

**FLORIDA FEDERATION OF SQUARE DANCERS
MINUTES, SUNDAY MARCH 12, 2006
LA QUINTA INN – 626 LEE ROAD – ORLANDO FLORIDA**

Presidents, Jack and Kathy McKinney, called the meeting to order at 9:00am. Judy Frye gave the invocation. President McKinney led the delegation in the Pledge of Allegiance. Carol Poole called the roll and stated a quorum was in attendance.

The president asked if there were any visitors. There were none.

Florida Federation working weekend committee reports:

Finance Committee

The Finance Committee met at 1:45 pm in Room 239. Those present included: Cheryl Miller, Chairman, DeeDee Stovall, Dewey Hendricks, Jack Taylor and Carol Poole

The chair appointed an audit committee. This committee was composed of DeeDee Stovall, Jack Taylor and Dewey Hendricks. The committee found the treasury books to be in complete reconciliation with the bank statement as of February 28, 2006, with no discrepancies.

2006 PROPOSED BUDGET

INCOME:

Association Dues (7at \$50.00)	\$	
State Convention	\$	
Interest		\$

TOTAL PROPOSED INCOME: \$

EXPENSES:

President	\$	
Vice President	\$	
Secretary	\$	
Treasurer	\$	
Parliamentarian (Showcase)	\$	
BMI	\$	
USDA	\$	
Historian	\$	
Corporate Taxes	\$	
Honorariums	\$	
Website Upkeep	\$	
Miscellaneous (Delegate Badges)	\$	

TOTAL PROPOSED EXPENSES: \$

Respectfully submitted;
Paul & Cheryl Miller, Finance Committee

Donna Hendricks moved to accept the proposed budget. Garland McKenzie seconded it. The motion was accepted.

Showcase of Ideas

The Showcase of Ideas Committee met in Room 218 at 1:45PM. The following were in attendance:

Carole McKenzie – Chairman
Ann Slocum – WC
Ouida Taylor – NE
Ken Brown – WC/SE
Shirley White – NE

Terri Little – CFA
Bessie Stovall – NE
Ailene Picheco – CFA
Smitty Smith – NE

A proposed showcase as suggested by Ray & Elsa Huddleston was presented to the committee. The committee liked the idea with a few minor changes. They appreciated the fact that the display would be simple to do.

Using last year's three-panel display, update the information as appropriate.

Using a digital camera, take pictures of four couples from your association with hands outstretched as if circling in a square (so they can be connected in San Antonio). Print the pictures on 8" x 10" matte finish photographic paper (to eliminate the glare from the shiny photo paper). The actual figures in the picture measure about 7-1/2" – 9" tall. (It helps if the people selected are of a fairly uniform height). Paste the ENTIRE photo onto cardboard for backing support or you can use a heavy poster board. Cut out each couple very carefully. (Ray used an x-acto knife.) Insert figures (using craft sticks as supports) into a Styrofoam stand measuring about 4" x 1-1/2" x 1/2".

Type the names of the dancers (with titles if you choose officers of your association) and attach to the front of the Styrofoam stand. Make an additional label with the Association Name to be placed on top of the stand just below where the feet of the dancers will be.

These figures will stand in front of each Association's 3-panel display with "All Trails Lead to Lakeland" sign in front of each display. (Your choice in how you type the slogan.)

The above will be the display at the State Convention. (A picture of a typical display was provided to each association)

In San Antonio, all 20 figures will be connected in groups of 8 forming a semi-circle with the slogan "Circle Eight in the Lone Star State"

Ray & Elsa have enough pencils from last year to use as the "give-aways".

A schedule of assignments was given to each association for manning the showcase of ideas in San Antonio. Please complete your schedule with the names of a couple from your association who will work during each timeslot and return them to Ray & Elsa.

Submitted by
Carole McKenzie

Mr. President: Ray & Elsa were unable to attend this meeting but lined everything up first and did a good job. He has registration forms for San Antonio if anyone needs them.

Historian Meeting

Meeting was held in Room 445 hosted by the Historians.

In attendance were: Sherry & Manny Gonzales, Chairman
Zonie Taylor Charlie Newsome
Jane Raymond Sandy Brasfield

The committee has highly recommended that each State Convention Chairman appoint/assign a historian as part of the staff to start collecting information, photos, articles, meeting minutes, flyers plus other important information for historical records to be provided to the State Historian when the Chairman makes his final State Convention Report.

Investigate the possibility of placing all historical records on disc for preservation. Look into possibly showing these discs (CD) on display on screen. Maintain hard copies.

Suggestions that each Association President keep a history and record of everything that happened during the year and provide for historical records. Memoirs of President – photos, messages, events, etc.

Publications from a couple of the associations are not being sent. The Historian needs two (2) copies of the publications from each association. We are receiving two copies of the Bow & Swing and Grapevine but not the others. Once in a while we do get one copy from another association but not often. We need for the President of the Association to look into this to ensure we are going to receive copies in the future.

Grapevine – Okay
Bow & Swing – Okay
Keepin' Posted – Need
Panhandle Press – Need
West Coast Dancer – Need

Preservation, Education, Publicity & Publications Report

The committee met in the room of Bob & Jane Raymond at 1:45 pm. Those present:

Mary Butlak	Bob Raymond	Zurn Walker
Shirley Walker	Sue Brown	

The first item discussed was the web site designed by Bruce Morgan. Bruce is to be commended for a magnificent job. The attendees felt it would be excellent if the site would be visited by members from the non-square dance world.

It was agreed that the most effective method for recruitment and retention would be (or should be) "one on one". The existing dancers find themselves with limited time. Most active dancers are without the necessary time to devote to this.

Web site – Bruce did a magnificent job. He is to be commended. Contacts not as likely from the non-square dance world.

Drawing cards – newspapers of little value – weekend programs.

Finding affordable locations to dance is getting more difficult. Churches no longer donate space or sponsor a club. They use it as a money maker.

Retention seems to be the major problem. People attend classes then seem to lose interest when the class ends. It is thought we recruit them to quickly for other things besides dancing – refreshments, etc.

Club annual dues may be too high. Consider reducing the dues.

One on one – It would be nice if a club or organization would take the time to bring the new dancer to every class and make some report to see what the retention percentage rate would be with this method

Announcements at club dances are too lengthy. Dancers don't like to take time from their dancing.

Signs could be placed on highways advertising square dancing. If someone takes the sign, put another one up.

Several years ago Vals suggestion of handing out or placing square dance magazines at Drs & Dental office revisited. Northeast Association has placed large labels with contact information on each magazine. It was suggested an email address or the Florida web site could also go on this label.

Other ideas:

Dancers had out flyers

Radio advertising – Local education broadcasting.

Video promotional.

Retirees – limited income.

Submitted by
Sue Brown

All in all they were items that were discussed before. The number one idea the committee thought was the recycling of the magazines.

Val Newsome: She brought the idea to the meeting but it was an original idea from Jack & Kathy McKinney.

Jack McKinney: He takes the Grapevine, Bow & Swing, and the American Square Dance Magazine to the waiting rooms. Kim Curlee of Grand Squares Inc. sent him 75 copies of the Grand Squares Magazine (with Barbara Mandrell and Dolly Parton on the front covers). He put labels on them and placed them in waiting rooms too. Val added she has seen people take the magazine with them when they leave the waiting room.

Dewey Hendricks: A sheet of paper with square dance information and tear off phone numbers could be placed inside other magazines in the waiting room.

There was much discussion about signs. They could be placed in a window of a business a few weeks before lessons start. With a ladder they could be placed high on a telephone pole. (Not really legal)

USDA Insurance

We met in Room 203 of the LaQuinta Hotel at 1:30 PM.

Those in attendance were as follows:

Bruce Morgan, Chairman

Fred & Jan Smith – West Coast

Helen Rhodes – Southeast

Thomas Tramel – Northeast

We had a good meeting and hopefully answered all questions asked by the Association Chairmen. The State Insurance Chairman's books were audited by all in attendance and found to be in order.

Respectfully Submitted by Bruce Morgan

CONVENTION PROCEDURES COMMITTEE MEETING

The Convention Procedures Committee met in the Main Meeting Room at 1:45 PM with the following in attendance:

Garland McKenzie – Chairman

Ken Brown – WC

Randy Poole – CFA

Tim & Terri Wilaby – NW

Paul Miller – NW

Charlie & Val Newsome

Su Brown – WC/SE

Don Slocum – WC

Colleen Morgan – CFA

Jan McConnaha – CFA

Some of the items that were discussed were making contact with the convention center, expanding the vendors, concession stand, and the need to continue looking for another venue for the convention.

As with all conventions, Brenda Townsend is difficult to make contact with. We have to make several calls before she will return a call or just get lucky and she might answer the phone when you call. Also might try the e-mail.

We have expanded the vendor area this year and several suggestions were made for specialty vendors. We have been given the information on two of the vendors and will turn it over to our vendor chairman. It was suggested that try we to get a photographer and that they be set up in the Sikes Hall area rather than the regular vendor area. One of the committee members is checking on a photographer.

We have been advised that ARAMark is in the process of placing additional vending machines for drinks and snacks. We are not sure they will be available for this year's convention.

Everyone was in agreement that we need to continue looking for another location for the convention. Since we can now get moveable flooring from GSI or use silicone on the carpet, locations with carpeting may become a good alternative, if the savings are there. We may also have to consider reducing the number of halls and sharing the halls by different dance levels throughout the weekend. It was also suggested that we might consider using a college facility where dorms and a cafeteria might be available. This was a good suggestion since the hotels are getting very difficult to deal with and will not

commit to a convention rate and stick to it. It was felt that the committee to find a new location should be re-established.

Submitted by Garland McKenzie

The committee felt we need to re-establish the committee to find a new location using the new guidelines we have. Jim & Jan McConnaha chaired the committee a couple of years ago.

With some of the problems some of the Associations are experiencing the committee feels we should continue with the reorganization committee.

Garland McKenzie: The concession stand will be open during the day of the convention but not at night. There is a \$500 deposit per session. If they do not make the money the convention would have to make up the difference.

Judy Frye: Re: Smaller round dance hall. During the round dance teaches there are two or three circles. **Garland:** The whole thing needs to be studied.

Don Slocum: We need to look at the usage of the halls. If we can cut back on a hall, we will save money. We don't want to cut out anything but the numbers of attendees are down. We have to make adjustments accordingly. So if the halls are not being adequately used we have to take a good look at it. Possibly, switch halls during the day,

Association Presidents and Re-organization Committee

The President's of the Association and the Re-Organization Committee met Saturday, March 11 at 1:45 PM.

Present were:

**Bud & Anita Taylor, Chairman – Northeast
Penny Green – West Coast
Jack & Barbara Hoffman – Central**

**Dave Henn – Northwest
Judy Frye – Central
Jerry Rhodes – Southeast**

Re-organization Committee:

**George & Shirley Knapp
Dave & Shirley Nihart
Ken Brasfield**

We find we all have the same problems. They are:

Recruitment and retainment of dancers – We feel targeting the recent empty nesters would help in recruitment.

Public Relations – Our image is that we are old and can't enjoy the younger things. Use younger music.

Shorten class time – People don't want to take a year to learn.

Finding places to dance that are economically feasible for the dancers. Prices are going to have to go up. Targeting retirement communities might help. The callers and cuers can help by placing ads in Program Books.

Change dance nights to weeknights. Leave specials to Saturday nights. Too many things on the weekends.

Change perceptions of dancing on carpeting. We could also use the new flooring that Tony O. has. One thing about the flooring. How many men it will take to lay it down and take up. It is a big job. After the men lay the floor they may not be able to dance! A California dancer told Anita they use school sport teams to lay and pick up the flooring. Most schools now require community service projects. The dancers usually give them a pizza party as payment.

Move the convention and make it a true state convention with each association participating each year in the work and profits. Make conventions simple with few decorations.

We think that the meetings of association presidents are so important that we have decided to meet at Lakeland on Saturday of the convention at 8:00. We invite the reorganization committee to join us at Fred's Market. Dutch Treat.

**Respectfully submitted,
Bud & Anita Taylor**

Anita added: The Association that hosts the convention works the whole time. They do not get to dance. You don't come to the convention for decorations you come to dance and have fun. It would be a pleasure to come and at least enjoy a part of the convention that you worked so hard to put on. Also, the amount of fund raising has got to stop. It is taking too much to raise money for these conventions especially where we hold it now. It costs so much more money now! Anita would like to see these changes by 2010 when NE hosts the convention.

Ann Slocum: Without fund raising and the higher prices what do you propose to meet these expenses?

Anita: Move to a smaller convention center or a hotel. The reorganization committee did not price hotels with carpet.

George Knapp: The Committee will revisit – there are a few places turned down because of carpet.

Jim McConnaha: Some of the hotels would not talk price until we were ready to negotiate.

Garland McKenzie: The main stream hall at Shamrock Swing was carpeted. No one heard complaining.

Anita Taylor: For five years all associations have fund raisers. But, who do we sell to? We bake something and buy it back. Five years of it. The Northeast Association had a lot of concessions other Associations will not get. Colleen came up with a button. I paid \$200 don't ask me any more.

Colleen Morgan: Buy a button for \$5 or \$10. The button would say "I supported the State Convention". If they wear the button you don't ask them again. You don't sell them anything.

Anita: The basket idea was a good idea but it is over used now.

Colleen: We need corporate sponsors.

DeeDee Stovall: The Winter Fest charges \$50 for three days. State Convention charges \$20.

Dewey Hendricks: They have National Callers. People will not pay that for local callers.

Bruce Morgan: A comment about the callers. We have national callers in Florida but we don't think of them as national because we dance to them every day. We have a problem with the callers. They don't come to the state convention because they don't like the way it is programmed so they take it out on the dancers. If they don't like the way it is programmed they need to unite. The callers program the convention. They need to join and attend the Florida Callers Association, elect a new board, and change the way it is programmed. This convention will not get any better until the callers help out.

Unknown: The program book brings in funds. The callers need to take out ads and help raise funds.

Garland McKenzie: Only Florida Callers Association members can call at the state convention.

Charlie Newsome: Let me tell you how Bill Chestnut handled the programming. He called out a time and asked the members present to give him the name of the best caller for that time slot. Charlie received good comments from the dancers and the callers on how well it was programmed.

Old Business

Don Slocum moved we accept the two-year term to work with Grand Square Inc at their Winter Festival as proposed yesterday. **Garland McKenzie** seconded. Motion accepted.

The Vice President requested the association presidents to give them a name of a couple to work the booth.

New Business

Sue Brown announced the Working Weekend would be held during the Shamrock Swing on March 9 & 10, 2007. The meetings will be on the 10th & 11th. The Saturday agenda will be changed so the delegates can attend the afternoon dance.

Announcements

Next meeting will be Sunday, May 28, 2006 09:00am at the Hollingsworth A, Lakeland Civic Center.

Randy Poole has made arrangements with the LaQuinta Hotel. Most if not all of the rooms are suppose to be non-smoking. Please reserve your room before February 20, 2007.

The meeting was adjourned at 11:00 am.

Respectfully Submitted, Randy & Carol Poole, Secretary