks

AGENDA CHANGES/APPROVAL

Prior to approval of the agenda the following Item was added to the agenda:

Missouri Federation of Square & Round Dance Clubs

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

MISCELLANEOUS REPORTS -

Donations:

The following donations were received during the meeting:

58th NSDC - \$5,000.00
USDA - \$1,000.00
NEC - \$250.00
John & Dimple Williford - \$100.00

Treasurer Reports -

Edythe Weber, Treasurer, provided the financial reports

Finance Report -

Current Finance Report reported by the Treasurer. The Balance on hand as of May 31, 2009 was \$34,479.94. There was brief discussion concerning procedures for transferring stocks to The ARTS. Edythe stated she will investigate the procedures to determine how we can do this. There was a brief discussion of the possibility that we will not be required to pay future New Jersey sales tax for the Web/Video project.

(NOTE - Edythe has filed the request form with the State of New Jersey Department of the Treasury. Subsequent to the meeting we received notice that we do qualify for an exemption from the New Jersey Sales Tax.)

Certificates of Deposit (CD)

The ARTS Treasurer will report on the following CD's

- | | |
|--------------------------|--------------|
| 1) CD due January 2010 | - \$5,258.33 |
| 2) CD due January 2010 | - \$5,258.33 |
| 3) CD due July 2009 | - \$5,056.78 |
| 4) CD due June 2009 | - \$5,043.12 |
| 5) CD due September 2009 | - \$5,033.86 |

TOTAL Invested in CDs = \$25,650.42

ARTS Budget - (FYI)

This item was tabled during the July 2007 meeting and remains on the table.

ARTS Pins - (FYI)

This item concerns the sale status of the ARTS pins. The Treasurer reported there are still some pins out for sale. There are no plans to purchase more pins at this time. Jerry Reed was directed to send 10 pins to Jim & Edythe Weber.

Reports from past meetings -

Copies of the minutes of the past meetings are available on the ARTS web site:

October 2002 (Cocoa Beach, FL); January 2003 (Washington, D.C.); Summer (June) 2003 ARTS Alliance Meeting (Oklahoma City, OK); Fall (October)2003 ARTS Planning Meeting (Orlando, FL); Spring (March) 2004 ARTS Meeting (Portland, OR); Summer (June) 2004 ARTS Meeting (Denver, CO); Fall (October)2004 ARTS Meeting (Orlando, FL); Spring (February) 2005 ARTS Meeting (San Antonio, TX); Summer (June) 2005 ARTS Meeting (Portland, OR); Fall (October) 2005 ARTS Meeting (Orlando, FL); April 2006 (Charlotte, NC); June 2006 (San Antonio, TX), October 2006 (Orlando, FL); March 2007 (Alexandria, VA); July 2007 (Charlotte, NC), October 2007 (Orlando, FL), February 2008, Long Beach, CA; June 2008 (Wichita, KS); October 2008, (Orlando, FL); February 2009, (Louisville, KY)

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 February 2009. 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. The following MOTION is offered for consideration

MOTION: Be it resolved that the actions taken by the ARTS Governing Board and Officers since the February 2009 meeting be confirmed. (MSC)

Web Site & Video Project - (Attached)

This item concerns a proposal from Roy Gotta for the creation of a web site dedicated to attracting new dancers. During the 2008 June meeting Roy submitted the proposal to the Board. The main points of this project are: 1) Establish a dedicated web site, 2) Create professional, upbeat videos of about two to four minutes for each segment of the activity, and 3) The videos would be accessed through the web site. The Board Members have been encouraged to donate \$2,000.00 to help with this project.

This item was also discussed during the Fall 2008 ARTS meeting. The project was approved during the February 2009 ARTS meeting. The contract for the project has been approved and work has begun. Roy Gotta provided a report that initial action has begun. He anticipates the project will be completed near the end of 2009. As work progresses Roy will provide status reports and the ARTS Board will be provided the opportunity to review and approve the project work.

Discussion of this item resulted in general agreement that this is a positive step for the ARTS and should provide a very good product to help promote the dance activity.

Roy has drafted a message to be sent to the dance community. The Executive Director will send his message to the Email Tree. Roy has also submitted his message to CALLERLAB and ROUNDALAB asking both to send it to their Members.

NSDC Information - (FYI)

58th NSDC (2009) - Long Beach, CA -

We presented two seminars during the convention. Although the attendance was disappointing, there was some good discussions and exchange of ideas. There was interest in helping with the ARTS Email Tree and Jerry Reed will followup with those who had expressed an interest. We also had a display in the Showcase Of Ideas. There was also some discussion of the "Competition" during the convention. There was general agreement that the participants were mostly pleased with the experiment.

59th NSDC (2010) - Louisville, KY -

We have contacted the 59th NSDC staff to let them know we would like to present two ARTS seminars. We plan to present information/discussion seminars as we have in the past. We also plan to have a display in the Showcase Of Ideas. We plan to distribute the ARTS Tri-Fold brochures at this convention. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that The ARTS place ads in each of the daily schedule books. Jim Maczko will coordinate with the convention. **(MSC)***

60th NSDC (2011) - Detroit, MI - (FYI)

We have had only limited contact with the 60th NSDC staff. We have identified the Education Chairman and will establish contact to discuss our plan. We plan to present information/discussion seminars. We also plan to have a display in the Showcase Of Ideas. We plan to attend the 60th NSDC Pre-Convention to discuss our participation with the convention staff.

61st NSDC (2012) - Spokane, WA - (FYI)

We have had no contact with the 61st NSDC staff. We need to identify the Education Chairman to establish contact with the ARTS Executive Director. We have not had any contact from the NSDC. We plan to present information/discussion seminars. We also plan to have a display in the Showcase Of Ideas. John Williford has talked with the General Chairman concerning support to the ARTS. John Williford will send contact information to the Executive Director.

62nd NSDC (2013) - Oklahoma City, OK - (FYI)

We have had no contact with the 62nd NSDC staff. We need to identify the Education Chairman to establish contact with the ARTS Executive Director. We have not had any contact from the NSDC. We plan to present information/discussion seminars. We also plan to have a display in the Showcase Of Ideas.

OLD BUSINESS -

Toll Free Telephone Number -

This item concerns the Toll Free Phone Number. The number has been transferred to Jeff & Cathy Smith. There has been a problem with the connection. There was some discussion of a possible problem with the number which stops calls from getting through. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that the toll free phone number be disconnected. **(MS Not Carried)***

Newsletter - (FYI)

This item concerns the ARTS Newsletter which was to be published following each ARTS meeting. Discussion of this item resulted in agreement that we need to publish the newsletter. There was also agreement that Jerry Reed will write the newsletters.

Publications - (FYI)

This item concerns a list of publications and contact information. Jim Weber, ARTS webmaster, reported there are links to Member organization web sites & publications. The Member organizations are responsible for maintaining their list and information.

ARTS Tri-Fold Information Brochures - (FYI)

This item concerns the ARTS Tri-Fold Brochure. The brochure was updated and 20,000 copies were printed. Copies were distributed at the 58th NSDC in Long Beach in June 2009. There was agreement that the brochure will not be updated until after the web site/video project has been completed. We plan to distribute the brochures at the 59th NSDC. John Williford will check with the 59th NSDC General Chairman to request that the convention staff put a brochure in each convention package.

Nationwide Benefit Dances - (FYI)

This item concerns nationwide fundraising dances to benefit The ARTS. A series of dances were held in 2008 resulting in total donations of \$9,576.13 and there have been some dances in 2009. Previous discussion of this item has resulted in general agreement that ARTS will support future dances. There was agreement 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, 3) Make this an annual event, and 4) Possibly designate a month for these dances.

Discussion of this item during the February ARTS meeting resulted in agreement that we need a committee (possibly three people) to develop publicity and implementation strategy for the dances. There was agreement that the Executive Director will submit an ARTS LOG to solicit volunteers to staff the Benefit Dance Committee.

Discussion of this item resulted in agreement that we should publicize the idea of the dances and encourage clubs or organizations to host a dance. Information can be sent through the Email Tree, Press Releases, Ask ARTS, direct mail to publications and other publicity means. John Herr suggested we set up a web site, or a page on the ARTS web site to publicize and track the information relating to the benefit dances.

Discussion of this item also resulted in a suggestion from Ron Holland regarding a dancer who may be willing to serve as Chairman of a committee to publicize and track results from benefit dances. Ron will contact this dancer and report to the Executive Director.

Ask ARTS - (FYI)

We have published eleven Ask ARTS articles. Del Reed plans to write an article on the web site/video project when we have more information. All members were asked to submit ideas to Del. Del will be asked to write an article regarding ARTS dues.

Dancing Backgrounder -

This item concerns the Square Dancing Backgrounder. The Backgrounder has been completed, approved, and printed. Copies were distributed at the 58th NSDC. The Backgrounder will be distributed at the 59th NSDC in June 2010. A PDF file of the Backgrounder with an editable space for adding local information will be posted on the ARTS web site.

YTB Travel - (FYI)

This item concerns the online travel site. The ARTS Travel web site has been paid until 2018. Jim Weber reported we continue to receive money from this venture. Previous discussions have resulted in general agreement that we need to do a better job of publicizing the service and encourage people to use the site. Jerry Reed will send the information to the ARTS Email Tree.

Executive Director - (FYI)

This item concerns the ARTS Executive Director. The Board has approved a salary of \$100.00 per month to begin in June 2009. Jerry may ask for reimbursement of some office expenses. Work on guidelines and job description for this position will be done.

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. Over 60 people were contacted and asked if they would agree to serve as the ARTS Email Tree contact for their area/region. Five of those contacted have declined and 28 have agreed to serve. These 28 contacts represent 23 different states or regions. The Executive Director is continuing efforts to complete the tree.

There are contacts for the following areas: California, Colorado, Delaware Valley, Florida, Idaho, Illinois, DelMarVA, WASCA, North Carolina, Kansas, Nebraska, Nevada, New York, North Carolina, Massachuset, Maryland, Missouri, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee.

There was information included in the Showcase Of Ideas at the 58th NSDC. Jim Weber will send an updated list of USDA regional reps to the Executive Director who will contact the USDA reps to try to complete the ARTS Email Tree in all states.

The Executive Director (Jerry Reed) plans to contact additional potential Email Tree reps and to complete the tree before the 2009 Fall ARTS meeting.

ARTS Business/Action Plan -

This item concerns a long range Business Plan for the organization to cover up to a ten-year time span. A Business Plan has been approved and posted on the ARTS web site. The only action under consideration is the ARTS "Email Tree". This electronic distribution system will be used to distribute information to the dancing community.

During the February 2009 ARTS meeting there was brief discussion and agreement that Jim Wass will review the Business Plan as posted on the web site and provide input to the Executive Director for review and discussion.

Discussion of this item resulted in agreement that Jim Maczko will contact Jim & Pam Kidwell to further discuss their ideas and to solicit their input to help develop and improve the business plan.

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, and distributed.

The Executive Director reported we have received Grant Requests and the ARTS Officers have reviewed, discussed, and voted on the requests.

CONTRA 101 - (FYI)

This item concerns a project by CONTRALAB to create materials to support introduction and teaching of CONTRA dancing. Jeff Smith reported the project has been completed. Jeff provided a copy of the completed book and CD for review by the Board. Jim Weber will post information about the materials and order form on the ARTS web site. The Executive Director will send publicity information to the ARTS Email Tree. The Board thanked Jeff for the work CONTRALAB has done on this project. This item will be removed from future agenda.

Adopt a Library (Publicity) - (FYI)

This item concerns a publicity idea from San Antonio, TX. This idea is to print bookmarks with publicity information and provide them to a library as a free giveaway. The Executive Director will request information from Terry Wheeler regarding the success of this effort.

Payments & Dues Through Web Site - (FYI)

This item concerns a suggestion that The ARTS set up a system to accept payments through the web site using PayPal. During the February 2009 ARTS meeting, Jim Weber reported that a PayPal account can be established. Brief discussion of this item during that meeting resulted in agreement that Jim will investigate this item to gather more information. Edythe Weber will also investigate if transfer of money through PayPal will cost The ARTS any fees. Jim & Edythe provided additional information on this item. Implementation of this item will require expenditure of funds from The ARTS. Discussion of this item resulted in agreement that we will not pursue this issue at this time. This item will be removed from future agenda until additional information is available.

Competition at 58th NSDC - (FYI)

This item concerns competition dancing at the 58th NSDC. The competition was a VERY small part of the convention. Participants were volunteers who had pre-registered to be part of the competition. There were approximately 30 squares of dancers who participated in the adult competition and four squares in the youth competition. John Williford and several other Board Members provided information about the competition. There was general agreement that this was a good idea. There were some comments that the callers made the initial choreography too difficult and that this may have detracted from the fun and excitement. However, the overall impression from the ARTS Board was that this was a good idea and should be continued at future NSDCs.

NEW BUSINESS

\$100,000 Club-

This item concerns a suggestion from Jim Wass regarding a method by which the ARTS could raise \$100,000 in donations. Jim proposes that a \$100,000 club be made up of 1,000 individual callers, cuers, leaders, and dancers donating \$100. That kind of an individual donor base would be impressive to institutions. Jim indicates this idea needs further development. Is it a single season drive? Is it a program that persists over years? Is it a multi-level marketing effort perhaps where two recruit four who recruit eight, etc.?

Discussion of this item resulted in agreement that this is a good idea and that Jim should be approached to provide additional input and leadership to put this idea into action. The Executive Director will contact Jim to ask for his input and to determine if he would be willing to chair a committee to further develop and implement his proposal.

New Board Member -

This item concerns information from Gordon R. Macaw, President/Executive Director, All Join Hands Foundation, Ltd. indicating that the All Join Hands Foundation is interested in joining the ARTS Governing Board. Gordon attended the meeting and provided additional information regarding the organization.

All Join Hands Foundation, Ltd, is a 501(c)(3) charitable organization dedicated to supporting the funding of projects which will preserve and promote Gay, Lesbian, Bisexual, and Transgendered (GLBT) square dancing and other associated dance forms. The projects will protect the heritage of the activity and contribute to its growth, emphasizing the social, physical, and mental benefits of square dancing. All Join Hands Foundation will also increase public awareness, educate and inform the general public about preserving the art of square dancing, educating the public on GLBT square dancers, and educate the public about square dancing as an art form. The organization believes it has a lot to offer to the ARTS Board. Discussion of this item resulted in general agreement that having All Join Hands join The ARTS Governing Board would be a good idea.

The following MOTION was submitted and will be presented, discussed, and voted on at the 2009 Fall ARTS meeting:

MOTION: Be it resolved that the Bylaws be amended to include the All Join Hands Foundation as a Governing Board Member.

Grant Request -

This item concerns a request from the Missouri Federation of Square & Round Dance Clubs for a grant to help produce materials for a presentation on dancing to the *Missouri Alliance of Health, Physical Education, Recreation, and Dance (MOAHPERD) Convention in November 2009*. Jim & Edythe Weber provided additional information and materials which have been used in the past. The Federation would produce the materials which will be presented by a caller to the attendees. The materials will be provided at no charge. They have considered Square Dancing 101, however, the MOAHPERD staff has determined this is too advanced for their purposes. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that a grant of \$500.00 be approved for the Missouri Federation of Square & Round Dance Clubs to produce instructional materials for the Missouri Alliance of Health, Physical Education, Recreation, and Dance (MOAHPERD) Convention in November 2009. **(MSC)***

Purchase Of Laptop Computer For Treasurer -

This item concerns a proposal that we purchase a laptop computer for the Treasurer to use while in office. There was agreement that this would be a good idea. Discussion of this item resulted in the following MOTION:

*MOTION: Be it resolved that a laptop computer be purchased, not to exceed \$700.00, for use by The ARTS Treasurer. **(MSC)***

2009 Election of Officers -

This item concerns the slate of nominees for the 2009 ARTS Officers election. The bylaws require the slate for the election be presented during the Spring meeting and that the election be conducted during the Fall meeting.

Charlie Holley, Chairman of the Nominating Committee presented the following slate of candidates:

Chairman - Jim Weber
Vice Chairman - Ron Holland
Treasurer - Edythe Weber
Secretary - Jerry Reed

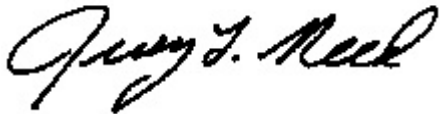
Additional nominations will be accepted at the 2009 Fall ARTS meeting.

Next Meeting -

The next meeting will be held Sunday, October 11, 2009 in either Albany, NY or Newark, NJ. The Executive Director will investigate both locations and provide additional information prior to the meeting.

ADJOURNMENT -

The meeting adjourned at 12:45 PM, Sunday, June 28, 2009.

A handwritten signature in black ink that reads "Jerry L. Reed". The signature is written in a cursive, flowing style.

Submitted by
Jerry L. Reed
ARTS Executive Director
Transcribed from audio
Approved September 2, 2009 by ARTS LOG 09-0711-001

Alliance of Round Traditional and Square Dance Inc
Financial Statement
February 1 - May 31, 2009

Beginning Balance Feb. 1, 2009	\$36,591.64
Income	
Donations	
Video/Web project	3,000.00
Total Donations	3,000.00
Dues	
Associate Dues	200.00
Individual Dues	100.00
Total Dues	300.00
Interest	79.42
Fundraising Income	
Add-a-Buck	50.00
Benefit Dances	1,000.00
YTB Travel Royalties	74.50
Total Fundraising Income	1,124.50
Techsoup	97.00
Total Income	4,600.92
Expense	
Video/Web Project	5,885.00
Advertising	675.00
Badges	16.00
Internet & Web Related Expenses	71.67
Postage and Delivery	42.00
Total Expense	6,689.67
Ending Balance May 31, 2009	\$34,479.94

Checking Acct - \$8,852.47
 CD - \$5,258.33 - (due January 2010)
 CD - \$5,258.33 - (due January 2010)
 CD - \$5,056.78 - (due July 2009)
 CD - \$5,043.12 - (due June 2009)
 CD - \$5,033.86 - (due September 2009)

Alliance of Round Traditional and Square Dance Inc
Income and Expense Detail
February through May 2009

	<u>Type</u>	<u>Date</u>	<u>Name</u>	<u>Memo</u>	<u>Amount</u>
Income					
Donations					
Video/Web project					
	Deposit	02/23/2009	Single Square Dancers USA	SSDUSA donaton to web/video projec	2,000.00
	Deposit	02/23/2009	Holser, George	Donation - web/video project	500.00
	Deposit	02/23/2009	Holland, Ron	Ron Holland donation - web/video prc	500.00
Total Video/Web project					<u>3,000.00</u>
Total Donations					3,000.00
Dues					
Associate Dues					
	Deposit	02/23/2009	Wisconsin Sq/Dn Convention Corp.	Assoc dues - Wisconsin Sq/Dn Conver	100.00
	Deposit	03/10/2009	Missouri Federation of Sq/Rd Dance	(Assoc dues - Missouri Federation	100.00
Total Associate Dues					<u>200.00</u>
Individual Dues					
	Deposit	02/23/2009	Williford, John & Dimple	Indiv dues - John & Dimple Williford	50.00
	Deposit	02/23/2009	Weber, Jim & Edythe	Indiv dues - Jim & Edythe Weber	50.00
Total Individual Dues					<u>100.00</u>
Total Dues					300.00
Interest					
	Deposit	04/26/2009		Interest	39.71
	Deposit	04/26/2009		Interest	39.71
Total Interest					<u>79.42</u>
Fundraising Income					
Add-a-Buck					
	Deposit	02/23/2009	Reed, Jerry & Del	Dixie Diamond Add-A-Buck donation	50.00
Total Add-a-Buck					<u>50.00</u>
Benefit Dances					
	Deposit	05/12/2009	WASCA	WASCA Benefit Dance	1,000.00
Total Benefit Dances					<u>1,000.00</u>
YTB Travel Royalties					
	Deposit	02/23/2009	YTB Travel	ARTS Travel royalty	19.72
	Deposit	03/10/2009	YTB Travel	ARTS Travel royalty	17.69
	Deposit	05/12/2009	YTB Travel	ARTS Travel royalty	37.09
Total YTB Travel Royalties					<u>74.50</u>
Total Fundraising Income					1,124.50
Techsoup					
	Deposit	02/23/2009	USDA	Tech Soup order for secretary and tre	45.00
	Deposit	02/23/2009	USDA	Tech Soup order for Insurance coordi	25.00
	Deposit	03/10/2009	Reed, Jerry & Del	Tech Soup order	25.00
	Deposit	03/10/2009	Maczko, J	Tech Soup software	2.00
Total Techsoup					<u>97.00</u>
Total Income					4,600.92
Expense					
Video/Web Project					
	Check	05/11/2009	Custom Video Production	First payment on Video/Web project	5,885.00
Total Video/Web Project					<u>5,885.00</u>
Advertising					
	Check	02/01/2009	58th NSDC	Advertising - 3 daily books, inside fror	675.00
Total Advertising					<u>675.00</u>
Badges					
	Check	04/06/2009	Suzie Q Creations	ARTS badges ordered by Jerry Reed	16.00
Total Badges					<u>16.00</u>
Internet & Web Related Expenses					
	Check	02/17/2009	Deerfield Hosting	1 yr domain reserved for you2candan	17.50
	Check	04/22/2009	Deerfield Hosting	Upgrade from Standard Plus to Stand	54.17
Total Internet & Web Related Expenses					<u>71.67</u>
Postage and Delivery					
	Check	05/04/2009	Postmaster	100 Forever stamps before postage ir	42.00
Total Postage and Delivery					<u>42.00</u>
Total Expense					<u>6,689.67</u>

ARTS Governing Board and Officers Actions
October 1, 2008 thru June 30, 2009

ARTS LOG 08-1021-001 (ARTS Brochures - 58 NSDC)

Action completed as of 01-19-2009 -

The purpose of this ARTS LOG was to ask the NEC Representative to contact the General Chairman of the 58th NSDC in Long Beach to ask if the 58th NSDC will help the ARTS by placing an ARTS Tri-Fold Brochure into each registration package at the convention. The result of this HO LOG is confirmation that the 58th NSDC will help the ARTS by putting an ARTS information Brochure into each registration packet at the convention.

ARTS LOG 08-1022-001 (Business Plan - Goals)

Action completed as of 01-19-2009 - The purpose of this ARTS LOG was for the ARTS Reps to identify and discuss the concise objectives the ARTS Board wants to achieve and the time frame for those objectives. The results of this ARTS LOG was that there was NO input from any of the ARTS Reps. This issue was be on the agenda for the 2009 February 2009 ARTS meeting.

ARTS LOG 08-1023-001 (Benefit Dance Publicity)

Action completed as of 11-12-2008 - The purpose of this ARTS LOG was to ask Jim Wass to accept the position of Publicity Chairman for the ARTS Nationwide Benefit Dance project. The result of this ARTS LOG was the message below from Jim accepting the position of Publicity Chairman for the ARTS Benefit Dances.

ARTS LOG 08-1023-002 (Oct 2008 Mtg Minutes)

Action completed as of 12-21-2008 - The purpose of this ARTS LOG is for the ARTS Board to review, discuss, and vote on the minutes of the 2008 October ARTS meeting. The result of this ARTS LOG was approval of the following MOTION: MOTION: Be It Resolved That: the minutes of the 2008 October ARTS meeting be approved.

ARTS LOG 08-1109-001(TechSoup Software Order)

Action completed as of 12-21-2008 - The purpose of this ARTS LOG was to inform the ARTS Board and ARTS Volunteers of the availability of software from TechSoup to help support the work being done by The ARTS. The result of this ARTS LOG was: Orders have been submitted to Jim Weber from Scott Philips, ROUNDALAB, Charlie Holley, Jim Weber and the ARTS Director.

ARTS LOG 08-1119--001 (Grnt Req - Desoto Square Dancers)

Action completed as of 12-20-2008 - The purpose of this ARTS LOG was for the ARTS Officers to review, DISCUSS, and VOTE on a grant request from the Desoto Square Dancers, Hot Springs Village, AR. The result of this ARTS LOG was: the following MOTION was NOT approved - MOTION: Be It Resolved That: The Application for an ARTS Grant from the Desoto Square Dancers for a set of six dance lessons to be held in January 2009, be approved.

ARTS LOG 08-1221-001 (Video/Web Site Project - CVP)

Action completed as of 02-28-2009 - The purpose of this ARTS LOG was to request input from Custom Video Productions (CVP) regarding a proposal for a web/video project. The result of this ARTS LOG was input and a presentation at the 2009 February ARTS meeting. The ARTS Board discussed this project during the meeting and agreed to go forward with the project, with Roy Gotta to serve as Project Coordinator between The ARTS and CVP.

ARTS LOG 08-1221-002 (Video/Web Site Project - Mayor Media Design Studio)

Completed as of 12-23-2008 - The purpose of this ARTS LOG was request input from Mayer Media Design Studio regarding a proposal to provide support to the ARTS as described in the attached PDF document. The result of this ARTS LOG was a request from Mayer Media to remove their name from consideration for this project.

ARTS LOG 08-1227-001 (FEB 2009 ARTS Mtg Agenda)

Completed as of 01-14-2009 - The purpose of this ARTS LOG was for the ARTS Reps to submit items to be placed on the agenda for the 2008 February ARTS meeting to be held Sunday, February 8, 2009 in Louisville, KY starting at 9:00 AM. The result of this ARTS LOG was incorporation of the suggested agenda items into the agenda for the Feb 2009 ARTS meeting.

ARTS LOGS

ARTS LOG 09-0101-001 (Annual Report 2008)

Completed as of 01-27-2009 - The purpose of this ARTS LOG was for the ARTS Officers to review, DISCUSS, and VOTE on Draft 1 of the 2008 Annual Report. The result of this ARTS LOG was approval of the following MOTION:

MOTION: Be It Resolved That: The 2008 Annual Report be approved.

ARTS LOG 09-0222-001 (Ask ARTS #11)

Completed as of 03-06-2009 - The purpose of this ARTS LOG was for the ARTS Officers to review and vote on Ask ARTS # 11. The result of this ARTS LOG was approval of Ask ARTS #11.

ARTS LOG 09-0228-001 (2009 FEB ARTS Mtg Minutes)

Completed as of 04-18-2009 - The purpose of this ARTS LOG was for the ARTS Board to review, discuss, and vote on the minutes of the 2009 February 2009 ARTS meeting held February 8, 2009, in Louisville. KY. The result of this ARTS LOG was approval of the following MOTION:

MOTION: Be It Resolved That: The minutes of the 2009 February ARTS meeting be approved.

ARTS LOG 09-0310-001 (2nd Try- Video-Web Project Contract)

Action completed as of 06-17-2009 - The purpose of this ARTS LOG was for the ARTS Officers and Jim Maczko to review, discuss, and VOTE (later) on the contract between The ARTS and Custom Video Productions, Inc. (CVP) (in FOCUS). The result of this ARTS LOG was approval of the following MOTION:

MOTION: Be It Resolved That: The contract for the "U 2 Can Dance" Branding, Interactive & Video Package between Custom Video Productions, Inc. (CVP) (InFocus) and The ARTS be approved.

ARTS LOG 09-0311-001 (Grant Application - KS State Conv)

Action Completed as of 04-28-2009 - The purpose of this ARTS LOG was for the ARTS Officers to review, DISCUSS, and VOTE on a grant request from the Kansas State Convention. The result of this ARTS LOG was approval of the following MOTION:

MOTION: Be It Resolved That: The Application for an ARTS Grant in the amount of \$138.00 (50% of expenses) from the Kansas State Convention in June 2009 be approved.

ARTS LOG 09-0512-001 (\$100,000 Club)

Action Completed as of 06-17-2009 - The purpose of this ARTS LOG was for the ARTS Reps and supporters to review and comment on an idea submitted by Jim Wass. Jim's idea is solicit 1,000 supporters to donate \$100 each. This would raise \$100,000. The result of this ARTS LOG was addition of this issue on the agenda for the 2009 June ARTS meeting in Long Beach on Sunday, June 28, 2009.

ARTS LOG 09-0512-002 (All Join Hands & ARTS Board)

Action Completed as of 06-17-2009 - The purpose of this ARTS LOG was for the ARTS Board to review and comment on a request from All Join Hands organization to join the ARTS as a Board Member. The result of this ARTS LOG is that this item has been added to the agenda for the 2009 June ARTS meeting in Long Beach, CA.

Not Completed

ARTS LOG 09-0607-001 (2009 Fall ARTS Mtg Info)

Action completed as of xx-xx-2009 - The purpose of this ARTS LOG is for the ARTS Board to review information about the location and date for the 2009 Fall ARTS meeting and respond.

Web Site & Video Project -

Roy & Betsy Gotta reported they hired CVP to create a "concept" home page for the proposed web site. They went to CVP with the idea of withdrawing their proposal to the ARTS and doing a scaled down version for New Jersey only. CVP came up with the idea of the concept web page. This would normally be the first step in the design process and lays the foundation for all that would follow.

Betsy provided information and a Power Point presentation on the "concept" web site during this meeting.. The presentation is attached.

The following is an extract from the attached proposal:

Square and Round Dancing Website and Videos

Project Goal: To produce a marketing tool that will help raise awareness and bring new members to the recreational dancing communities.

Long Term Goal: Creating an online community for the recreational dancing niche through possible social networking additions.

Branding and Website Details:

- Conference with client to plan strategy of site development and iconic branding elements.
- Redesigned website using content provided by client (photos, text, etc.)
- Two initial concepts with **unique branding** and two rounds of revisions.
- Site design will consist of two main templates; Home and Inside Pages
- Custom programming determined by design and strategy.
- Special Features: Branding of logo, video integration, and possible Flash elements.
- Not Included - URL and Hosting Fees and Set Up

Projected Size:

- 1 Unique Home Page, Up to 10 Matching Inside Pages

Projected Timeline:

- 12 - 16 weeks (*based on client cooperation and material acquisition*)

Branding and Website Cost: \$10,000.00 (*plus NJ state sales tax*)

Video Details:

- Three separate "Introduction to Square/Round Dancing" videos.
 - Videos will be a mix of video and motion graphics that match developed branding.
 - CVP will provide scriptwriting, voice over, shooting, editing & encoding.
 - Each video's running time shall not exceed 1 minute.
 - Up to three shoot days allotted.
- Editing of first video will serve as a template for remaining two videos. Client will be presented a rough edit of first video to revise. CVP will take those revisions and apply to editing of all three. Client will have one more opportunity to make revisions to videos before finalization.

Deliverables:

- 10 DVDs with the option to watch all 3 videos
- Web encodes for inclusion into website

Projected Timeline:

- 12 - 16 Weeks (*in conjunction with web development*)

Video Cost: \$12,000.00 (plus NJ state sales tax)

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Web Branding/Video Project (Roy Gotta)
Extract from February 2009 ARTS meeting

Attachment 3

Extensive discussion of this item resulted in the following points:

- 1) There was agreement that if The ARTS provides financial backing for this project the resulting products (web site and video products) would be the sole property of The ARTS
- 2) The contract would be between The ARTS and CVP
- 3) The URL would belong to The ARTS
- 4) Web hosting service - this will need to be determined (CVP will create and another entity would host)
- 5) There will be a series of payments, as defined in the proposal and contract
- 6) The ARTS will investigate how to reimburse Betsy & Roy for their initial investment (approx \$2,000)
- 7) This will be an ARTS project and Roy Gotta will serve as Project Coordinator

Discussion of this item during the June 2008 ARTS meeting the Board approved the following MOTION:

MOTION: Be it resolved that The ARTS take on the web site and video project as proposed and described by Roy Gotta as an ARTS sponsored project with Roy Gotta as Chairman. ARTS will encourage ARTS Board Member organizations to contribute (MSC)

Discussion of this item during this meeting resulted in the following MOTION:

MOTION: Be It Resolved That; The web site video project as described by Roy & Betsy Gotta be approved, with Roy Gotta to serve as Project Coordinator, upon confirmation of a contract between The ARTS and CVP. (MSC)