

Sunday, February 16, 1997
Orlando, FL

President Howard Hayes called the meeting to order at 9:00am., and led us in reciting the pledge of allegiance. The invocation was by Zurhn Walker. Roll was called by the secretary with 40 delegates present. Guests were introduced and welcomed.

Worley reported the planned distribution of money [if any] following the National Convention. 12%-future convention, 15%-FL Federation, 10%-each association, 10%-caller's association, 10%- round dance council, and 3%-cloggers.

Committee reports:

Finance committee. Tom Hancock read and explained the' budget as proposed by his committee. [Tom Hancock, Paul McClain, Jack Hoffman, and Fred Cornett]

They proposed the conversion of a CD to the checking account. Tom made the motion to accept the budget and Murl Herbert seconded. The motion was passed. Worksheet is as shown below:

1997 budget workshop				
CATEGORY	96-97 Budget	1996 Actuals	Delta	1997 recommend ed budget
President	\$	\$	\$	\$
ice President	\$	\$	\$	\$
Secretary	\$	\$	\$	\$
Treasurer	\$	\$	\$	\$
Parliamentarian	\$	\$	\$	\$
Promotions	\$	\$	\$	\$
Flowers	\$	\$	\$	\$
USDA dues	\$	\$	\$	\$
Refreshments	\$	\$	\$	\$
Historian	\$	\$	\$	\$
Miscellaneous	\$	\$	\$	\$
TOTAL	\$	\$	\$	\$
INCOME				
Association		\$		\$
Dues				
State		\$		
Convention				
interest-CD		\$		\$
interest		\$		\$
Checking				
TOTAL		\$		\$
Gain/loss		\$		\$

Fred Cornett reported that an audit had been conducted' and all money was accounted for. They recommended that a running balance be maintained by the treasurer and that a monthly reconciliation be made with the bank statement.

Public Awareness and Publicity 2/15/97
 Attendees: Chairman: Ken Brasfield; Shirley Cornett, Bill Poole, Howard & Jettie Crowe, Muriel Chabot, and George Knopp
 Our goal was to make recommendations concerning specific ways in which the Federation might achieve favorable public' awareness or media coverage for the benefit of square dancing.
 Our recommendations are:

1. Take advantage of free newspaper coverage-the monthly calendar of events. Some papers have an information line where you call in and get info on whatever category you want. Invite the newspaper to write an article and take pictures at your club dance.

2. Public service on any and all TV and radio stations—they are required to do so many public service announcements a month. You are required to make all requests in writing.
3. Take part in city activities—parades, festivals, arts and crafts shows.
4. Adopt-a-mile [trash pickup]. Your club agrees to periodically clean up a mile of highway or street. Your club is recognized on a sign at each end of your mile—not only good public awareness, but also as a social event that helps cement a club's togetherness .
5. DEMO-DEMO-DEMO anywhere and everywhere.
6. Signs posted on busy street corners, saying "Learn to square dance call #". Follow city codes.
7. Placemats in restaurants—buy an ad or design your own.
8. Chamber of Commerce sign boards at entrance to city (\$10 per sign). You might want to consider joining the Chamber and become' part of their brochures.
9. Visibility—Wear square dance related' attire...T-shirts, jackets, hats, etc.

In closing, this committee wishes to make the following statement for future consideration: Due to the decline in square dance activity, we feel the Florida Federation might consider adopting an advertising budget for the over all promotion of square dance throughout the state. This is just a seed we want to plant for future growth.

State Convention Procedures

Murl Herbert

Attendees: Murl Herbert, Cliff Allen, Merle & Joann Lewis, Jim & Jan McConnaha, Don & Bonnye Bell, Fred Chatos, Steve & Diana Kehr, Dave & Shirley Nihart, Randy Poole, Lou Chabot and Bruce Morgan
 The meeting was called to order by Murl Herbert, Chairman, at 1:00 PM on Feb. 15, 1997. Cliff Allen reported on the 43rd. State Convention stating "no major problems". All upcoming chairmen asked questions after which each chairman expanded on their Saturday morning reports.

There were comparisons on how the Lakeland Center halls were being used and many ideas were exchanged which would benefit another convention. With regard to vendor spaces, the President of the Vendor Association had asked prior to this meeting for the rules so they could be updated. Murl will send these out. A discussion was held on whether the present practice of dispersing funds to an upcoming convention 3 years in advance was adequate. Some present thought it should be extended to 4 years. This will be brought up at next coordinating committee' meeting. Everyone is pleased with the new Lakeland facility. All future chairmen reported that they were contracting for the majority of the center. This should prevent any large outside group coming in and causing a parking problem such as was experienced by the Sunshine Festival this past January.

There was a discussion concerning upcoming Coordinating Committee Meetings and how to get them scheduled. It was also pointed out that the Convention Guidelines should be passed on to your successor chairman. While there are some changes that might be desirable in the Guidelines, it was decided to not get into this area until the National Convention was over.

Attendees: Joe & Joy Vaccari, Carol Poole, Rex & Kate McCaul, Frank Trott, Walt & Sally Baechle, Helen & Jerry Rhodes, Jim & Pauline Waters, Howard & Vivian Wilson, Chairmen

We were given an overview of this job. Due to the fact the Wilson's are retiring, they went into detail on their job in hopes of recruiting a replacement.

All major activities for the year have been completed. Any further activity should be limited to additional named insured with a small number of new clubs or renewals. A motion was made to maintain the insurance account at the current level with the exception of the \$100.00 for the USDA dues. Motion carried. The checkbook was audited and found to be correct.

Carol Poole agreed to be an interim chairman until a replacement could be recruited.

Report of Committee' on Promotion and Expansion Dancing of Square

Frank Habersberger

Attendees: Frank Habersberger, Chairman, Jack Taylor, Ann & Glenn Price, Jack & Kathy McKinnon, Will & Carol Barnhart, Art Butlak, Zurhn & Shirley Walker, Carolyn Chatos

The central theme is to have continuing communication and cooperation between the Florida Federation and its five member associations on an all year round basis. To do this, it is recommended that the President of each association appoint a couple to work directly with the Federation Chairman of this program, giving feedback to them on a continuous basis. They are' to collect and to report to their association all information that reflects a positive approach. Report where there is growth. The designated association chairman couple to, in turn, form a committee composed of all county or club delegates, and have them collect and report on all progress made that has resulted in increased membership in local clubs.

Some activities to promote are:

1. Plan exhibitions in shopping malls and public places. Dance preferably mainstream and place emphasis on simplicity, style, enthusiasm and fun. Make it easy to grasp by the non-dancer. To show diversity, have two squares, with ladies of one square wearing the traditional petticoat outfit and one wearing the prairie skirt. There should be a club representative attending, with flyers showing all of the local classes and a section for the names and addresses of interested people.
2. If a club is having financial problems, change from a once a week dance to once every two weeks.
3. Each association to run a clinic for dropouts. A designated couple to head this clinic. They would make a list of all the area dropouts, contact each one and invite them to join. If enough interest, hire a caller to call at a lower fee. We can provide more specific information for an association that wants to try this approach.
4. Personal Contact. Each square dance couple to bring a non-dancer couple to their class.

For better coordination and cooperation, schedule a meeting once or twice a year with the Dancer's Association and the Caller's Association. They may be surprised to learn that both associations

have the same concerns and that solutions will come easier by working together.

Showcase Committee

Dee Dee Stovall

The showcase committee met with eleven people in attendance. Due to the workload of the National Committee, we decided to keep the showcase the same as last year, with one exception. We will have the convention model on the Federation table.

The small Florida lapel pin was voted in as the give away at the showcase. This was because we could not find another suitable, economical item. This is the same pin that we have passed out for the last several years. They have almost doubled in price. They now cost us . fifteen cents each. Paul McClain has located some gum drop orange slice candy. There are 160 pieces of candy per box at a cost of \$6.90. Bessie has donated 12 boxes, and using the \$200 that would have been used for the display, we will buy 25 boxes.

We will have 12 groups of people manning the showcase. I will send a letter to all association presidents to inform them of unloading procedures, set-up times, manning schedule and other pertinent information.

We discussed the printing of the Square Up brochure and decided to make changes on the present form and make a small quantity of copies, just enough to get us through the area code change. Then, we will make all of the necessary changes and have 10,000 printed.

I am going to get in touch with the camper's Federation President to see if they would like to set up a table. This would increase our table number request to eight. We will have one for the Federation, five for the Associations, one for the Historian and one for the Campers.

History Report

Jack Taylor

Attendees: Zonie Taylor, Chairman, Nan Habersberger, Sandy Brasfield, Pee Wee Stewart

We recommend that each association appoints a historian and that the President send the names & addresses of that person to Zonie Taylor. Each historian is to send to Zonie historical articles for their association. This input is needed in order to keep up with the history of each area.

FLORIDA FEDERATION OF SQUARE AND ROUND DANCERS HISTORY REPORT

Still the same report, Zonie is working her self to a frazzle and I am still taking the credit for History. Just the same it is going well and we feel that the Federation is building a great history for the future dancers.

We are seriously in need of pictures for the future conventions we need to be building the Convention Books now! The only way is for the future State Convention Chairman to compile the material and get it to us. Anything involving the Convention is of interest and can be important in the years to come when people are looking at their Convention year book. We now have Convention Books from 1990 and the one Aaron and Irma Frye donated so you can see that it is building up nicely.

We still store the area publications and thank the area Editors for furnishing us a copy of these great State Publication. Dow & Swing included. Thanks again.

Sincerely Submitted
Jack and Zonie Taylor
Florida Federation Historians

State Dress Committee

Mary Butlak

Attendees: Mary Butlak, Chairman, Sally Herbert, Donna Hendricks, Jean Hancock, Rosemary Schirmer, Claire Poole, Joan Knopf, Jean Allen, Barbara Hoffman, Marie McClain

There were dress designs submitted, however, not as many as we hoped for. We decided to wait until after the National Convention, checking out sewing ideas here. Everyone on the committee agreed to try to encourage someone to make an outfit to submit. It was the consensus of the group to table the state dress until next year's working weekend. We all agreed that right now, with everyone working on the convention, we are too busy to make a new dress. Therefore, we have extended our time for new entries.

Hall of Fame,

Mary Butlak

I have contacted Strawberry Squares Inc. in Plant City where our Hall of Fame is located. They assure me there is no problem with having our display in their hall.

There will be no inductees into the Hall of Fame in 1997 due to having no state convention this year. However, keep in mind your selections for next year.

Balance on hand as of 12-31-96 is \$1,517.58.

Publications report, George & Shirley Knapp

PUBLICATIONS REPORT

FEBRUARY 15, 1997

Meeting was held at 1:00 p.m. with the following attendees:

George and Shirley Knapp, *Keepin' Posted*
Charlie and Val Newsome, *Grapevine*
Ken Brown, *West Coast I)Dancer*

Even though we were a small group, we still had a quorum with 3 of the 5 association publications represented.

We had an excellent discussion concerning our present efforts to provide our dancers with comprehensive and up-to-date information concerning square dancing in Florida. We compared printing costs at various printers and agreed that the cost of publishing has increased significantly. Editors represented here do not operate on a profit basis, but rather only attempt to break even. Our aim is to inform the square dance community, not to profit from square dancers.

We swapped ideas and information about advertisers, utilization of pictures, and the value of scanners. We reiterated the importance of sending each other flyers about dances in our respective areas.

We have three requests for the Federation:

(1) From the Federation Historian we would like to have a short synopsis of the Federation's history for inclusion in a future publication. We feel this would be of particular interest to our new dancers.

(2) We would request Federation badges be purchased for the publication editors who have not previously received them as delegates in the past.

(3) Publication editors are requested to be present at Federation meetings, but have no vote on proceedings. Request consideration that each association's publication editor be given voting privileges on Federation matters.

Respectfully submitted,

George and Shirley Knapp, Chairman

OLD BUSINESS

The President announced that the third weekend in February was voted to be the working weekend and will remain so unless delegates vote to change the time. Each association is to have a selected representative to determine when are good or bad weekends for their area. At the May meeting, these people can discuss any better times. Meanwhile, the President for next year will be exploring the best location. President Hayes also reminded each association president who is taking home a mailbox to check to see they have the accompanying paperwork for it.

ANNOUNCEMENTS

Carol Poole reported she had two couples volunteer, to serve as Insurance chairman by the fall-- Duke & Doris McCleskey and Rex & Kate McCaul.

Next meeting on Sunday, May 18, 1997, at 9:00AM Ramada Inn, Plant City, 2011 North Wheeler Street. Plan to dance at Strawberry Squares on Sat. night. Early rounds will be at 7:30. Art Springer will be the caller, Jimmy Griffin will be the cuer. Camping is available at Strawberry Squares. Call Wendy Bullock, 1-813-752-0491. \$15.12 a night. Full hook-up. For rooms at Ramada, call 1-800-772-6232. the Rooms \$48.00 until April 18, 1997. Make reservations under Federation of Square Dancers.

The meeting was adjourned at 10:35 AM.

Respectfully submitted,