

ALLIANCE - ARTS
PLANNING MEETING MINUTES
Double Tree, Falls Church, VA
Wednesday, January 22, 2003

CALL TO ORDER -

Meeting called to order at 9:13 Am on Wednesday, January 22, 2003, by USDA President Lyle & Jean Beck

OPENING STATEMENT -

Lyle Beck opened the meeting with a brief statement during which he welcomed everybody and thanked them for taking the time and expense to attend the meeting. He also stated that USDA supports the goals of the Alliance to help related organizations work together.

ROLL CALL -

Representing CALLERLAB:

*Mike Jacobs, Tim Crawford, Tim Marriner, John Marshall, Jim Hensley (Foundation Marketing Director), and , Jerry Reed (Executive Director)

Representing USDA:

Lyle & Jean Beck, *Charlie & Kitty Holley, Michael Streby, Jim & Edythe Weber

Representing NEC:

*Gene & Connie Triplett, Dick Peterson

Representing USA West:

*Jim Maczko and Patty Wilcox

Representing ROUNDALAB:

*Carter & Ruby Ackerman

Representing ACA:

*Pat Demerath

* = Indicates the official organization representative for voting purposes

OPEN GENERAL ISSUE DISCUSSIONS -

Each representative was asked to introduce themselves and to say a few words if desired. The NEC asked that each organization provide a contact point for their invitation to a dinner at the 52nd NSDC in Oklahoma City. There was some discussion of the proposal being presented by Paducah, KY.

AGENDA -

Prior to acceptance of the proposed agenda, there were some minor changes made to the agenda.

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

MISCELLANEOUS REPORTS - The following reports were presented:

Finance Report -

At this time there is NO financial report

Reports from past meetings:

Fall 2002 ARTS Planning Meeting (Cocoa Beach, FL)

Copies of the minutes of the meeting are available

OLD BUSINESS -

Establish an Alliance of National Square, Round and Traditional Organizations:

During the last meeting each organization agreed to present a MOTION to their respective organization that an Alliance (ARTS) be formed. The action is to be completed no later than May 1, 2003. The following is the MOTION:

*Be It Resolved That an Alliance of The United Square Dancers of America (USDA), National Executive Committee of the National Square Dance Convention (NEC), USA West Policy Board, ROUNDALAB, CALLERLAB, and the American Callers Association (ACA) be hereby created/established. (A) Each organization will have a balanced and representative voice; (B) Each organization will have one vote; (C) The Alliance will set up funding and how funds are used; (D) The Alliance will elect a chairman; (E) The Alliance will set up a procedure to rotate the Chairman position; (F) The Alliance will set up a regular schedule of meetings; and (G) The Alliance will decide on the applications for membership of other organizations. **(MSC)***

The ACA representative will present this MOTION to the ACA for review, discussion, and vote.

As of this meeting the following is the result of that action:

CALLERLAB: Approved the MOTION

USDA: Approved the MOTION

NEC: Discussing and will Vote later (will meet in April 2003)

USA West: Discussing and will Vote later (will meet in April 2003)

ROUNDALAB: The Executive Committee supports the MOTION. The Board will be discussing and will Vote later

ACA: Reported that the idea is a good idea and will be presented to the ACA Board for vote

Develop Cooperative Programs -

Several items were discussed, including: (a) Grants and the distribution of funds; (b) Fund Raising; and (c) Corporate Sponsors. There was some discussion of this item. Discussion of this issue resulted in the following motion:

*MOTION: Be It Resolved That: An Ad-Hoc Finance Committee be created to investigate and report on items such as: (1) Financial Requirements of the ARTS organizations, (2) Financial Requirements of ARTS Marketing Program, (3) Grants and distribution of funds, (4) General Fund Raising, (5) Corporate Sponsors, (6) Financial tools [including a 501 (c) (3) corporation] which will help with the items listed, and (7) other related issues, as determined by the Ad-Hoc Committee. **(MSC)***

(NOTE: Jim Maczko (USA West) was appointed as chairman; other committee members include: Tim Marriner (CALLERLAB) and Gene Triplett (NEC). Jim Hensley will serve in an advisory role)

Programs Most Support -

(1) Youth Program expansion -

USDA and CALLERLAB have Youth Committees and the NEC and USA West support Youth dancing. USDA requested each organization with youth committee or programs to provide contact information to USDA. The Alliance would benefit greatly from the exchange of information among these groups. USDA has agreed to take the lead on this item. USDA has produced a video featuring teaching Youth. The video may be reproduced and distributed with no restrictions. There was a suggestion that USDA investigate the "Teen Competition" style dancing held each year in the North Western area of the USA.

(2) Handicapable Program Expansion -

USDA and CALLERLAB both have a Handicapable Committee established to provide information about Handicapable dancing. USDA has agreed to take the lead on this issue to help increase communication and coordination of the efforts of the Alliance. USDA provided a report from the USDA Handicapable Committee. USDA has a program to assist groups to attend conventions.

(3) Education Program expansion -

It has been agreed that the Alliance would benefit greatly from the exchange of information among the groups. The USDA provided a large package of material, booklets, pamphlets which have been produced by USDA. The material is available at the national conventions and on the USDA web site. There are no copyrights and no cost for this material.

(4) Scholarship Program expansion -

CALLERLAB provided information about the scholarships administered by CALLERLAB and the Foundation. CALLERLAB requested that the other organizations provide information about the scholarships they administer. It was agreed that exchange of this information is important.

(5) National Folk Dance -

USDA reported that a resolution to name square dancing as the National Folk dance will be submitted by Congressman Whitfield from Kentucky. The USDA will be meeting with congressional representatives to discuss and try to gain support for this resolution. USDA requested that alliance reps collect and submit petitions to congress to gain support. There was agreement that USDA will retain the lead for this item.

Potential Joint Programs -

This item included the following: (a) Home Schooling and (b) Get the Public Schools involved in teaching square dancing. USDA has agreed to take the lead for this item. USDA requested that each organization provide contact information for committees or groups within their organization involved with youth activities and issues.

Acronym For the Alliance -

The organizations agreed to submit the acronym "ARTS" (Alliance of Round, Traditional, and Square dance) to their respective organization for approval.

As of this meeting the following is the result of that action:

CALLERLAB: Approved the Acronym "ARTS"
USDA: Discussing and will Vote later
NEC: Discussing and will Vote later (will meet in April 2003)
USA West: Discussing and will Vote later (will meet in April 2003)
ROUNDALAB: The Executive Committee has approved the MOTION. The Board will be discussing and will Vote later
ACA: Motion will be presented to the ACA Board for vote

Square Dance Museums/Hall Of Fame -

Tom Erwin and Carol Gault from Paducah, KY provided additional information about the possibility of establishing a "Hall Of Fame" or "Square Dance Museum" in Paducah. It was agreed that the alliance is not yet ready to commit to either of these proposals. The possibility of establishing a discussion group which would consider these proposals was discussed. There was considerable discussion of the proposals, however, it was agreed that additional discussions will be tabled until a later meeting.

Number of "Square Dancers" -

There was some discussion of what the number of "square dancers" is. Discussion included several ideas about what the definition of a "square dancer" is for the purpose of determining the number of dancers. One definition would include all those dancers who no longer dance on a regular basis and those dancers who have participated in any form of square dancing. It was agreed that since there is no way to establish the number of dancers there would not be reference to a specific number of dancers.

Mission Statement -

There was considerable discussion of this issue including questions about when it would appropriate to create a Mission Statement and what that document should say. Discussion of this issue resulted in the following motion:

MOTION: Be It Resolved That: The ARTS Mission Statement (See Below and Attachment 1) be approved as Draft 1 of the ARTS Mission Statement. Additional changes may be made after May1, 2003. MSC

MISSION STATEMENT - TheARTS mission is to encourage, promote, and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique process of social interaction; and, to encourage and assist a coalition of allied dance groups in implementing an achievable marketing program, along with the leadership and resources necessary to generate the re-awakening, acceptance, and continued growth of contemporary Square, Round, and Traditional Folk Dance.

Development Initiatives -

There was discussion of a proposed list of action items which have been identified as "Development Initiatives" which are intended to identify actions to be taken by the Alliance. Discussion of this issue resulted in the following motion:

*MOTION: Be It Resolved That: The list of "Development Initiatives" (See Attachment 2) be approved. **MSC***

Publications Used By All Organizations -

This item includes the publications/newsletters published by the Alliance organizations. These include (1) USDA NEWS, (2) ACA newsletter, (3) Press Releases from all organizations, (4) USDA Publications, (5) CALLERLAB Newsletter (DIRECTION), (6) Possible Periodic Publications From the Foundation (7) National Squares From The NEC (8) "Promo Pacs" previously published by Legacy, and (9) ROUNDALAB Journal. Each organization rep was asked to send contact information to ALL other organizations.

Previous discussion of this item included a proposal that jointly supported documents and information would include the logo of all of the organizations at this meeting. If, in the future the Alliance becomes a reality, the organization logos would be replaced with the Alliance logo.

The following MOTION was approved during the October 2002 meeting. Each organization has been requested to submit this motion for approval no later than May 1, 2003.

*Previous Motion: Be it resolved that: Those documents shall bear the logos of the respective organizations of the Alliance (ARTS). **MSC***

As of this meeting the following is the result of that action:

CALLERLAB:	Approved the MOTION
USDA:	Discussing and will Vote later
NEC:	Approved the MOTION
USA West:	Discussing and will Vote later
ROUNDALAB:	Discussing and will Vote later
ACA:	Will be discussing and will Vote later

Possible New Non-Profit Entity -

This item concerns the need and desirability of creation of a new IRS 501 (c) (3) corporation. The purpose would be to provide a tax exempt entity through which tax deductible donations could be made to help support the goals of the Alliance. There was agreement that this issue should be added to the tasking for the Ad-Hoc Finance Committee created earlier in this meeting.

Alliance Information Web Site -

The web site name "arts.com" has been reserved for use by the Alliance. It was agreed that there should be no information on the site at this time.

Telephone Contact For Information -

This item concerns establishing a nationwide phone number to provide information about the activity. It was agreed that further discussions of this issue would be deferred until the next meeting in June 2003

Create Electronic Mailing List -

This item concerns creation of a communications network through use of the Internet and electronic mail. Among the issues to be determined to support this item are : (a) A list is needed to quickly distribute information through the dance activity; (b) The final goal will be to have at least one E-mail contact in each club; and (c) Need to determine who will maintain such a list. Discussion of this issue resulted in the following motion:

*MOTION: Be It Resolved That: An Ad-Hoc Committee be created to investigate creation of an electronic mailing list to include all major dance organizations and associations to determine the best method and then report to the group no later than the next meeting in June 2003. **MSC***

(NOTE: Michael Streby (USDA) was appointed as chairman with committee member Jim Weber (USDA)

Goal of 50,000 New Dancers -

This item concerns a proposal that the Alliance set a goal of recruiting 50,000 new dancers. There was considerable discussion of this issue. Discussion of this issue resulted in the following motions:

*MOTION: Be It Resolved That: Further discussion of this issue be tabled until the next meeting in June 2003. **MS and Not Carried***

*MOTION: Be It Resolved That: An Ad-Hoc Committee be created to investigate and report on a Marketing Plan (more detailed than the Phoenix Plan) to the group no later than the next meeting in June 2003. **MSC***

(NOTE: Tim Crawford (CALLERLAB) was appointed as chairman with committee members: Michael Streby (USDA) and Pat Demerath (ACA); Jim Hensley (Foundation) will serve in an advisory role)

Donations Considered Part Total Income For A Dance -

This item concerns reports that some callers consider that donations at a dance made to the Foundation or other non-profit projects should be considered as part of the gross income for a dance. If these callers are working under an agreement that they will be paid based on a percentage of the gross income they indicate they should get a percentage of the donations. There was considerable discussion of this issue. A request was made that CALLERLAB publish information on this issue. CALLERLAB will be publishing guidance that donations made for other than dance admission are separate from the total "door". ACA indicated that this is the policy of ACA as well. USDA reported on a proposal to publish a request that affiliates raise dance fees to be collected as donations to support the Alliance.

NEW BUSINESS -

Contact With Traditional Dance Community -

this issue concerns contact with other organizations which would be able to represent the Traditional dance community. There was some discussion of this issue. There was agreement to table further discussion until the next meeting.

Other Organizations Joining the Alliance -

This item resulted from a request from the 42nd NSDC to join the Alliance. There has been some discussion of this request, but no decision has been made. Discussion of this request led to a discussion of the larger issue of establishing criteria and guidelines for organizations requesting or invited to join the Alliance. Discussion of this issue resulted in the following motion:

MOTION: Be It Resolved That: An Ad-Hoc Committee be created to investigate and report on the criteria and guidelines concerning organizations which may request or be invited to join the Alliance. Some suggested criteria include: (1) Elected Officers, (2) Bylaws, (3) Articles of Incorporation, (4) History of interest and involvement in dancing, (5) Resources, (6) Liability, (7) Longevity, (8) reasonable activity, and others as may be determined by the Ad-Hoc Committee. The committee should plan to report at the next meeting in June 2003.

MSC

NOTE: Tim Crawford (CALLERLAB) was appointed as chairman with committee members: Mike Jacobs (CALLERLAB) and Carter Ackerman (ROUNDALAB)

Logo For The Alliance -

This issue concerns the logo for the Alliance. There was some discussion of this issue. There was agreement to table further discussion until the next meeting.

Next Meeting -

The next meeting will be hosted by the NEC at 9:00 Am Sunday, June 29, 2003 immediately following the National Square Dance Convention in Oklahoma City. Location and times will be determined and published by the NEC at a later time.

ADJOURNMENT

The meeting was adjourned at 4:55 PM on Wednesday, 22 January, 2003.

Submitted by

Jerry L. Reed
Executive Director
CALLERLAB
Transcribed from tape

**ARTS Meeting January 22, 2003 Minutes
Attachment 1**

**The ARTS
(Alliance of Round, Traditional, and Square Dance)**

**MISSION STATEMENT
(Approved – January 22, 2003)**

The **ARTS** mission is to encourage, promote, and support healthy lifestyles through dance programs and events that provide fun and effective exercise for both mind and body, all within a unique process of social interaction; and, to encourage and assist a coalition of allied dance groups in implementing an achievable marketing program, along with the leadership and resources necessary to generate the re-awakening, acceptance, and continued growth of contemporary Square, Round, and Traditional Folk Dance.

**ARTS Meeting January 22, 2003 Minutes
Attachment 2**

The ARTS
(Alliance of Round, Traditional, and Square dance)
DEVELOPMENT INITIATIVES

- To facilitate and nurture communication and activities between the coalition's diverse dance groups as they develop a working consensus and viable entity;
- To educate the public and promote an improved understanding and image of the multiple forms of their historical dance activities;
- To co-develop and disseminate professional guidelines, standards, and ethics through, and with the guidance of the appropriate member organizations;
- To improve civic, business, government, and institutional understanding and relations within the coalition's field of dance activities of recreation and health;
- To assist at club and association level in the process of sharing (recruitment), understanding (dance programs and lessons), and social membership (retention), by conducting comprehensive leadership workshops and training programs;
- To further the coalition's understanding of its new generation of incoming dancers by initiating, facilitating, and disseminating appropriate market research;
- To engage in future planning; and,
- To establish and fulfill other purposes which are consistent with the purposes of the Alliance.