

FLORIDA FEDERATION OF SQUARE DANCERS

Comfort Inn & Suites

626 Lee Road, Orlando, FL 32801

Sunday, February 24, 2013 – 9 a.m.

Call to order: Call to order by President Jack Hoffman at 9:00 a.m. in the Meeting Room of the Comfort Inn & Suites.

Invocation: Invocation was given by Judy Anderson

Pledge of Allegiance: The Pledge of Allegiance was led by Vice-President Paul Miller.

Roll Call: Roll call was performed by Secretary Anita Taylor. A quorum of Delegates was present.

Introduction of Visitors & Guests:
No new guests or visitors this date.

Committee Reports:

Association Presidents & Square Dance Insurance:

Attendees: Terri Little (Chairman), Ann Slocum, Randy & Carol Poole, Larry & Joyce Akeson, Judy Anderson, Lamar & Pat McMillan, Elsa Huddleston, Margot Stevens

Our meeting began immediately following the adjournment of the Federation meeting in the lobby area. I asked all the presidents if they had any problems, successes or ideas they would like to share.

Many things were brought up and discussed:

- **Flash mobs – flash mobs are fun and can get square dancing into the public eye;**
- **The need for visibility – the best way to promote square dancing is to get out there and dance in their faces**
- **The difficulty of finding new and willing leadership – age-old problem; lot of clubs have folded because of lack of leadership, not lack of membership**

- **How to treat/find our new dancers**
 - **Wine and Dine new dancers**
 - **Don't overwhelm new dancers with jobs and responsibilities**
 - **Free lessons – some clubs are providing free lesson for the first several months**
 - **Adopt-a-dancer – provide a sponsor for each of the new dancers; keep them involved with the social aspect of dancing and that helps them to want to keep dancing**
- **Shorten lessons**
 - **Blast class – 3 weekends: 1 for basic, 1 for mainstream and 1 for plus; they can be one weekend after another or 1 weekend a month; then dancers can dance almost immediately**
- **Our target audience should be the baby boomers and empty-nesters. WHERE ARE THEY???**
- **Target large company retirement seminars or health facility seminars for demos**

Margot Stevens had some valuable insight into our website:

- **The idea is to get NON-dancers to visit our website**
- **“Taminations” link on our website – this is a video of how dance moves are properly executed; this link is currently on our website; are we on theirs?**
- **When we publish pictures of dancing, use the same demographic as our target audience**
- **Competition**
 - **appeals to young dancers**
 - **get into the school system**
 - **home schools**
- **Square Dance App**

Our meeting had lots of lively discussion and we kind of bled into the Preservation of Square Dancing, but that is one of the main problems the Association Presidents are faced with.

No solutions were found, but many ideas were shared.

INSURANCE:

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

Those in attendance were:

Central Association: Terri Little

FASSARD: Judy Anderson

Northeast Association: Lamar & Pat McMillan

Northwest Association: Paul & Cheryl Miller

Southeast Association: Elsa Huddleston

West Coast Association: Don & Ann Slocum, Larry & Joyce Akeson,

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 Ann Slocum & Terri Little and found to be accurate and in order.

Randy & Carol Poole, Florida Federation Insurance Chairman

***Finance:* (Report Attached)**

Proposed budget given by Penny Green. Penny made motion to accept proposed budget as presented, Second by Don Slocum. Motion passed.

History:

History report was given by Kathy McKinney on behalf of Donna Hendricks, Chairman.

In attendance were Donna Hendricks, Chairman, Kathy McKinney and Julie Franciskato. The committee met in the Meeting Room and brought up how important it was to keep Bruce up to date on important state wide interests. We were also going to discuss getting a replacement for Sandy Brassfield and after talking to Terri Little it was decided that she really didn't need someone at this time. We would like to remind all Association Presidents to document all of their major functions by taking pictures and forwarding them on to Terri with the who, what, when, and where, etc labeled on the picture so that she can forward them on to Bruce to update the website.

Meeting adjourned at 11:30 a.m.

**Respectfully submitted,
Donna Hendricks, Chairman**

***Public Awareness, Publicity, Square Dance Preservation,
Education and Services:***

**Committee Chairman: Jerry and Donna Robey
Ailene Picheco, Walt & Dianne Syphard, Shirley White**

The meeting was called to order at 11:00 AM in the breakfast area of the Comfort Inn.

- 1. Bruce Morgan said he is not getting input from the Associations to include in the Federation Web Site. The Associations should go through their publication editors or a designated person. We recommend that each association has a designated person to forward information to Bruce.**
- 2. Bruce Morgan requested that each association appoint a person to update the Florida listing of clubs on Dosado.com. Club listings also need to be updated on the National Square Dance Directory (NSDdirectory.com.) and on You2candance.com.**
- 3. We recommend that each association apply for the lifetime membership for the National Square Dance Directory (\$25 for lifetime membership) and share the log in and password with their clubs for everyone's use.**
- 4. Jerry profiled a successful plan used by the Grand Squares of Gainesville this fall to recruit new dancers by offering FREE introductory dances from September thru December. The one hour introductory dances were held from 6:30-7:30 PM prior to the regular club dance at 7:30. As a result, over 50 people responded, and of those, 25% signed up for classes which began in January. The FREE introductions were advertized through local media, community calendar, and free community publications plus posters which were placed in area businesses. Also, brightly colored business cards were distributed by club members stressing FREE. A Data base was established with names, phone numbers, addresses, and E-mail addresses. By the second month, many of the new dancers wanted to order name badges. Each week had a different theme, and a concerted effort was made to have fun with all involved. Personal contact was also made through follow up phone calls. In all, 55 dancers were exposed to square dancing and of the 55, 14 signed up for classes.**

The meeting was adjourned at Noon.

**Respectfully submitted,
Jerry and Donna Robey**

Showcase of Ideas:

The meeting of the Showcase of Ideas committee meet yesterday afternoon with the following in attendance: Bill & Belinda Barker from the Northeast; Rita Baxter from the West Coast; Elsa Huddleston from the Southeast; and Delores Browning, Fred and Sally Bond from Central.

The Showcase was displayed and we discussed what was on the panels and what needed to be updated. Some of the panels are ok the way they are at the present time and others need to be updated. Those to be updated were taken by the respective representative and are to be brought to the state convention. The photo albums were also given to the appropriate representative, who were in attendance, to update before the convention. The albums for the other areas will be given to their representatives to update.

The Showcase will be displayed at the State Convention in May and then again at the National Convention in June.

**Dennis & Nancy Taylor
Chairmen**

State Convention Procedures:

Chair: Paul Miller

**Attendees: Cheryl Miller
Jenny Green
Penny Green
Jim & Jan McConnaha
Lance Baxter**

**Keith & Margot Stevens
Don Slocum
Bud & Anita Taylor
Charlie & Val Newsome**

- 1. Convention Attendance**
- 2. Sundays**
- 3. Fund Raising**

- 4. Convention Kickoff**
- 5. Grand March**
- 6. 2016 Chairman**
- 7. Additional Topics / Ideas**
- 8. Time permitting.... World peace**

Convention Attendance:

The committee discussed convention attendance and whether the increasing cost of the convention might be a large factor on the reduction in convention attendance. A suggestion was made to reduce the price and the 2015 Chairmen mentioned that they were already planning to reduce their pre-registration prices to \$20.00.

Sundays

The committees discussed ideas about trying to boost Sunday attendance and try to encourage people to stay for Sunday, rather than leaving early. There were several discussions, but the committee did not get a good consensus on how to encourage more attendance on Sunday.

Fund Raising:

The committee talked about Convention Fundraising, a topic that near and dear to everyone. Paul & Cheryl handed out Excel spreadsheet graphs showing the 2013 income and expenses with and without fundraising items (polo shirts, bags, totes, raffles, etc.). The data indicates that the Association Fundraisers, EBay Clothing sales, Convention roll-over, and normal early ticket sales are actually sufficient to help raise enough funds to cover the expense of the Lakeland Center. As the 2013 Convention was able to actually pay for the Convention Center by the Working weekend of 2013. No important decisions were made, but it gives the 2014 Convention the figures that say they can cut back on additional fundraising and still have a good idea they will still be able to pay for the rental of the Lakeland Center and still show a modest profit.

Convention Kickoff:

The committee talked about whether or not having Convention Kickoffs were still a good idea, or whether they should be cut down with the establishment

of a “cookie cutter” convention similar to other states. No particular outcome was presented other than the committee noting that there is still interest in having kickoffs and that they help to garner dancers interest in next year’s Convention.

Grand March:

The committee still feels the Grand March is a good idea.

2016 Convention Chairman

The committee discussed the problems with obtaining volunteers to Chair the upcoming State Conventions. Right now, we are looking for a volunteer to Chair the 2016 Convention. The committee discussed the merits of forming a “committee of experts” to put on the State Convention similar to Georgia. The committee discussions indicated we’re not ready to change the way we put on the State Convention.

Additional Topics / Ideas

The 2014 Convention Chairmen passed out the Convention Time Line that has been in development over the last several years. There was some discussion about some of the dates & actions within the timeline, but the timeline was not changed. It will remain a ‘work in progress’ and be updated by the 2014 Chairmen and passed onto the 2015 Chairmen.

Action resulting from the meeting:

The Committee recommends the following motion “The Florida Federation of Square Dancers agrees to pay for the expenses of renting a dance hall for the Convention Benefit Dance that is held in conjunction with the Federation Working Weekend.” Don Slocum seconded the motion. There was some discussion. Motion carried.

Mr. Keith Stevens will head up a special committee to form a questionnaire for a “Focus Group” to that will try to determine why dancers aren’t attending the State Convention and how to increase interest in the Florida State Convention. Mr. Stevens will come up with a starting list of questions and forward the via email to the committee for discussion and input from the

committee. The intent is to have a final list of questions for the focus group by the May meeting.

Respectfully Submitted,

**Paul Miller
Committee Chairman**

(After the report, there were several questions concerning why there was no dancing on Sunday morning. The present Convention Chairman stated they would look into it and see if it could be scheduled.)

President, Jack Hoffman also commented on all the clubs in Florida needing to update their information in the National Square Dance Directory

Old Business:

Jack Hoffman presented information concerning the distribution of the GSI (Grand Square Incorporated) money to the Federation from the Winterfest. In the beginning, the Winterfest asked the Federation for some help, and for this help the Federation would receive 10% of the profit. However the first year the Federation would receive \$1000.00. The next year it was about \$500.00 or \$600.00, and then it has dwindled down to about \$200.00 a year. The Federation decided to take whatever money we got and divide it among the five Associations for the promotion of square dancing. Due to the reduction in what we are receiving, there is not enough money being received by the Associations to do anything with. The money is less than \$50.00 per Association. The consensus was that the Federation keep all the money and do something as a Federation rather than have the Associations do something, with the small amounts they are receiving. GSI has agreed that it would be all right to keep the money in the Federation. The money is still to be used for the promotion and recruitment of new dancers. There was more suggestions on how the money could be used. One suggestion was the "Welcome to my World" to be held at the State Convention. This is for new dancers to come to the Convention and take beginning lessons to introduce them to square dancing. Another suggestion by Tony Oxedine was to make a new tri-fold to be given out. He has offered the services of GSI's graphic artist to help with the design, and to promote the healthy and social benefits of square dancing. Motion was made by Val Newsome that the Federation keep the funds from the GSI, and use it for the promotion of square dancing.

The Executive Board will come up with a plan on how to best utilize the money. Seconded by Jim McConnaha. Moton carried.

Along this line, the way that the Federation has helped Winterfest is to sell tickets to the dance in each Association and to work at Winterfest doing whatever is needed, (selling half & half tickets, helping people fill out registration forms, etc.) The President will now be given all the packets. The Board members will be offered the chance to participate. If the Board member does not want to participate, the President will try to find a representative in each Association that will be willing to work.

New Business:

Southeast has made a request to rejoin the Florida Federation. Paul & Cheryl Miller, Jim McConnaha and Bruce Morgan researched the question and nothing was found to prevent them from coming back. Jim McConnaha made the motion that the Southeast Association be reinstated to membership status with all benefits, responsibilities, of full membership. Seconded by Maria Spence. In answer to a question, President Jack Hoffman gave a short explanation of why the Southeast was not a current member. The Southeast will rejoin the rotation of the Federation Board in November. A verbal request to rejoin the Federation would seem to be sufficient, and getting it in the minutes, makes it an official request. Without further discussion, President Jack Hoffman called for the vote. Motion carried.

Paul Miller has a new design for the Extra Mile Award badges. He wanted to present the design and get the Delegates approval to use this as the new design for our Extra Mile Awards for the Callers and Cuers that have gone above and beyond the call of duty to help out the Association. Paul made a motion that we adopt the new design of the Extra Mile award for future presentations of the Extra Mile Award. Bob Spence seconded the motion. Motion carried. If any of the previous recipients want to purchase a replacement badge, they may do so. It was clarified that recipients can receive the award more than once.

Yesterday, Ann Slocum, brought up the possibility of combining Winterfest and Florida State Convention. Ann Slocum did state that it is all talk at this stage, but she does think it is worth looking at. She did express that, no one, including GSI is fully on board. Ann presented several issues that would have to be worked out, but she believes that they could be worked out. She believes that this may be an answer to our declining attendance. Ann Slocum

made a motion to establish a committee for insight into the possibility of combing the Winterfest and the Florida State Convention into one dance. Rita Baxter seconded. There was some discussion. Motion carried. President Jack Hoffman will appoint a committee.

Don Slocum brought up that in the past we used to have a tri-fold, giving information about square dancing, in the Welcome Stations coming into Florida. The tri-folds were dropped because we did not have the money to spend on them. We are in a different position now and he thinks that we should look into the cost of printing them again with all the new up-dated information. This would be helpful for dancers coming into Florida to find the information they need. Don Slocum made a motion that we consider going back to the tri-folds at the Welcome Stations in the state of Florida. Maria Spence seconded the motion. There was a brief discussion. Motion passed. Don is to check on the cost of making and placing the tri-folds in the Welcome Stations.

Announcements:

Next meeting will be held at the Lakeland Center, during the State Convention, on Sunday morning, May 26, 2013, at 9 a.m. Look for the location in your Convention Program Book. Host hotel for the Convention is Ramada Hotel & Convention Center, 3260 US Hwy 98 North, Lakeland, FL 33805 (863)688-8080 (includes breakfast). Rate is \$65.00 a night.

The last Federation meeting for 2013 will be held in Jacksonville at the Fall Festival. November 15, & 16, 2013. Meeting to be on Sunday November 17, 2013. Details to be given at the May meeting.

***Motion to Adjourn:* Motion made and seconded to adjourn at 10:40.**

**Florida Federation of Square Dancers Working Weekend
February 23 – 24, 2013**

FINANCE COMMITTEE

The Finance Committee met Saturday, February 23, 2013, in the meeting room immediately following the Florida Federation meeting. Those in attendance were Ray Huddleston, Jim McConnaha, Don Seay, and Penny Green.

Copies of the 2012 Actual Income/Expenses Report and the Proposed 2013 Budget were reviewed and discussed.

The proposed budget was presented as follows:

INCOME

**Association Dues (6 @ \$
each)
(Singles & 5 Associations)
State Convention Profit - 2013
Internet Reimbursement from
2012
Grand Square Inc. (GSI) from Winter
Festival)
Interest**

TOTAL PROPOSED INCOME **\$**

EXPENSES

**President
Vice President
Secretary
Treasurer
Parliamentarian
USDA
Corporate Tax
Honorariums
Historian
Internet
Badges**

**Miscellaneous
Central GSI Disbursement
Northeast GSI Disbursement
Northwest GSI Disbursement
Southeast GSI Disbursement
West Coast GSI Disbursement**

**TOTAL PROPOSED
EXPENSES**

\$

TOTAL SURPLUS/(DEFICIT)

\$

The Finance Committee recommends approval of the proposed budget as presented.

Respectfully submitted,

**Penny T. Green
Chairman**