



***BC SQUARE & ROUND DANCE FEDERATION***

MINUTES OF THE BOARD OF DIRECTORS MEETING

**Friday, April 8<sup>th</sup>, 2022 – 7:30 pm**

**Present:** Dennis Sutton, Peter Tennant (Region 3 Cariboo & Northern Interior), David McVige (Region 2 Fraser Valley), Pat Zeeman, Garry Dodds, Wendy Krueger, Connie Ritchie, Frank McNeil, Alex Wotherspoon (Region 1 Lower Vanc Island), Kirk Rockerbie (Region 1 Lower Vanc Island), Betty Langtry (Region 2 Fraser Valley), Brian Elmer (Region 3 Okanagan), Norman Hopland (Region 8 Upper Vanc Island), Gord Ruedig (Region 8 Upper Vanc Island), Wendy Trudel (Region 9 Thompson Shuswap), Steve Stent (Region 9 Thompson Shuswap)

**Absent:** Bill and Jan Cave with regrets (Region 5 Cariboo Northern Interior), Albert and Carol Robideau (Region 4 Kootenay)

**VIDEO MEETING**

7:32 p.m. Call to Order

Welcome and opening comments from Dennis Sutton

1. Additions to and Acceptance of the Agenda -- Brian request an addition under Marketing, a discussion on the motion to reduce fees, and an item about the Google organization providing incentives for non-profits to advertise. See items 6, 12, 13.
2. Acceptance of the Minutes from the Directors meeting, Nov. 26, 2021 – Moved Wendy /Connie to accept those minutes. Carried.
3. Correspondence and Business arising from Correspondence -- Garry has correspondence with Entandem: just before this meeting, Garry got a letter from Entandem with all 3 letterheads on it (Entandem, Re-Sound and SOCAN). Some terms are a little broader. There are some confusing parts still. Garry will have a report ready for the AGM. Peter Tennant spoke to Entandem, who said to pay the bill and if it is incorrect, he would be credited.  
Frank had correspondence that Trilogy Solutions, our website management company, has changed their server, with no effect on our website.
4. Directors at Large Reports – Dennis asked for comments to add to their reports already sent in for the AGM. Brian (Region 3) will add something with the new agenda items he has raised.
5. CSRDS Fees & Insurance 2023 – The Society fees for 2021 and 2022 were waived. The fees for 2023 will be set at the AGM in Fredericton.
6. BCSRDF Fees 2022 – 2023 -- Discussion on the Cox/Langtry motion to reduce our fees from \$10 down to \$5. Observed people will see it as a lowering permanently and there will be conflict

when we revert to the \$10. Also perceived value of the Federation, is membership only worth \$5 a year for all the tasks we try to do? Question of is there any costing done to support the motion? Reducing the fee for all benefits the ones who didn't send in their registrations during Covid. Norm Hopland told of a meeting he was in with 10 members who all said they oppose the fee reduction. The discussion also mentioned some regions and clubs that need monetary support. After discussion, Norman and Betty decided to withdraw the motion. Dennis proposed that the Federation will offer support to those who find the \$10 registration fee a hardship. Pat proposed rather than reducing fees, it would be better to refund the dancers whose registrations were paid during the years we were not dancing. Pat received dancer fees (or fees paid on behalf of dancers) for 2020 and 2021 but most dancers were not dancing.

The recommendation at the AGM will be that the BC Federation annual fee for all callers/cuers, dancers, clubs, and associations for 2022-2023 remain at \$10 and the fee for teen and wheelchair dancers remain at no charge.

7. Website -- Frank commented that websites need to be updated. Clubs that have stopped dancing have websites that could be taken down. We ask for clubs and associations to check their websites and make sure contact information is current. Send Frank McNeil an email for any information you need to get your website in shape. He would like to see contributions to the calendar.
8. Handbook Revisions -- Dennis has not worked on this.
9. Caller and Cuer Committee -- Wendy, Pat and Garry have done some research and have a preliminary report in progress. Pat sends her regrets that she cannot continue with the committee due to having no time to work on it. Kirk Rockerbie volunteered to join the committee.
10. Sillery Award Committee -- Members are Alex Wotherspoon, Norm Cox, Merv Meyer. March 31, 2023 is the next deadline for submissions for the Sillery Award.
11. Financial Resources for restarting -- Dennis reports that 7 restart, 4 advertising, and 1 new dancer grant were given; around \$5500 has been spent.
12. Marketing Initiatives Committee-- Committee leadership and membership is still unfilled. Brian spoke about Region 3 The clogging club had wonderful success with the previous Facebook advertising, and they don't have the skills to launch the ads themselves. The question is asked what the vision is. The Board decided that the success of Facebook advertising was very spotty throughout the province. Each local club will determine their own needs.
13. Brian talked about Google, the search engine. If someone searches "dance lessons" we want our dance lessons to come up near the top. Google is offering search engine optimization for non-profit organizations valued up to \$10K a month. A landing page is also needed to contain all the information. Brian will provide a 2-page synopsis of the proposal for the executive to consider. A company in Canada called Connect Ad charges \$999 a month to run Google advertising.

14. Virtual Dance Calendar -- is offered on our website. Every club and association can advertise on that calendar. Frank McNeil will be happy to receive your information to add to that calendar (fmcneil@shaw.ca).

15. Our Fall AGM will convene when the financials are ready.

16. Any Other Business -- The executive is very interested in knowing how the clubs have used their grant money and what result they got from it, if anyone has news to share.

For subsequent general meetings, detailed explanation about proxy voting will be omitted; those who have questions, please seek clarification from the Secretary.

17. Next Directors' Meeting at the call of the President.

18. Motion to adjourn—Norm Cox 8:31 p.m.



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