

**FLORIDA FEDERATION OF SQUARE DANCERS**  
**Imperial Swan**  
**Lakeland, FL**  
**Sunday, May 20, 2018- 9:00 a.m.**

**1. Call to Order:** meeting was called to order at 9:00 a.m. by President Ray & Elsa Huddleston

**2. Pledge of Allegiance:** was led by Vice President Cheryl Miller

**3. Invocation:** was given by Bill Reid

**4. Roll Call:** There was a quorum attending the meeting.

**5. Introduction of Visitors and Guests:** None – Elsa ask that we all wear our badges so that the new/newer delegates can get to know us.

## **6. Committee Reports**

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- a) **Finance Committee** – Terry Wetherby, Chairman. Since the committee only had 5 months of data, a motion was made (seconded and carried) to table the budget until the November Meeting.
  - b) **Square Dance Insurance & Association Presidents** – Carol Poole, Chairman. In attendance were Randy Poole, Brian McDonald, NW, Jack & Kathy McKinney, NE, Linda Tester, NE (only insurance chairman present), Carol Douget, West Coast West and Flo Ormsbee West coast. There were 2 association presidents present. The discussion topics were mainly retaining dancers. We cannot retain the dancers if we just dance once a week. We need to become a social club that square dances. Clubs need to go out to dinner, boat trip, picnics etc. to keep new dancers interested. A club that has several children dancers could form a chapter within the club. One Association holds a friendship dinner once a month. Another Association sends emails and flyers to everyone in their association once a week. Grandparents should bring their grandchildren to the new classes. Children are be the future of square dancing. Clubs need to be flexible.

We discussed covering the Federation with insurance. We were all in favor. Tri-folds were handed out to all present. Reminded to fill out an accident form for all accidents even if they do not appear to be injured. If snowbirds have paid for their insurance in another state, they would be covered here in Florida. A motion was made (seconded and carried) to cover the Federation with insurance. A motion was made (seconded and carried) to have the Federation to pay for the insurance.

- c) **Showcase of Ideas** – Terri Little, Chairman. In attendance were Linda Reid, Bill Reid, Shelia Reid, Barbara McDonald and Jack Hoffman joined when his meeting was over.

First thing I would like to thank Barbara McDonald for “burning” our Showcase of Ideas bag. She was nice enough to get a product that burns and seals the fraying on the bag. Also, some holes were patched in the same manner. Lettering will also be repaired. The plastic alligators have been divided into boxes to be put out each day. Carol and Randy Poole donated shell magnet to be given out. These too were divided to be given out each day. I have the contact information for maps and travel books. Barbara Hoffman has a palm tree candy dish that we can use for candy. Sheila Reis travels the turnpike and will stop at one of the Welcome Centers to see if they have the crates of oranges or bags of oranges we can hand out. Bill and Linda Reid told me about Mel Fishers Treasure Hunters magazine that tells what to do in Florida. Also, Jack Hoffman passed around a souvenir coin that he gives out on his tours at the Cape. The coins are \$60.00 for 1,000. This should last us or 2-3 years. The die would be \$125.00. We would only have to pay for one side as they have dies for the State of Florida that we would not have to pay for. One side would be the State of Florida and on the other side the Federation logo with our website at the bottom. We could use my budget for these and the sign. We will put out our convention flyers along with Association dances. Please send about 50 Association dance flyers to me. Since there are 2 tables at the National Convention, we will use the second one for the flyers, if the Campers do not use it. We will take the Badge Display Board and will include it on the flyer table.

- d) **History, Education, Public Awareness & Preservation (HEPP)** – Cheryl Miller, Chairman. Information was supplied by Elsa on the Florida News Network and representative Jeff Worthington. We reviewed the information and gathered our questions for Mr. Worthington. We contacted Mr. Worthington vis phone call. The advertising spots would be on all 81 stations of the FNN. One 30 second spot on each of the 81 stations would cost \$750.00. Since we are a Not for Profit organization, we can get three 30 second spots for the same price. We could provide the information to the radio station or they will help us at no charge. Ann Slocum stated Keith Stevens has years of experience in the radio advertising world and we should contact him to see what he recommends. Another possibility discussed was utilizing FB pop-ups. No one know the cost so this will be researched. Our conclusion is that the advertising cost is expensive and we should look into our local radio stations to compare the cost. Also look into other media such as college radio, public radio, etc. The committee thinks the ads good for class but it would take more than three 30 second spots to get our message across.
- e) **Convention Procedures** - Ed Drexel, Chairman. In attendance Terry Wetherby, Ray & Elsa Huddleston, Randy Poole, Jack McKinney, Carol Douget, Shelia Reid, Cheryl Miller, Jenny Green, Ann & Don Slocum, Bruce & Collen Morgan, Bob Ornsbee, Susan Snider.
- Linda & Lewis Wasserman’s survey was very helpful.
  - Everyone seemed to like the area.
  - Use computer generated squares for the higher-level squares.
  - By having challenge level dancing will bring dancers who haven’t been to a State Convention in years.
  - Have workshops in the morning for learning.
  - More time to eat.
  - Use no flooring in the Advance and Challenge halls.
  - Eliminate the Callers/Cuer room.

- Bring back the Grand March.
- Signage and usage too small. Would like to go back to large signs and easel cannot be found.
- Posting Vendor hours

**Our next meeting will be the “Changing of the Guard” November 11, 2018  
at Stay Inn & Suites in Bartow, FL.**

A motion was made, seconded and carried to adjourn.

Prepared and submitted by  
Linda Tester, Federation Secretary