

FLORIDA FEDERATION OF SQUARE DANCERS

Working Weekend

Quality Inn, Orlando, FL

Sunday, February 26, 2017 – 9:00 a.m.

1. **Call to Order** meeting was called to order at 9:00 am by Vice President Elsa Huddleston.
2. **Invocation** was performed by Walt Syphard.
3. **Guests attending:** Joe & Carol Borbas, Carol & Richard Douget.
4. **Pledge of Allegiance** was led by Vice President Ray Huddleston
5. **Roll Call:** There was a quorum with 34 Delegates attended the meeting.
6. **Committee Reports:**

a. Association Presidents & USDA Insurance

The Presidents and Insurance meeting met Friday night at 7:30 in the Winter Garden Board Room. I phoned all the association presidents days before and made arrangements to meet Friday night.

Attending were Chairman Randy & Carol Poole, Central; Jack & Kathy McKinney, Northeast; Brian & Barbara McDonald, Northwest and Terry Wetherby, West Coast. Steve Adler, Southeast President, did not attend because of miscommunication.

We talked of ways to educate our clubs to use the tools that are already available to all associations. Such as the lack of clubs use of the website, the area publications and Bow & Swing to communicate their club events and activities. We talked about how each association is organized differently. One association has club membership, another has individual membership, and another has club & individual memberships.

Two presidents were not familiar with the insurance forms. We went over the forms a club is required to use for enrollment in the USDA insurance program and the importance of adding new club members promptly. Accidents can happen at any time. All accidents should be reported even if they don't seek immediate medical care.

We had two informative hours of informal discussions of our associations.

Saturday afternoon Lance Baxter and Jenny Green audited the insurance financial records. They were found to be in correct order.

Randy & Carol Poole

b. Finance

Attending the Finance Committee were Chairman Linda Tester, Jack Hoffman, Susie Moon and Lance Baxter. The below Proposed Budget for 2017 was presented:

<u>PROPOSED BUDGET FOR 2017</u>					
Florida Federation of Square Dancers					
Prepared for Approval 2/26/2017					
				2016	Proposed 2017
<u>INCOME</u>					
	Association Dues (5 @ \$ each)			\$	\$
	State Convention Profit			\$	\$
	Internet Reimbursement from Current Conv.			\$	\$
	Interest			\$	\$
	Total 2016 Income			\$	\$
					Total Proposed
<u>EXPENSES</u>					
	President			\$	\$
	Vice President			\$	\$
	Secretary			\$	\$
	Treasurer			\$	\$
	Parliamentarian			\$	\$
	USDA			\$	\$
	Corporate Tax			\$	\$
	Honorariums			\$	\$
	Historian			\$	\$
	PA System			\$	\$
	Delegate Badges			\$	\$
	"Friendship " Business Cards			\$	\$
	VISIT Florida Welcome Center Cards			\$	\$
	Working Weekend Benefit Dance Rental			\$	\$
	Advertising Federation "Past, Present, Future"			\$	\$
	Total 2016 Expenses			\$	\$
					Total Proposed Expenses
	Total Surplus/(Deficit)			\$	\$

Motion was made by Don Slocum to accepted the 2017 Proposed Budget as presented. Motion was seconded by Jack Hoffman. Motion passed.

c. Public Awareness, Publicity, SD Preservation, History & Education

Attendees: Terri Little, Ann Slocum, Penny Green, Ailene Picheco, Judy Anderson, Mary Lee Van Valkenburg, and Michael Ziegler

Ideas discussed:

- **State issued license plate** – someone in Penny’s club is looking into the possibility of having a Square Dance license plate made available. Only 9 states have them. Ann stated that last time this was looked into there was a hefty set-up price (\$20,000) and 2000+ signatures required of people who would purchase. Penny believes this has been changed. She will bring information to the next Federation meeting. It was also mentioned that having non-profit status may affect the requirements as well.
- **Meet Up** – this is a group on the internet that connects people with similar interests. You can list your dances and people who are interested in that type of information will receive updates as they occur. There’s a set-up fee and there’s a couple of clubs that are trying it out to see what kind of results they get.
- **Cross Advertising** – getting Square Dance classes advertised at Round Dance classes/dances and vice versa.
- **Frequent Classes** – starting classes every 15 weeks. This gets dancers through Mainstream.
- **Combining Classes** – work with other clubs in your area to combine classes (especially in the “off season”)
- **Yard signs** – Purchase yard signs “Learn to Square Dance Here” with space for contact number(s). Put them out at high-traffic locations during the weekend (Friday night through Sunday afternoon). It was suggested that the Associations purchase larger quantities and make them available to clubs to use when needed. The phone number can be written on with a Sharpie or dry-erase marker or added like the “Sold” part on a real estate sign.
- **Advertising** – Highway signs (“Home of the Florida Square Dance Hall of Fame”), billboards, city bus wraps
- **Contact cards** – be sure to put contact information on the cards. Penny has a stamp that she uses to put her contact information on the back.
- **Empty Nesters** – put on a demo for the Seniors at the local high school and require parent attendance.
- **Schools** – Keith Stevens worked with one of the schools in Winter Haven and spent 8 Mondays teaching the 3rd, 4th & 5th graders how to square dance. He also worked with home school kids but lost them when they graduated. Parents attended, but never participated.
- **Demonstrations** – State Fair, Strawberry Festival, County Fair, local festivals, school festivals, craft fairs
- **Facebook** – look for community pages on Facebook and post information about lessons
- **Acceptance and Tolerance** – Singles, youth, dancers without partners, ethnicity, sexual orientation, religion, political beliefs, same-sex partners (regardless of sexual orientation), slow movers, physical or mental handicap, new dancers...regardless, they are all Square Dancers and deserve to be treated as such...prove we really are “the Friendliest people you’ll ever meet”.

We also discussed the name of this committee. It is very long and cumbersome. After some discussion, we decided that Pubic Awareness and Publicity are basically the same thing. That

leaves us with History, Education, Publicity and Preservation. Ann Slocum suggested HEPP as a workable acronym.

Discussion regarding past bumper sticker "Empty Nest Learning to Square Dance" did anyone know what the response was from them? It was noted that they were magnetic and people didn't like putting them on their cars.

Changing the Public Awareness, Publicity, SD Preservation, History & Education Committee, Bruce Morgan stated that the By-Laws refer to the Standing Rules. The Standing Rules shows that History is separate from Public Awareness, Publicity, SD Preservation & Education. It was determined that the acronym could be included in the description on the Standing Rules. It was recommended that Publicity be removed since Public Awareness is considered as publicity and the acronym HEPP be included in the committee name and the committee would be known as HEPP. Bruce stated the requested changes to the name would needs to be presented to the Delegates and voted on.

d. Showcase of Ideas

In attendance: Terry Wetherby, Chairman, WC, Jenny Green, WC, Barbara & Brian McDonald, NW Barbara Hoffman, Central; Jack joined later, Colleen Morgan, Central, Bill & Linda Reid, Central Walt & Dianne Syphard, NE, Lance & Rita Baxter, WC, Don & Sherry MacGregor, NE & Campers

Our Showcase of Ideas is beginning to show its age. Jack Hoffman offered to replace 2 of the border pieces. Our background piece will also have to be replaced.

Brian McDonald noticed that our panels did not flow in proper order. The connectors also need to be changed to new replaceable connectors. There are also a few additional areas on the board that need replacing. I will have a screwdriver with me at the convention.

We did not have our pictures available today. Each association agreed to bring any new pictures (4x6) to the State Convention. They should also bring any current flyers they want to use.

We plan to use square dance business cards in conjunction with our oranges and alligators at the National Convention.

We agreed to use a digital picture frame to add motion to our display. Bruce Morgan has agreed to compile all the pictures. Each association should email pictures they want included. Please send in your pictures!

e. State Convention Procedures

Attendees:

Ray & Elsa Huddleston, Chairman
Cheryl Miller, Northwest
Susan Snider, Northeast
Don Slocum, West Coast
Carol & Joe Borbas, Central
Randy Poole, Central
Bruce Morgan, Central

Lewis Wasserman, Central
Val Newsome, Northeast
Sheila Reid, Central
Richard & Carol Douget, Central
Anita Taylor, Northeast
Ed Drexel & Terri Wetherby, West Coast

Advanced Dance program: Workshop vs Dancing

Question raised regarding computer generated squares in the Advanced Hall due to dancers forming squares with familiar/experienced dancers and not changing squares. Also dancers passing up a square to go directly to a square with their friends. 2017 Chairman Ray & Elsa will check with Jack Lewis regarding this for the upcoming convention. It was stated that Keith Stevens has the program to do this.

Discussion regarding workshop/teaching in Advanced Halls during the Friday afternoon session. It was mentioned that it should be understood that you are efficient in that level of dance though dancers showed up that were still learning therefore callers conducted the sessions as workshops/teaching, thus this caused some upset with experienced dancers and some left.

Ultimately discussion ended with the typical Advanced dancer comes to the convention to dance and NOT do workshops.

Discussion regarding when to allow the next year's convention to start selling Ribbons and Ways & Means products.

Determined that there should still not be any overlapping between current year and next year's convention. Ways & Means products for next year's convention can be sold at the benefit dance during the Working Weekend and then not again until Sat evening of current year convention. Ribbons and raffle tickets for next year's convention NOT to be sold anywhere until Sat evening of current year's convention as to not compete with current year profits.

Ribbons:

Ribbon pricing increasing for next year's convention due to extra cost incurred and concern stated about dancers willing to pay the increased price based on past experience. No recommendation determined other than simply being efficient in explaining the reason of the increase. (Increased cost of living) changing the venue and requiring the flooring rentals due to carpet on floors.

Misc:

It was mentioned as a thought overall cost of badges for convention committee members that we may want to consider buying a badge maker vs using Susie Q creations.

State Convention procedures/guidelines available on the Federation website though it was mentioned that it may need to be reviewed and all positions be updated and include all positions needed for committees with detailed responsibilities for each position.

Also, brought to the floor was the fact that the same people tend to do the same position routinely and are good at it. This being said there have been recommendations made to upcoming chairman that this or that person does a great job or would be great to do a particular position though the concern was expressed that 5 of these people/worker bees are now going to be assistant chairman and chairman therefore decreasing our worker bees,

therefore it was expressed that this is the reason that we need to invite new and younger dancers involved.

Respectfully Submitted, Ray & Elsa Huddleston

Discussion: Bruce stated that last year's Dance Schedule showed all Advanced Dancing afternoon session were advertised as Workshops. There seemed to be some confusion on the difference in teaching (which would be listed as "Intro") and "Workshops" (you already know the dance level). Linda Wasserman stated that the Program Book (Dance Schedule) should state "MUST DANCE AT THAT LEVEL" and for an Advance Dance "Workshop" it state "YOU MUST BE ADVANCE DANCER TO ATTEND". Brian McDonald stated; the only way dancers are going to learn and improve their skills is to DANCE that level. Most dancers only get the opportunity to do this is at the State Convention. Linda Wasserman stated that you should advertise "Intro" to that dance level to invite dancers interested in seeing what it is about. If you hold a Workshop in that dance level the dancers need to know the dance level already. This is not always clear to the dancers. It was expressed that it should be noted in the Dance Schedule/Program Book to advise dancers. This year's Dance Schedule/Program Book states Advanced Dance, there are no Intro's or Workshops being offered.

7. Announcements:

- a. Next Meeting: After Florida State Convention – Sunday, March 26, 2017 – 9:00 a.m. – at Swan Hotel
8. November Meeting: After Fall Festival – November 19, 2017 in Jacksonville.
9. Adjourn

Prepared & submitted by,
Cheryl Miller, Federation Secretary