



# B.C.S. & R.D. FEDERATION



## MINUTES OF THE B.C. FEDERATION BOARD OF DIRECTORS MEETING SATURDAY MARCH 28, 2015

10 a.m. at the ASA Hall, 33889 Essendene Avenue, Abbotsford, B.C.  
Minutes taken by the secretary, Wendy Krueger

1. Welcome and call to order 10 a.m. by Ken Crisp; official delegates have the voting flags and were instructed how to use the green side (in favour) and the red side (opposed). We observed a moment of silence for those whom we have lost this year.
2. **Motion to permit all Non-Voting Delegates Corresponding Privileges but no vote. Al Ritchie/Norm Cox; Carried.**
3. Additions to and Acceptance of the Agenda. Additions: Merv Meyer asked about adding under New Business c. having the Treasurer send to the treasurers of each association what are the fees we have to pay. Al Ritchie and Bill Wood intention of a notice of motion regarding new dancer class funding and educational bursaries under New Business d. **Acceptance of Agenda with additions Moved Beth McGifford/Heather Wallace; Carried.**
4. **Acceptance of the Minutes of the B.O.D. Meeting April 5, 2014. Norm Cox/Beth McGifford; Carried.**
5. Correspondence: Ken received correspondence from Nick Turner about the desire to build up a library of suitable photographs for use in promotion of square dancing. They are running a photo contest. Signed permission in writing of all subjects in the photo should be submitted with the photo, and all entities represented (ie. if there is a logo in the background) must submit permission to appear. (Please see the Addendum about the Personal Information Protection Act.) Ken received correspondence from Nick and Mary Anne about the 'slogo'. It is Live Lively--Square Dance! with two modern figures. All of us are welcome and encouraged to use it.
6. Reports
 

i.	President	Ken Crisp
ii.	Secretary	Wendy Krueger
iii.	1 <sup>st</sup> Vice-President	Bill Wood
iv.	2 <sup>nd</sup> Vice-President	Gord Ruedig
v.	Past-President	Norm Cox
vi.	Canadian Society	Beth McGifford
vii.	Round Dance Coordinator	Connie Ritchie
viii.	Square Up BC	Brian Elmer
ix.	Moving and Grooving	Nick and Mary Anne Turner
x.	Webmaster	Phil Douziech
xi.	1-800 Number	Roy and Janet Ballam
xii.	Four Score and More Badges	Al Ritchie
xiii.	Revitalization Task Force	Dennis Sutton
7. Region Reports
 

a.	Region 1	(1) Dancers Report	(2) Callers Report
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| b. Region 2 | (1) Dancers Report       | (2) Callers Report |
| c. Region 3 | Dancers Report           |                    |
| d. Region 5 | Joint Association Report |                    |
| e. Region 8 | (1) Dancers Report       | (2) Callers Report |
| f. Region 9 | Joint Association Report |                    |

8. Motion to accept the Reports
9. Business Arising from the Reports (unscheduled)

Clarification came from Dennis Sutton about the use of our personal images in the Personal Information Privacy Act—there are 3 ways people can object to their image being used. Please see Addendum provided by Dennis Sutton to clarify this point.

Clarification was heard from the Ritchie’s that if someone’s voice is on an audio or video record, they, too, must have the opportunity to object to publication.

Region 8 Callers did not submit a report. The CSRDS report and the Secretary’s report were late and not on the website.

Fourscore & More Committee report addendum: two more badges were given to Region 3 and one more to Region 8; **Moved Pat Zeeman/Beth McGifford we order another 50 badges; Carried.**

Presentation of a certificate to Pat Zeeman and Garry Dodds for their published choreo. to Springtime in the Rockies.

**Acceptance of the reports as submitted Gord Ruedig/Allen Ebl; Carried**

9. Business Arising from the Reports (scheduled)

**a. Notice of Motion from Revitalization Task Force (Dennis Sutton). Some of the initiatives, the Task Force has the expertise for, and some they do not, and they are looking for funding of up to \$4000 for the updating of the Federation’s Website, and up to \$1500 for the design and production of editable flyers and cards for the use of Regions or Clubs and for general expenses, up to \$1500. Dennis Sutton/Heather Wallace. Discussion on the amount this meeting is allowed to grant expenditures of, which is up to \$8000, which was passed at last year’s AGM.**

**Dennis Sutton/Heather Wallace amend their motion to reduce the amount to \$2000 on money for the website in favour of making sure there is sufficient money we can allocate to meet the needs of Square Up BC. Amendment Carried.**

**Motion from Revitalization Task Force as amended was Carried**

b. Square Up BC Feedback: Brian has \$2000 in the budget to see him through this year, but if he is to undertake a major advertising campaign this fall, he will need additional monies.

The analytics provided by social media confirm that we have seen 2500 clicks to our promotional landing page. It also counts how many times our ads have been viewed on a computer screens (1.6 million), and on Facbook at least 664000 appearances on. Several direct inquiries came as a result of our paid ads through emails from interested persons. The advertising is building an awareness of our activity. Our advertising is attracting ethnic groups. Further concerns include the need for rebranding our activity, only one

start up a year, lessons available in few locations, lesson times may conflict with shifts of workers in our community. Idea: to question new dancers on the effectiveness of our advertising with carefully crafted questions to find out whether it was our social media campaigns that brought them to us.

Questions: have we thought of the carefully worded questions we want to ask our new dancers so we can figure out whether the new dancer costs us 10 cents each or a thousand dollars each. Having a list of questions to choose from would greatly help the club.

Brian commented on the sleeper effect of advertising where people forget completely the source of the influence.

**Moved Norm Cox/Al Ritchie that we continue the internet and social media campaign of Square Up BC in its third year, approving \$3000 to the budget with the recommendation that the AGM be asked for another \$2000. Carried.**

**Moved Beth McGifford/Heather Wallace that the Federation Survey of questions, authored by Brian Elmer, to new dancers to find out how people came to our activity be produced and available for the AGM in August for distribution to our regions, the intent of which is to get the information back to Brian. Carried.**

10. Treasurer's Report

Pat Zeeman

Points to mention:

Our funds have been accumulated over a long period of time as profits from festivals in the past. Based on the budget approved in last year's AGM, if we carry on with our losses, we will be bankrupt within a few years. Our projects cannot be funded strictly on membership fees. We have to find people willing to hold festivals to raise money. We have none for 2015. We need to do this on an ongoing basis. **Moved Pat Zeeman / Beth McGifford that the financial report be approved as presented; Carried.**

Original Motion moved DennisSutton/Pat Zeeman: Any cheques written on any Federation banking account, provided the amount to be paid is \$250.00 or less, shall bear the single signature of any one of the Treasurer, the President, or the first Vice-President, and all cheques for amounts exceeding \$150.00 shall require the signatures of the Treasurer and either the President or the First Vice-President.

In view of the typographical errors, the Motion is amended: **Any cheques written on any Federation banking account, provided the amount to be paid is \$250.00 or less, shall bear the single signature of any one of the Treasurer, the President, or the first Vice-President, and all cheques for amounts exceeding \$250.00 shall require the signatures of two of the Treasurer, the President, and the First Vice-President. Moved Dennis Sutton/Pat Zeeman; Carried.**

(10 in favour, 9 are opposed, Abstentions 4. Those opposed are from Region 3, 8, 9.)

11. Financial Books Review Report by Dennis Sutton. Our books are fair and accurate in all material respects. There are several funds being held, and Dennis recommends for each fund there should be a very tight definition written. He also commented on the vehicle expenses that his motion is to stipulate that every delegate pays the first 100 kms themselves and the rest of the travel expense is to be refunded up to 1000 kms.

A future concern may be that Canada Revenue Agency could look at our books and it is possible for them to decide that our reserves and practices prove to them that we are, by their definition, not operating as a not-for-profit organization.

## 12. Old Business

### a. Number of Delegates per Region at BOD (follow-up motion from 2013 BOD)

Norm Cox explained that in 2013 we voted for 2 years to have a trial run of having 4 delegates per region. Before, it was 8 delegates per region, and it was difficult getting that many delegates out, and it was considered a possibility that one region would have an advantage.

**Moved Norm Cox/Alan Ebl that we continue to have 4 delegates per region. Clarification was brought to the meeting that to be an executive member, they have to be a delegate from their region, except for the president, whose delegate status is given to someone else from the president's region. Carried.**

**Moved Al Ritchie/Bill Wood that Mary Cox undertake to amend the Handbook to reflect the correct maximum of votes. Carried.**

### b. Registration Fee (Norm Cox)

At last year's BOD, we discussed the item of registration fees and step rates proposed. The conclusion of the discussion is recorded under the heading of "Canadian Society and Registration" in the AGM minutes of August 2014.

### c. 1-800 number

Roy and Janet Ballam wish to retire from the 1-800 number service.

**Moved Brian Elmer/Pat Zeeman that the 1-800 number be moved to the Marketing Chairperson for the BC Federation; Carried.**

11:57 a.m. Recess for Lunch; Norm offered the blessing for the food.

Reconvene at 12:40 pm

Ken: Recognition and sincere appreciation of Abbotsford "Grand" Squares volunteers who put on our wonderful lunch and set up the hall for us.

## 13. New Business

### a. The progress of the Revitalization Task force by Dennis Sutton:

First, the Task Force put out a survey to find out about who we are. One surprise was that a lot more people are aware of social media than anybody knew. Subcommittees in the areas of the Federation Website, New Dancers, Attracting New Callers, and Designing Editable Flyers and Cards were struck. About 20 people are working on the Task Force. They need the delegates' help to have and keep the information flow vibrant and two-way.

**Moved Heather Wallace/Jean Wood to appoint Frank McNeil as our provincial webmaster effective April 1<sup>st</sup>, 2015 subject to review at the 2016 Board of Directors meeting. Carried.**

Comments from Frank on ideas for refreshing and updating the website; we would like to attract square dance related advertising. The server costs \$1000 a year and about \$300 is earned in advertising at present. Marianne Hall and Jean Wood are working on design and organization with Frank.

**Moved Bill Wood/Brian Elmer that the President write a letter of commendation to Phil Douziech for his 20 years of service to the Federation and its Regions and clubs. Carried.**

**Moved Norm Cox/Bill Wood that the BCSR Federation, upon receipt of expense vouchers due before the end of the fiscal year, reimburse delegates for the cost of attending the BOD meetings up to a maximum of \$400 per region, over and above the amounts of any reimbursement received from their region, beginning with this, 2015, meeting, excluding the host region. Carried.**

Region 5, though, if it were to host, would still have delegates travelling great distances. Region 5 delegates spent \$780 last year. What regions have paid some expenses of delegates' travel? Region 1 Dancers Association will pay up to \$400 for the whole group and the Caller's Association also contributes; Region 2, and Region 9 also contribute.

**Moved Dennis Sutton/Bill Wood**

**WHEREAS the reimbursement of expenses discriminates against those travelling the greatest distances, and costs have generally increased since the Bylaws were updated in 2009/10,**

**Be it NOW resolved that the said BYLAW 7.6 be amended as follows, beginning with expenses incurred in attending this meeting:**

#### **7.6 EXPENSES**

**Upon presentation of receipts, or other evidence satisfactory to the Treasurer if receipts should be unavailable, the Federation shall reimburse necessary and reasonable expenses incurred by its members hereafter described at the rates which follow:**

- a) Appointed Members – being those members appointed by the President, with the concurrence of the Executive, to carry out defined functions or projects for and on behalf of the Federation;**
- b) The Executive – for a maximum of two meetings a year, and for other travel within the Province of British Columbia when on Federation business.**
- c) Directors of the Canadian Square and Round Dance Society who are members of the Federation shall, when attending Society meetings, also be paid their economy airfare and reasonable ground travel expenses to and from airports, such as taxis;**

#### **REIMBURSEMENT RATES**

- 1. There shall be no reimbursement for the first 100 kilometers of vehicle travel. For distances travelled by vehicle in excess of 100 kilometers, reimbursement shall be at the rate of 40 cents per kilometer to a maximum of the next 900 kilometers. Distance above 1000 kilometers shall not be reimbursed unless approved by the Board of Directors, or at the Annual General Meeting.**
- 2. Ferry expenses or tolls shall be reimbursed in full.**

3. **In the event a member uses public transit, expenses shall be reimbursed in full, provided that the amount does not exceed the amount allowed for travel of the same distance by personal vehicle.**
4. **Hotel – up to 2 nights to a maximum of \$115.00 per night**
5. **Meals shall be reimbursed at a maximum rate of \$38.00 per person per day allocated as follows: Breakfast - \$10.00, Luncheon - \$10.00, Dinner - \$18.00. For authorized couples the maximum payment is \$76.00 per day, divided in the same ratios.**
6. **Economy airfare, when air travel is more feasible than other modes of transportation.**
7. **Office Costs: Telephone Calls, Mailing – paper, envelopes and stamps, Copying costs**

b. The Treasurer is asked to send to all the regions each year what the costs are

c. Funding for new dancer class assistance was difficult to see clubs qualifying under the criteria as it is currently worded. Al Ritchie serves Notice of Motion to the AGM that new wording is coming for the criteria.

d. Connie Ritchie announced that Helen Maddeaux is organizing a mini lab for cuers giving 20 hours of instruction for September 18<sup>th</sup>, 19<sup>th</sup> 2015 at Nanoose. They don't know yet whether Roundalab will approve it, but it is anticipated.

#### 14. Order of the Day

Dance tonight here at the ASAA Hall, hosted by Abbotsford “Grand” Squares

The AGM of the Canadian Society will be in Lacombe AB on Labour Day weekend, 2015,

The National Festival is in Regina, Saskatchewan, July 28 to 30<sup>th</sup>, 2016; please preregister. Betty Langtry has a packet of information we can take today.

Badges are available for dancers as commemoration of dancing in the different provinces.

Thanks for Marianne Hall and Frank McNeil who have attended this meeting on the invitation of Dennis Sutton, who anticipated Frank's appointment would pass.

Garry Dodds is celebrating 50 years of calling this year on Sunday October 18<sup>th</sup> in Colwood Hall.

June 19 to 21, 2015 is the Chase the Fun weekend, featured caller is Steve Edlund, Cuers Maryann Sanford and Sandi Meyer.

Easter Monday is the Ta'Lana Twirlers Bunny Hop Dance in Sorrento BC, featured caller Heather Wallace.

Planning for the next BOD meeting: **Moved Norm Cox, Saturday April 2<sup>nd</sup>, 2016. Location will be ASAA Hall unless another region takes it on.**

#### 15. Adjournment Moved Norm Cox 1:54 P.M.



**ADDENDUM: Personal Information Protection Act, BC**  
**Forms of consent**

The Personal Information Protection Act of the Province of British Columbia, which came into force on 1<sup>st</sup> January, 2004, provides 3 ways in which consent to the use of personal information – including the publication of a photograph – may be given.

These are described in a Guidance Release from the Office of the Information and Privacy Commissioner, dated March 2012, as follows;

1. Express consent – that is consent in writing with the purpose for collecting personal information clearly spelt out.

It is good practice to have any application for membership state that the club is collecting information for club purposes including maintaining a register, to permit the Executive to contact members as and when required and for sharing with the Provincial and National Square Dance organizations. If a club has members of long standing who have not been given this information, a note when they renew their membership would suffice. Notices only have to be given once unless information is collected for purposes which differ from the original.

2. Deemed consent – the purpose for which consent is deemed given is “considered to be obvious to a reasonable person” and would include, for example, for enrollment under an insurance policy. A good example is the 3<sup>rd</sup> Party insurance provided by the Canadian Society.

3. “Opt-Out consent” – this covers the situation where a person has been advised that personal information (which would include taking photographs at an event such as a dance) is being collected and has been advised that their consent is presumed, unless they give notice of objection.

The way this issue has been addressed by Clubs on Vancouver Island seems to be:

a) Having a notice on the registration desk or entry as dancers arrive with wording such as “Your photograph may be taken during dancing. If you object to this, please advise the photographer”. Alternatives could be to advise the caller or club President who would then have to advise the photographer: or

b) To have an announcement of similar effect made at the beginning of each dance. The danger to this approach is that anyone not present when the announcement is made (such as late arrivals, persons in a washroom, kitchen or out of hearing range) would not be on notice and would not have “opted-out”.

Disclaimer – The above is not designed as legal advice and represents the writer’s understanding of the law and publications issued by the Officer of the Information and Privacy Commissioner..

Dennis J. Sutton  
31<sup>st</sup> March, 2015