

## **BC Square and Round Dance Federation**

**Board of Directors Meeting, Abbotsford, 2<sup>nd</sup> April, 2016**

### **Revitalization Task Force Report**

The Task Force has not met as a group since the first meeting but has divided into project groups. The two major projects tackled were the redesign of the website to up-date it and make it more “user friendly” and the design of modernized flyers and brochures. Both of these tasks are effectively completed.

So far as the website is concerned, all the material and information on the previous site has been incorporated into the new but is located under searchable headings using drop down menus. In some cases the material has been edited or revised. In others, such as the Handbook, it has not. It is necessary to review each those areas over the next few months. No part of the budget has been spent. The completion of this project was delayed because of the necessity to change servers at our Internet Service Provider’s level. The previous server had been made inefficient by new programmes and technologies.

The flyer and three-fold brochures became available in late December and have been very well received.. Those clubs which had advised Brian Elmer they were planning January New Dancer classes were invited to order a supply and each request was met. So far about 900 flyers and brochures printed have been distributed. The print order was 2500 of each. A supply will be brought to the BOD Meeting and clubs planning September/October Classes are invited to have their Regional Representatives collect their orders. There is space provided on each flyer or brochure for a club to imprint its information by use of a stamp or a label, so personalizing it to the club. There will be no cost for those delivered at the BOD Meeting or the AGM. Other orders will be requested to meet mailing costs. The printing cost was \$921 + taxes as we were able to take advantage of a special offer by the printer, well below the budgeted figure of \$1500. Our design costs were zero.

For both projects we were very fortunate to have the services of a graphic designer, who owns her own company, provided without charge. Tammi Hall. Of Hallographics in Vancouver, is the daughter of an Up-Island dancer and she spent a great many hours on drafts, designs and redesigns effectively fitting the BC Fed in as a pro-bono client. In recognition and appreciation of her work, I am proposing she be paid an honorarium of \$1500 from the \$4500 allocated to the Website Redesign.

In the coming months, if the Task Force is continued – see the last paragraph - work will be done on recommended editable articles, press releases and guidelines for “Demo Dances”.

Referring to the Region 1 Report and the booth organized at the Saanich Fair, it is expected they shall be exhibiting at this year's fair. They will be requested to prepare a template to be shared with the BCSRDF for other clubs and regions to consider if they have the opportunity to undertake a similar initiative.

The Executive has started to explore the possibility of obtaining external funding. This work is still in its early stages. Among the issues to be tackled are likely sources and their requirements, whether any of our own working needs modification to attract sponsorship, whether local approaches may work better than province-wide and whether we have any members who have expertise and are able to assist. This is very much a work-in-progress.

Another major issue which has surfaced in the last 12 months is the passing by the BC Legislature of a new Societies Act which replaces the old Society Act under which all Not-for Profit corporations (such as the BCSRDF) are registered. The Act was passed in May 2015, the related Regulations were dated 23<sup>rd</sup> November 2015 and bring the Act and Regulations into force on 28<sup>th</sup> November, 2016. This now imposes a rewriting of our incorporating documents and possibly, a rethinking of the way we work as a corporation. It is a major issue which requires to be approached systematically and carefully. Ideally, I recommend the creation of a small group to work through the project and to report back to the Executive and Board with their suggestions. If re-registration is not completed within two years of the date the Act and Regulations coming into force any defaulting company will be removed from the Register. The advantages to remaining registered are such that the BCSRDF should comply.

Finally, the original resolution creating the Revitalization Task Force created it for a two year period which ends with this meeting. If the Task Force is to continue a resolution for continuance is required.

Respectfully submitted:

Dennis Sutton  
Revitalization Task Force Chair

24th February, 2016