

SRDFNS Executive Meeting Minutes, February 21, 2015

Sobeys in Bedford

Attendees:

Paul & Cathy Langille	President, DANS
Dottie Welch	Secretary, Webmaster, ANSSRDT Liaison
Russ Trimper	Treasurer
Marion & Gerry McLellan	Finance, Fundy Region
Murray & Joan Decker	Valley Region
Don & Carol Scott	Awards, Central Region

Regrets:

Bob & Inge Ruohoniemi	CSRDS
Ralph & Barb MacDonald	Past President, Highland Region
Al & Corinne McNabb	Valley Region Alternates
Lionel Parsons	Cape Breton Region

1) Called to Order by Paul Langille at 1:23 pm

2) Moment of Silence for those who have passed on since the last meeting.

3) Adoption of Agenda:

Motion to accept the Agenda as presented, made by Murray, second Carol, passed

4) Minutes of Previous Meeting (October 18, 2014)

Motion to approve both the AGM and the Mini-Meeting Minutes, made by Dottie, second Murray, passed.

5) Business Arising from the Minutes

a) Bluenose RV web pages – Cathy asked Gary to create a page for the Bluenose RV squares. Gary has made space but nothing is on it yet because he hasn't received any input. Since the group has not met since this proposal, it is still in formative stages. The interest is there but the group has not officially approved. Emile Boudreau is President, Marilyn and Jim des Barres are Vice President, Secretary is Mitze Durham, Treasurers are Harley and Brenda White.

> Dates for next year will be coming shortly

b) HRM Volunteers Workshop report – Bob R

Bob not present – See e-mailed Halifax Volunteer Conference Report

6) Correspondence

a) Condolences: In addition to those listed in the March 2014 minutes, Cathy has sent cards, signed by Paul as President, to families of Dale Benedict, Jack Barlow, Dorothy Isles, Bill Oldford, Bernard Aalders, Alwin Ripley, Elthan Acker, Audrey Helpard-Poirier, Gerald Illsley, David Oickle, Lauri "Maj" Majalahti, John Medicraft, Harold Adams, Jack West, John Pettipas, Leonard Gentles, Ethel Logan, and Norma Mills

7) Reports

a) Treasurer: Russ Trimper (See report e-mailed by Russ and Mary Trimper)
Marketing expenses: Halifax Herald revolving leader board and the rack cards
Motion by Russ to accept the treasurer's report as presented, second Gerry, passed.
The 2014 accounts have been audited by Dottie Welch.

b) Finance: Marion McLellan (See report e-mailed by Marion McLellan)
Motion by Marion, second Russ, to accept the finance report, passed
Russ has completed Financial Reports in the Registry of Joint Stock format for the last four years. They will be signed by Russ and Dottie and turned in by the Langilles.

c) President and other Officers

President: Paul and Cathy Langille (see report handed out by Paul)
Club dues last year were \$631 and this year we have collected \$476.
Dancers dropped from 454 in 2014 to 416 in 2015.

Past President: Ralph MacDonald (not present)

Vice President: (position vacant)

Secretary: Dottie Welch (no separate report)

d) Committee Reports:

Awards: Don Scott (nothing new since the last report)

Archives: Cathy Langille still endeavoring to find someone to store the material.

Webmaster and Communications: Gary and Dottie

Gary is considering ways to update the web pages. We think it might be helpful to have an index button that would list subjects alphabetically and link to them using a drop down menu. More discussion about the website later.

Dottie sent the latest emailing of the Calendar on February 14th to all the dancers who have asked to receive SRDFNS news (about 100) and the new Logo created by ARTS. The partially updated Club Lists are now being checked by the Regional Representatives.

Membership and Insurance: Ralph MacDonald

CSRDS cards were received in mid January. Questioning if we need the cards because it does add significant work. This year they came in 8.5 x 11 sheets and the MacDonalds typed the names and numbers then photocopied the pages.

Note: Continuing education at Alderney Gate requested proof of individual liability (personal cards). Also note that continuing education paid \$200 for that demo.

The majority present voted in favour of having personal cards.

Marketing: Cathy and Paul Langille

Chronicle Herald Leader Board advertising

Google analytics on our webpage – comparing two 19 day intervals

	Dec 21 – Jan 8	Jan 9 – Jan 27
# of sessions	174	240
# users	112	177
% new, returns	45, 55	57, 43
#pages/session	1.0	1.7
Session duration	136 sec	51 sec
Bounce rate	52%	65%

Considerable increase in the number of Sessions from 174 to 240 (number of hits on the page)

Users increased from 112 to 177 so 69 apparently came from the ad.

Note that the Click rate is an above average rate for ads.

Website Update ideas: “You are what you appear.”

- Look at the May Garden Restaurant website
 - Manitoba has the best Canadian Square Dance website in Cathy’s view
 - Ours shines in information and being current
 - Should have navigation menus across the top of home page (no scrolling to find links)
 - Try dancing should lead to list of clubs as well as upcoming public dances
 - Common questions, Beginners, Clubs should be separate navigation item headings.
 - Far too many links on home page (requiring much scrolling)
 - Where is Contact Us?
 - We should place basic information for the public at the top.
 - (Currently internal Federation information is higher up than basic info for the public.)
 - Needs to be mobile compliant
 - Need to be able to reach 90% of the info within two clicks.
 - Site needs to look “cleaner”
- >- Please send good websites for viewing and ideas.

New ARTS slogan and logo (Slogo) – “artsy”,

Popeye and Olive Oil

Doesn’t do much for Marion McLellan or Joan Decker

Maybe attractive to younger dancers

Rack cards

Note that in a wooden rack, only top half would be visible.

Should go in all the libraries, Y’s,

Kat Kitching has 60

Outside Signs

S. Woodside – will be advertising on an outside sign which is free.

N. Woodside – 4 feet across and 3 down (below Martial Arts) (to be done) (Debbie 463-9276)

Community Newspapers are a place to advertise. Note that PSA’s do bring in questions and sometimes dancers.

Break for Lunch 3:10

50+ Expo: Cathy Langille and Carol Scott, June 12-13, 2015

No longer under a government agency. Now "50+ Expo Society".

Program guide ad 1/8 page \$40, 1/4 page \$80 black and white.

Need ad if our listing is too minimal, otherwise no.

Booth: \$275, plus electricity, about \$70 per day. (Pay for both)

Attempt to be on stage. Need to have handouts and people to distribute.

Need to have demo area near the booth.

Decided it is worth a try under the new administration. Approved.

Paul will produce tri-folds with teaching clubs list.

d) Region Reports:

Central: Don Scott

New Year's Dance occurred and nearly broke even.

Tidal Waves have not been dancing because too few dancers.

South Shore: No representative, one club is dancing when they can.

Maybe a contra dance on March 14th at the Lunenburg Arts Centre (did not happen)

Valley: Murray and Joan Decker (See report e-mailed by Deckers)

Good New Year's Eve dance. Since then several dances cancelled by snow.

Fundy Region: Marion & Gerry McLellan (See report e-mailed by Marion)

Five couples and four singles in class. (They are mostly from personal contact and distribution of their tri-fold which has testimonials in it. Diabetic said "there is nothing he could eat that would lower his blood sugar as much as dancing.") Club has great atmosphere.

Highland: Ralph & Barb MacDonald

3 new couples in Antigonish, lost one but the other two never miss. Highland has one new couple, and he is working on a web page. They use the Sets In Order handbooks.

Cape Breton: Lionel Parsons (no report)

Town and Country are functioning, Tommy and Lionel are calling. Tommy has been in the hospital during the last week with breathing problems.

e) Liaison Reports:

CSRDS: Bob & Inge Ruohoniemi (See report e-mailed by Bob and Inge)

ANSSRDT and Other Caller Organizations: Dottie Welch

ANSSRDT will be meeting next on April 18, 2015 in Enfield.

Alguire School: Plans for the 2015 Alguire School are moving forward. It will be held August 16-21, 2015 at Elm River Campground. There will be a two-day cuers workshop included during the week (dates TBA). We have opted this year to use our own leaders as primary teachers – Dottie, Kerry, Lionel and Janet.

MCCA: The June workshop will be in Nappan on June 6, 2015.

The **46th Maritime Square and Round Dance Convention** will be at the Fredericton Inn on Nov 6-7, 2015.

Callerlab is meeting in Springfield, Missouri Mar 29-April 1, 2015.

64th US National Square Dance Convention, June 24-27, 2015, Springfield, Massachusetts Website is <64nsdc.org>. They are still on track for over 5000 dancers. Don't miss it.

Nova Scotia Contra Dance Festival (Sep 27 – Oct 3, 2015) “A stop on the CDSS Centennial Tour”: Plans are progressing for this week of contra dances, caller and musician workshops, and school visitations. We have five CDSS appointed staff coming to Halifax to inspire and encourage the development of contra dancing and multi-generational community dances. The staff will include callers Lisa Greenleaf from Massachusetts and Sue Hulsether from Wisconsin, musicians Sue Songer and Betsy Branch from Portland, Oregon, and musician Eric McDonald from Boston.

DANS: Cathy Langille

Board is in need of refreshment. It has a number of retiring directors. Still have Cliff Le Jeune as Acting Executive Director.

Dance for Health Program for Seniors – Elizabeth MacDonald

Dare to Dance day for the Schools – also Elizabeth MacDonald

Cathy on the governance committee so they are rewriting By-Laws

Dance Space on Grafton Street, problems with maintenance and parking.

Looking at alternate accommodation but that is a slow process.

Motion to adopt reports by Ralph, second Gerry McL, passed.

8) CURRENT and NEW BUSINESS

a) SRDFNS Provincial Festival 2015: July 10-11, 2015, Old Orchard Inn

Community Dance Saturday morning will probably be near the Farmer's Market in Wolfville.

b) Summer Dance Brochure for 2015

> Send Summer Dance information to Paul by March 15th.

c) By Laws

Paul and Cathy acquired the Memorandum of Association. Dottie is working on adjusting the By-Laws and Memorandum to conform to the Joint Stocks requirements.

See the standard forms on the Joint Stocks website.

d) 2017 – 150th Anniversary of Confederation

Dottie recently found a document available online from the Library of Congress *American Dancing Master and Ball-Room Prompter*, by Elias Howe, printed in Boston in 1862.

It lists numerous contras and quadrilles so provides ample material for 1867 Confederation celebrations.

Perhaps we can have some dancers in appropriate attire.

> Maybe teach the ANSSRDT callers some of the historical dances.

e) Shrinking Dancer Population

- Good demo, good music, acceptable attire, friendly inclusive atmosphere
- Target millennials, where do we advertise to attract them?
- We have to provide the product
- Paul wants ideas about how we can target and change.
- Message needs to be out there all year long. Then target at key times of the year.
- We need a monthly or bi-weekly event in Halifax that is open to new people every dance.

Community Dance mix of squares, contras, mixers, couple rounds, lines

- Prime opportunity coming with the Contra Festival to raise awareness.

9) Date and Location of Next Meeting:

Friday, May 1, location to be determined, 1 pm

Location will be the Downsview Sobeys Community Room, 752 Sackville Drive.

10) Adjournment: Motion to adjourn at 5:20 pm.

Respectfully submitted,
Dottie Welch, SRDFNS Secretary