

BC Square and Round Dance Federation

Board of Directors Meeting, Abbotsford, March 28th, 2015

Revitalization Task Force Report

The Task Force held its first formal meeting in Penticton in conjunction with the Peachfest. The initial members were Brian Elmer, Connie and Al Ritchie, Pamela and Dennis Sutton, Nick and Mary Ann Turner and Bill Wood. Heather Wallace was an original member but has had to withdraw because of work and other pressures. Since then Ken Crisp (ex Officio), Marianne Hall and Jean Wood have joined. All Regions are now represented.

The first meeting determined that although we believed we knew a great deal about dancers in the Province, this was intuitional as opposed to factual. To help determine our priorities, it was decided to carry out a survey of dancers. The response rate was good with more than 10% of the approximately 2200 registered dancers sharing their views. These basically validated our assumptions. The main reasons for dancing were fun, social interaction, friendship and being active. Help with editable articles and flyers topped the list of needed aids, The Federation's website was regarded as outdated, although much more frequently used than we had expected.

The survey permitted us to prioritize the tasks to which we are first devoting our attention. The website is currently being redesigned under the leadership of Jean Wood working with Marianne Hall. Others will be recruited to assist with particular aspects such as Beta testing. Another group comprising both Task Force members and other volunteers is looking into new member recruitment. They have opted not to have a chair; however the Turners and Woods are major participants. Two other sub-committees are in the course of organization to look into the sourcing of callers and the production of flyer and editable materials respectively.

We are presenting motions requesting approval for funding of these activities in case it is necessary to retain external assistance. The amounts cannot be accurately forecasted and they represent the anticipated maximums if assistance is hired. We believe it better to have funds available in reserve rather than risking being unable to proceed because no expenditure has been approved.

Respectfully submitted:

Dennis Sutton
Revitalization Task Force Chair

27th February, 2015