

FLORIDA FEDERATION OF SQUARE DANCERS
Comfort Inn & Suites
626 Lee Road, Orlando, FL 32801
Sunday, March 2, 2014 – 9 a.m.

1. **Call to Order:** President Paul Miller called the meeting to order at 9:00 a.m.
2. **Invocation:** Invocation was given by Judy Anderson.
3. **Pledge of Allegiance:** The Pledge of Allegiance was led by Bud Taylor
4. **Roll Call:** The roll call was made by Penny Green. There is no quorum. All motions will be tabled and voted on at the next meeting with a quorum.
5. **Introduction of Visitors and Guests** Cheryl introduced 2015 Caller Chairman and FCA representative, Bill and Mary Chesnut; Susan Snider, 2015 Cuer Chairman, and Richard and Carol Douget
6. **Committee Reports**

Association Presidents & Square Dance Insurance:

The insurance meeting was held in conjunction with the Presidents meeting.

Those in attendance were: Randy Poole

Central Association: Terri Little

Northeast Association: Lamar & Pat McMillan,

West Coast Association: Ann Slocum, Larry & Joyce Akeson, Lance Baxter

The main purpose of the workshop was to inform those present on the USDA Insurance Program and to review the insurance forms. We had an opportunity to answer questions and to clarify information. They were given a handout of the information presented and samples of all the forms.

The insurance bank account was audited by all attendees and found to be accurate and in order.

Randy Poole, Florida Federation Insurance Chairman

The financial report is at the end of these Minutes.

Pat McMillan reported on **Presidents.**

Highlights, talked some more about recruiting

Marquis from Joyce Akeson checking on cost. Pat talked to our caller yesterday and we discussed the 10 – 12 week plan that is being tried out in the Northeast area. After Bill welcomes everyone he has them dancing in 10 minutes. When looking for new people look for people that are smiling and laughing a lot.

Finance:

The Finance committee met on March 1, 2014 with the following present: Ray Huddleston, Maria Spence, Dee Dee Stovall, Nancy Taylor and Dennis Taylor. The following items were discussed: the proposed budget for 2014, the need for a credit card for the Federation, and the audit of the books thru November 2013.

The committee prepared a budget – copies of which are on the table for review. The committee makes a **motion** that **the presented budget be approved for 2014**. (Motion seconded by Jack Hoffman. **Motion tabled due to lack of quorum.**)

After much discussion it was decided that the Federation should not obtain a credit card, mainly because of the hassle of changing the authorized signatures on the card each year and the few times it is presently needed. The Committee makes the following **motion: That the bills requiring a credit card to be used for a payment be made on a private individual card. The appropriate treasurer is authorized to reimburse the expenses to the individual whose card was used.** (Motion seconded by Bob Spence. **Motion tabled due to lack of quorum.**)

The books were audited thru November 2013 and were found to be accurately kept and approved.

Respectfully Submitted, Nancy & Dennis Taylor

History:

The History Committee met at 10:46 in the main meeting room of the hotel. The Committee consisted of Bud & Anita Taylor, Chairman, Donna Hendricks and George & Shirley Knapp.

We talked a few minutes and then it was decided that the History Committee had actually accomplished our goals.

Thanks to Bruce Morgan and Donna Hendricks, the history of Square Dancing has been preserved on the web. But is it being utilized by everyone? To make everyone aware of our history the question was asked, “Do we advertise the website in the magazine Bow & Swing, or the Association Publications?” We made the decision to check with Bill Boyd about whether the website was being published in the Bow & Swing, and if not, could he put it in the Bow & Swing and what would be the cost? We were talking about a banner size ad at the bottom of a page.

We also recommended that the History Committee be added to the Public Awareness, Publicity, Square Preservation, Education, & Services Committee as History would fall under Preservation and Awareness. We adjourned at 11:20 to go and join the Public Awareness, Publicity, Square Preservation, Education, & Services Committee and see if the website was advertised in the Bow & Swing.

We found that the website was not currently being advertised in the Bow & Swing. Bill Boyd made an offer to run an eighth of a page ad for \$12.50 a month or \$150.00 a year. He does not offer this to anyone else. The proposed ad would read: “Visit the past, present, & future of square dancing in Florida at www.floridasquaredance.com.”

Ailene Picheco was also there and she said that Keeping Posted was already running the website. The Association Presidents should all check with their Association Publication to see if this could be added at the bottom of one of their pages.

Respectfully Submitted, Bud & Anita Taylor, Chairman History Committee

Anita Taylor made a **motion** that we advertise: “**Visit the past, present, & future of square dancing in Florida at www.floridasquaredance.com” in the Bow & Swing and pay \$150.00 a year for 1 year to familiarize everyone with the History and all other benefits of the website. Motion was seconded by Maria Spence. **Motion was tabled due to lack of quorum.****

Public Awareness, Publicity, SD Preservation, Education and Services:

The meeting started at 11:45 and was adjourned about 1:45 pm.

Committee: Ailene Picheco, Chairperson
Bill Boyd
Carol Douget

Attracting and Retaining Class Members

1. Advertise, Advertise, Advertise.
 - A. Yard Signs in member’s front yards with contact number and/or website. Check local restrictions.
 - B. Physically hand out flyers in front of stores after getting permission from the store owner/manager.
2. Two or more clubs combine classes.
3. Try shorter class times – 14 to 16 week mainstream lessons. Bill Boyd has workable lesson program.
4. Maintain positive attitude
 - A. Involve everyone: callers, dancers, greeters.
 - B. Follow up – call class members when they miss classes – even if only “we missed you, hope to see you next week.”
 - C. Put FUN back in square dancing. Show how much you enjoy it.
 - D. Give class members a “Welcome Packet”. ie: welcome letter, copies of square dance publications, links to websites, links to square dance history, etc.

Public Awareness and Publicity

1. Advertise, Advertise, Advertise. Cannot emphasize this enough. The more the better.
2. Send in advance press releases when fund raising. Invite the press to event to write article and take pictures. If press is not able to attend, do it yourself and submit to newspapers.
3. Don’t throw square dance publications away. Leave them in doctor/dentist offices, repair shops, hospitals, other waiting areas.
4. Have club Business cards to leave in various establishments you visit.
5. Bookmarks for libraries.
6. Announce conventions – state & national – at all functions.
7. Ads in publications well in advance of the event.

8. Discounts for early registration for all special events – possible \$15 per person or \$20 for two (any combination of two dancers).
9. Bill Boyd will follow up on Rack Cards for Welcome Centers.

Report prepared by Carol Douget
Respectfully submitted by Ailene Picheco

Showcase of Ideas:

I met with Rita Baxter, Judy Anderson, Bessie Stovall, and Debbie and Wayne Miller.

Copies of each association's fundraiser dance flyer, list of tourist attractions, and the photo albums from last year's panels were given to each respective committee member. Along with these, was a typed request of what to do with each item.

Each committee member was requested to review and update the tourist information and dance flyer. These documents should be emailed to me at Rayelsa@aol.com by the first week in May so that I can update the panels.

The photo albums will also be updated and brought to the Showcase the first morning of the convention.

I will order 200 State of Florida maps for give-away at the national convention. I am also picking up tourist brochures from rest areas which will be additional give-away items at the national.

Elsa Huddleston,
Chairman, Showcase Committee

State Convention Procedures:

In attendance:

Jenny Green	Jack & Kathy McKinney
Jim & Jan McConnaha	Bob Spence
Jack and Barbara Hoffman	Don Slocum
Linda Tester	Richard Douget
Walt & Diane Syphard	Penny Green

EBay clothing sales have been a successful fundraiser for the state conventions for several years. In the past the process has been that on the Monday after the state convention, the funds transfer to the next convention. This handoff doesn't seem to have occurred between 2014 and 2015 as 2015 has not received any funds from Lorraine. After discussing several options, it was the consensus of the group that we would like to repair these problems so that we can continue taking advantage of a very successful fundraiser.

The committee recommends that a liaison be appointed to be the point of contact between Lorraine and the conventions. This person will establish formal guidelines, receive all funds from Lorraine and forward them to the appropriate convention.

Even if we are able to repairs these problems, future convention chairman should research other fundraising options for when the EBay sales are no longer an option and we are caught off guard.

Since the 2015 convention has not been receiving clothing sale funds, they currently lack the funds for start-up expenditures i.e. purchasing fundraising items like shirts and buttons, ribbons, and printing registration forms. They have already received their \$2,500 seed money from the convention fund but it doesn't cover these expenses.

The committee recommends approval of lending up to \$3,000 additional seed money from the Federation Fund to the 2015 convention and any conventions thereafter to supplement the \$2,500 seed money. Repayment of the loan from the Federation should be considered a priority. We are proposing that this loan be paid from Federation funds instead of the Convention Fund so that approval from the Florida Callers Association and Round Dance Council is not required.

A suggestion was made that a program be implemented where new graduates attend their first convention either free or for 50% of the registration rate. It was the consensus of the committee that the price of ribbons is not the reason dancers are not attending the convention; it's the peripheral expenses of gas, hotels, meals, etc. It is also the consensus of the committee that there are too many other situations that need to be addressed before something like this can be implemented i.e. retreads (people who danced several years ago and are returning to dancing), someone who graduates but then doesn't attend the convention for say five or 10 years. The committee does not recommend implementing this program at this time.

It has been heard that Grand Square International may be moving the Florida Winter Festival from the Lakeland Center which would open a weekend during the dance season. There has been talk for many years about moving our state convention to a time of the year when the snowbirds are here and then we might have increased attendance. Since at this point it is only a rumor and hasn't been confirmed nothing can be done at this time, however, it is the consensus of the committee that we need to be prepared to move fast if the opportunity arises and we decide to move. The committee recommends that an ad hoc committee be established to research the feasibility of changing the dates of the state convention and authorizing the treasurer to pay the deposit. Some things that will need to be researched are; will the rent be different if we change weekends; will changing weekends increase attendance; the convention is currently held over Memorial Day Weekend which is a three day weekend. Do we want to go to a two-day weekend?

(If approved, Don Slocum, Kathy McKinney, and Linda Tester have volunteered to be on the ad hoc committee.)

Identifying convention chairman is becoming more difficult every year. Currently we are looking for a chairman for 2017 but have been unsuccessful so far. A proposal was made that we approach the Florida Callers Association and Round Dance Council about one of those organizations taking over the convention. It was the consensus of the committee that our Federation By-laws need to be reviewed to ascertain if there is anything that would prevent us from making this proposal. Jim McConnaha will conduct the review and report back to us. If it is found that there is nothing that would not allow us to make this proposal, an ad hoc committee will be established at that time to prepare a proposal and approach the other two organizations.

A discussion was held regarding a timeline I have been developing that includes most of the tasks required to plan and coordinate a state convention. This will be a valuable tool for anyone that is new to chairing a convention. There is still a lot of information to be added to the timeline but I have a good start on it.

Respectfully Submitted, Penny Green, Committee Chairman

7. Old Business

None

8. New Business

- Elsa Huddleston **moved** that **the Working Weekend be shortened to one day**; seconded by Pat McMillan. **Tabled due to lack of quorum.**

Discussion followed regarding Elsa's motion to shorten the working weekend to a single day. She recommended that the breakout meetings immediately follow the morning meeting; then after the lunch break, the wrap up meeting would resume for the various committee reports. She pointed out that the committee meetings are much shorter today than in the past. She gave the example of the Showcase meeting which was completed in less than 20 minutes. She also pointed out that many delegates leave early Sunday morning. A good case in point was that the current meeting did not have a quorum and important motions could not be voted upon. (Motion seconded by Pat McMillan. **Motion was tabled due to lack of quorum.**)

- A letter from the Northwest Association dated February 23, 2014 was read:
Dear Florida Federation of Square Dancers, it is with great disappointment that I must inform you that we have been unable to secure a Northwest Association Representative for the Federation Board. Sincerely, Alec Schmidt, President NWFSRDA
- Pamphlet holders - Pat McMillan stated that Office Depot will print club information on the tri-fold and fold them for \$.07 a piece.

Next meeting: Sunday, May 25th at the State Convention at 9:00 a.m.

9. Announcements

Host hotel Ramada

Campers Lakeland RV - \$19/night for square dancers

Trail in dance at Strawberry Square Thursday night

10. Motion to Adjourn

Jack Hoffman moved to adjourn.

Respectfully submitted,
Penny T. Green
Secretary

FLORIDA FEDERATION OF SQUARE DANCERS

Beginning Balance	October 31, 2013		\$
Income			
	Central		\$
	Northeast		\$
	Northwest		\$
	Southeast		
	West Coast		\$
Total Income			\$ \$
Expenses			
	USDA Insurance		\$
	Carol Poole, Postage		
Total Expense			\$
Ending Balance	January 31, 2014		\$

As of January 31, 2014	CLUBS	DANCERS
	Central	477
	Northeast	295
	Northwest	262
	Southeast	95
	West Coast	271
Total for 2014	2 Associations 44 Clubs	1400

Submitted by Randy & Carol Poole
 Federation Insurance Chairman

