

FLORIDA FEDERATION OF SQUARE DANCERS
 Red Rose Inn, Plant City, Florida
 Sunday, February 27, 2011 – 9:00 a.m.

MINUTES

1. The Call to Order was given by Charles Newsome.
2. Invocation was given by Ken Brasfield.
3. Pledge of Allegiance lead by Bob Spence.
4. Roll Call was performed by Barbara Hoffman
5. Visitors and guests introduced were Maurice Ritter and Virginia Grenier, SE, and Walt and Dianne Syphard, NE.
6. Publication Reports
 - The Grapevine – Sarah Beth Pergrossi
The Grapevine continues keeping its readers informed about the activities of the State and National Conventions, as well as items concerning dancing throughout Florida.

We try to give our readers a listing of as many special dances coming up that may be of interest to them, regardless of the locations. If you have a big special dance coming up, let us know so we can add it to the Calendar and include the info in our monthly Grapevine Notices sent out via email. Please don't forget to send us information of your benefit dances where ALL of the proceeds go to the charity mentioned in the ad. We'll print what we can, as space permits, at no charge! We strive to keep the dancers informed of what's happening, not only in the Northeast, but around the State and beyond. We have a number of dancers who are always on the go and they would love to know when and where other dances are happening when they are "on the road"!

The Graduation Season is set to begin in the next two or three months and once again we will be attending each club's activities in order to welcome these new dancers to our community. As editors we present each new dancer a copy of our magazine, *The Grapevine*, the *Bow & Swing* and *American Square Dance*. We'd like to thank Bill & Randy Boyd for the free copies of their publications so that we can make this presentation to the graduates.

As always, we invite comments and suggestions.

- West Coast Dancer – Ed & Ginny Henning – No report
- Keepin' Posted – Jess & Fay Baker – No report
- Panhandle Press – Tim & Terri Wilaby – No report
- Bow & Swing – Bill Boyd (read by Paul Miller)
 Bow & Swing has been and will continue to make a concerted effort to promote Florida State Convention. Realize that we are preaching to the choir as most of you will purchase your ribbons for next year's convention. The Florida Publications are all doing their jobs. Every publisher has been and will probably continue to put in all information about our up-coming convention. Now it is up to us as members of our dance community. We should be placing flyers at every dance we attend. We should

be talking about the fun that we have had at previous conventions. We should be planning for club and association after parties. What would our attendance be if every club in Florida had at least one square of dancers? As I said, I am preaching to the choir but sometimes a grass roots push in the right direction helps.

One new suggestion. Let's see if we can get all our Florida clubs to get us a list of their dancers, names and addresses. Then during the year send a letter with an application inviting to participate with us at the Florida State Square Dance Convention.

To the rest of my report. Bow & Swing is still mailing about 1200 magazines monthly. The figure varies from month to month depending on expirations and renewals. Even with all of the postage increases we will continue our same prices, \$15 for one year and \$25 for two years. Our where to dance listing will continue to be \$15 per year and other advertising rates will not change. Bow & Swing will continue to publish your benefit and annual association dances with no charge and will list all of your up-coming events in our calendar section. We continually ask for your photographs, but I notice that many of you are now including your own captions. Keep dancing and having fun and we will see you in a square.

- Florida Cuer Liaison – Lisa Wall (Secretary's note: Val asked that Lisa give a report at this point in the program since she had missed the meeting on Saturday.)

Sandy Sturgis and Terri Wilaby have been very prompt in sending out notifications to the cuers for this year's convention. The cuers are down a little in numbers, but that just means they won't rotate as quickly from hall to hall. They have done a good job getting all the dances programmed and have sent me a few things for my input. The State Convention should have a real nice group of dances in the halls.

Round Dance Council of Florida is going to have their Spring Weekend of Rounds in May. Dick and Karen Fisher will be the clinicians. This will be the 3rd full weekend in May. Barbara and Wayne Blackford will be the featured clinicians.

7. Committee Reports

- Association Presidents – Randy Poole
In attendance were Sam and Mary Starling (NE), Penny Green (WC) and Randy Poole (CEN). The good news is there were no major problems in any of the three associations for us to solve. We each talked about our associations and concluded that our problems were common and not new nor have they changed over the past years. We talked about club membership erosion and retaining new dancers. We also talked about the different ways we have tried to get new dancers and agreed that nothing replaces the personal contact.
- Finance – Cheryl Miller
The Finance committee met in Room 204. In attendance were Cheryl Miller, Jack Hoffman, Jack McKinney, Maria Spence and Dennis Taylor

INCOME/EXPENSES

Florida Federation of Square Dancers
 January 1, 2010 - December 31, 2010
 Actual Income / Expenses Report

INCOME

Association Dues (6 @ \$ each)	\$
Singles & 5 Associations & 1 Assoc. 2009 Dues	
State Convention Profit - 2011	\$
Internet Reimbursement from 2011 Conv.	\$
Grand Square Inc. (GSI) from Winter Festival	\$
Interest	\$
<u>Total 2010 Income</u>	\$

EXPENSES

President	\$
Vice President	\$
Secretary	\$
Treasurer	\$
Parliamentarian	\$
USDA	\$
Corporate Tax	\$
Honorariums	\$3
Historian	\$
Internet	\$
Red Rose Inn Meeting Room Deposit	\$0
Flags	\$
Badges	\$
Central GSI Disbursement	\$
Northeast GSI Disbursement	\$
Northwest GSI Disbursement	\$
Southeast GSI Disbursement	\$
West Coast GSI Disbursement	\$

Total 2010 Expenses \$

Total Surplus/(Deficit) \$

PROPOSED BUDGET FOR 2011

Florida Federation of Square Dancers

INCOME

Association Dues (6 @ \$50 each)	\$
Singles & 5 Associations	
State Convention Profit - 2011	\$

Internet Reimbursement from 2011 Conv.	\$
Grand Square Inc. (GSI) from Winter Festival	\$
Interest	\$
<u>Total Proposed Income</u>	\$
<u>EXPENSES</u>	
President	\$
Vice President	\$
Secretary	\$
Treasurer	\$
Parliamentarian	\$
USDA	\$
Corporate Tax	\$
Honorariums	\$
Historian	\$
Internet	\$0
Miscellaneous (includes Badges)	\$
Central GSI Disbursement	\$
Northeast GSI Disbursement	\$
Northwest GSI Disbursement	\$
Southeast GSI Disbursement	\$
West Coast GSI Disbursement	\$
<u>Total Proposed Expenses</u>	\$5
<u>Total Surplus/(Deficit)</u>	<u>\$</u>

Dave Nihart made a motion to accept the budget as presented. Jerry Robey seconded. The motion carried.

- History Committee – Sandy Brasfield
The History Committee was attended by Sandy Brasfield, Donna Hendricks, Elsa Huddleston, Shirley Knapp, Smitty Smith, Mary Lee VanValkenburg and Michael Ziegler. We recommend that the Florida Federation appoint a Federation History Chairman who will work with the assistance of the Associations' historians. Each Association should appoint a person who will submit photos, awards and any other pertinent historical events to the Federation History Chairman. All information sent to the Federation History Chairman must include who, what, when and where. The History Chairman will then, at his or her discretion, forward same to the Web Master.

The History Committee would like to make a motion that the Federation purchase a digital camera (limit \$200) for use by the Federation History Chairman. The motion was seconded by Elsa Huddleston. The motion carried.

Elsa Huddleston, as Chairman of the Document Review Committee, proposed the following amendment to the Standing Rules Section 14f that were approved at the last meeting (Saturday, February 26, 2011):

The Federation History Chairman will be the focal point for all information dealing with the history of Florida Square and Round Dancing and other related activities. The History Chairman will be responsible for gathering and collecting information and pictures dealing with the history of our Federation and forwarding the information to the Federation Web Master. Each Association President will appoint a History Representative to take pictures of their association's events and will forward these pictures, together with the appropriate written description, to the Federation History Chairman. The History Chairman will use discretion on forwarding these pictures to the Federation Web Master.

Elsa Huddleston made a motion that this change to the Standing Rules be accepted as read. The motion was seconded by Ann Slocum. The motion carried.

- Public Awareness, Publicity, Preservation and Education – Jerry Robey
Attendance: Jerry & Donna Robey, (NE) Chairman; Ken Brasfield, (WC); Nancy Taylor, (C); Walt & Dianne Syphard, (NE)

The committee is a combination of the old "Public Awareness and Publicity" committee and the "Square Dancer Preservation, Education and Publicity" committee.

Items to consider:

1. Make recommendations concerning how the Federation might achieve favorable coverage or public awareness for the benefit of square dancing.
2. Discuss the problems of square dancer attrition and the lack of recruitment of new dancers.
3. Make recommendations for possible solutions to these problems.
4. Develop guidelines for more worthwhile projects that will aid in the enjoyment of square dancing or the enlightenment of square dancing.

The meeting was called to order by Jerry and Donna Robey at 1:30 PM

In reviewing the minutes from the two committees on the working weekend last year, we found some very familiar and helpful ideas. However as we all agreed, many of these great ideas end up going home with us, being filed on a shelf or in a stack of stuff somewhere and most are never implemented or shared with our associations back home.

For example, to quote Ken Brasfield's report from last year, "As you all know this is a subject that we have covered since we started dancing and will be covering long after we are gone. WE have been talking about doing the same things for years now, adopt-a-mile, flyers, demos, parades, placemats at restaurants, leaving square dance publications in doctors and dentists offices, and taking advantage of the media. These things still work and need to be continued!! Each year we add some new things to update some of the old tricks."

And yet, as good as these ideas may be, and we are confident that most of you have just as good, if not better ideas of your own. So, our challenge to you is to dust off your ideas and put a few back into action. Make those phone calls, visit that friend, organize a demo, etc. etc. But.....do something!!!!

One idea that we want to promote is the wonderful NEW program called, “You 2 Can Dance”. As Ailene Picheco shared yesterday, this BRAND NEW program was created by ARTS-Dance and was introduced to the square and round dancing community at the National Square Dance Convention in Louisville last June.

“You 2 Can Dance” was created to be a tool for promoting Square Dancing, Round Dancing, and Contra Dancing. Rather than trying to describe each activity on a flyer posted on a bulletin board, you can direct the *potential dancer* to this web site and actually **show them**. They can watch video, read detailed descriptions and then find a leader or club in their area using either the resources page of the web site, or the contact info you have provided on your advertising.

Check it out at.....

<http://www.you2candance.com>

In addition you will find this on Facebook at “You 2 Can Dance”, so now let’s begin to spread the word. Our committee is looking into getting bumper stickers, flyers, posters, and yard signs promoting this NEW program. You can do your part as individuals, clubs, and associations by being sure that your area and/or club is listed on the resource page. As of yesterday, the entire State of Florida had the Federation Listed and the Central Association listed, and **only 2 clubs**. We challenge each of you individually to make sure your club is listed and kept up to date, and association Presidents, we challenge each of you to see that your association is listed and kept up to date. Together, we can make a difference. So.....Let’s go for it.

- Showcase of Ideas – Anita & Bud Taylor

The Showcase of Ideas committee met on Saturday February 26, 2011 at the Red Rose Inn, Plant City, Florida. In attendance were Bud & Anita Taylor, Chairman, Shirley White, Singles/Northeast, Judy Frye, Singles/Central, Barbara Hoffman, Central, Rita Baxter, West Coast, Jenny Green, West Coast, Roger & Linda Minard, Northeast

We reviewed the material on the Showcase of Ideas. The Showcase is now in a semi-permanent form so it can be taken to the State and National Conventions each year with just a few changes. Everyone has flyers for the biggest dance of their Association and are going to provide the newest flyers for the remainder of 2011. Each Association has a removable photo album that was taken home to look at and up-date pictures if needed. Some of the Associations are going to up-date the Points of Interest in their area. Campers and Singles are also represented on this Showcase and will up-date their flyers. The singles have already up-dated theirs.

It was also discussed in our meeting, the buttons that were taken to the National, and given out in the Showcase of Ideas room. It was discussed using the same design as last year but removing the year from it. That way we could use any leftovers for the next year. We already had a quote of \$550.00 for 2500 buttons. For that many buttons, it was suggested that no year be on them. It was discovered that only 1000 buttons were purchased for 2010 and all but 25 were taken. The question of how many and whether the year should be on the button or not was carried to the Sunday meeting of all the delegates. It was recommended that we pursue 2500 buttons for \$550.00, with no year on them. The Chairman, requested that \$550.00 be allotted by the Federation to purchase the buttons. This amount was granted. Also requested is no more than 15 publications from each area to be given to the Chairman, and put out at the National Convention. The Chairman will also try and secure state maps to take to the National Convention.

Our thanks to all the people who served on this committee.

Anita Taylor made a motion that we purchase 2500 round buttons with no date for \$550 (approximately). Carole McKenzie seconded. The motion carried.

- Square Dancer Insurance – Carol Poole
USDA Insurance Committee - Chairman, Carol Poole, Members: Larry & Joyce Akeson, Ray Huddleston, and Kathy McKinney. Jack McKinney joined us the last half hour.

We covered USDA Insurance policies and procedures and went into detail on administrative procedure to include timely actions, completeness of forms, accuracy and claim filing. We discussed the importance of keeping complete, accurate records of all transactions for future use in case of a claim investigation.

We reviewed the forms especially the new ones.

The FFSD insurance checking account was audited by Jack McKinney. He stated I kept good records and everything was correct.

- State Convention – Terri Little
Attendees: Terri Little (C), Paul Miller (NW), Dave & Shirley Nihart (NE), Don & Ann Slocum (WC), Garland & Carole McKenzie (C), Lance Baxter (WC), Bob Spence (WC), Ailene Picheco (C), and George Knapp (C) Absent: Ken & Sue Brown (WC)

The first order of business was the 2 issues that were provided by Val Newsome.

- It has been suggested that an expense of 20-30% be taken to seed the following year's convention. The Federation would continue to pay the Lakeland Center deposit of \$3000 plus lend the convention \$2500. By treating the 20-30% as an additional expense, each of the groups (callers, cuers and federation/associations) would "contribute" to the next convention. With this additional money, the idea is that fund raising would be lessened. Discussion points:

- Past convention financials were looked at to get an idea of the amount of money we're talking about – just like everything else, the trend is decreasing (2008 \$18K, 2009 \$17K, 2010 \$15K, 2011 unknown, but not expecting as much as \$15K). Based on last year's profit, 20% would be approximately \$3000.
- Fund raising would not be diminished...as profits are affected by this 20%, fund raising would still be required to make up the difference
- Biggest advantage of this is that it would “force” financial participation from both the callers and cuers...AND the federation and associations (who already participate financially, physically, personally, spiritually and any other way you can imagine!)
- Suggest ALL dancers contribute \$20 (would actually take more like \$50 per dancer) and stop all fundraising (☺)
- Different fund raising methods: tee-shirts, bags and buttons; clothing sales – how long will Lorraine be able to continue with her health issues; new technology – Kindle, I-pad, etc.; sell for higher price and limit # of tickets sold – this makes the chances for winning better and might make for easier sales
- Would require buy-in by either callers or cuers
- Corporate sponsors has been a bust so far – sent out 7 letters, got one negative response from Publix
- What is the % of profit that fund raising accounts for? – 2009 76%, 2010 66%
- We'll make a motion (written and signed) to adopt the 20% Rollover Proposal to be presented for approval by either the Callers or the Cuers
- Based on the recommendation of the State Convention Procedures Working Group, I would like to make a motion that an expense of 20% of the bottom line profit be added to the balance sheet of each convention to be turned over to the out-year convention as financial assistance. This expense would be called “20% Rollover” and would be considered a donation. The motion as seconded by Don Slocum. The purpose of this motion is to pursue this idea with the callers and cuers and then appoint a committee for finalization. The motion carried. Paul Miller volunteered to chair this committee. Lisa Wall suggested that we might want to consider how the Convention profits are divided since the dancers do a larger percentage of the work.
- It has been suggested that a Convention Committee be formed to put on the convention to relieve the need for finding a General Chairman.
 - Someone from the committee would act as General Chairman
 - Would make each convention more “cookie cutter”; standard badges with bars for names – badges would be passed from convention to convention;

- standard signs with Federation logo; no theme; no official outfit; basically the same thing year after year with different chairman
- Panel of “experts”
 - How do you find people to be on the committee? If the General Chairman comes from this committee and no one wants to be General Chairman, who’s going to be willing to be on the committee?
 - 2014 General Chairman has to be announced at the next Federation meeting (during convention)
 - You can’t sit back and wait for a volunteer. Individuals must be approached and even PURSUED to be convention chairman
 - No decision was made, but it was generally felt that a committee would be just as difficult to fill as the General Chairman position
 - Don Slocum came up with a proposal for major savings by decreasing the number of rooms we rent at the Convention Center.
 - Leave plus with rounds in the West Exhibition Hall; move vendors and mainstream from the East Exhibition Hall to Sikes Hall. That would leave Rounds with 2 rooms, Advance Hall, Mainstream Hall, Vendors, DBD and Sew & Save in the Sikes Hall
 - Based on current rates, renting only the West Exhibition Hall would save about \$2500 total for the weekend (\$700/day for hall, \$200/day for pipe & drape plus labor and electric)
 - Getting ready to negotiate a contract for 2013
 - Recommend only contract a year at a time
 - Consider not using the Exhibition Hall at all – would require room sharing and some serious scheduling efforts
 - Ultimate decision on space requirements will be left to the General Chairman
 - Carol McKenzie is considering “Welcome to our World” but needed clarification on the Caller Liaison’s comment at the last meeting about a convention refusing this activity. Terri Little explained the 57th FSDC refusal and the reasons behind it (insurance, timing, security).
 - Ann Slocum brought a flyer from Belks about a fund raising event. The next one is on Saturday, April 16, 6 am to 10 am. You can pre-shop and have them hold the items then you can come back and purchase in those hours. Several stores and restaurants have this type of fund raising offers. Unfortunately, this particular one is directed at NON-PROFIT organizations...not NOT-FOR-PROFIT organizations. We will not be able to take advantage of this offer. Looking into restaurant offers may be worthwhile for some convention ways & means in the future.

- Don Slocum provided information for printing expense reimbursement from Lakeland Chamber of Commerce. Limited to \$300 per convention and requires an invoice. This reimbursement is for registration forms only.

Val Newsome complimented and thanked all the Committee Chairmen for “Jobs Well Done.”

8. Old Business

- Distribution of new Documents – Elsa Huddleston
Elsa Huddleston will e-mail the updated documents to all Federation members when she receives an updated roster.
- Val Newsome asked for a volunteer to be the History Chairman for the Federation. Having received none, she appointed Judy Frye in this position. Judy asked that all the Association Presidents appoint their History Representative as quickly as possible and get the names to her.

9. New Business

- None

10. Announcements

- Next meeting will be held at the Lakeland Center during the State Convention on Sunday, May 29, 2011, at 9 a.m. Look for the location in your Convention Program Book.
- Val reminded everyone to double-check their e-mail addresses on the roster.

11. Motion to Adjourn – Jack Hoffman moved that we adjourn; George Knapp seconded.

Respectfully submitted,

Jack & Barbara Hoffman
FL Federation Secretaries - 2011