



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



NEWSLETTER – APRIL, 2017

The dancing year is coming to an end again and we are now looking forward to some great Festivals and Summer dancing. The annual Board of Directors meeting was held in Abbotsford on April 1, 2017 and some very important items of business were conducted.

We have been using some funding through Squareup BC for advertising in Social Media. Some Regions have experienced success through this venture while others have not. Some of the delegates wanted to increase funding while others wanted to cut out funding completely. In the end it was decided to continue funding for one year at the current level. If this program is to work in your Region you MUST let Brian Elmer at Squareup BC know well in advance where and when your new dancer classes are being held. The advertising can be targeted and can give us access to a younger, computer-savvy audience. If your club has advertising dollars that have not been effectively used in newspaper advertising or flier distribution why not talk to Brian about purchasing additional Social Media advertising in your target market.

The Federation has been spending slightly more each year than our revenue coming in and the Treasurer recommended an increase in dues from \$5 to \$7 annually. The motion was amended and passed by the delegates to

increase the dues to \$10 per year. This motion must now go to the AGM in Surrey in July in order for the membership to consider before the collection of 2018 dues. There has not been an increase in dues for many years now and if you want the Federation to do more to keep square dancing alive please consider this as a long-term investment. Without change, square dancing will die out. Please get active with your club, Association and Federation to ensure that all funds are spent wisely and plan to attend the AGM.



A motion was passed to return Moving and Grooving program funds to Nick and Mary Anne Turner who were the driving force behind developing and marketing this program. It was brought to my attention, however, that that motion appears to reverse a motion that was defeated at the AGM in 2016 and so the Executive has decided to bring it back to the membership at this year's AGM. These funds were held by the Federation to allow the development and continuation of the program and never were a part of our operating budget. The program can continue under the direction of Nick and Mary Anne and we can concentrate on developing other ways to preserve, promote and perpetuate the activity.

Come to BC Festival 2017 in Surrey on July 6,7 & 8, 2017 and attend the AGM while you are there.

The purpose of the Federation shall be to preserve, promote and perpetuate Square Dancing, Round Dancing, Contra Dancing, and other related forms of dance in the Province of British Columbia.