

ALLIANCE - ARTS
PLANNING MEETING
Minutes
Hampton Inn, Cocoa, FL
October 20 - 21, 2002
(Approved November 27,2002)

CALL TO ORDER -

Meeting called to order at 4:25 PM on Sunday, October 20, 2002, by CALLERLAB Chairman, Mike Jacobs. Mike opened the meeting with welcome remarks and asked all attendees to introduce themselves. There were several temporary adjournments during the meeting

ROLL CALL -

Representing CALLERLAB:

Mike Jacobs, Larry Cole, Tim Crawford, John Marshall, Jim Hensley (Marketing Director), and Jerry Reed (Executive Secretary)

Representing USDA:

Sam & Marianne Baines, Michael Streby, Charlie & Kitty Holley, Lyle & Jean Beck

Representing NEC:

Connie & Gene Tripplett, (Worley & Nan Carrier attended as observers)

Representing USA West:

Jim Maczko & Patty Wilcox)

Representing ROUNDALAB:

Carter and Ruby Ackerman

AGENDA -

Mike Jacobs asked for a motion to accept the proposed agenda.

The following items are added to the agenda:

- A. A Joint Resolution Concerning Press Releases
- B. Report To Organizations Boards
- C. Goal of 50,000 New Dancers
- D. Fund Raiser Dance on Tuesday January 21, 2003
- E. Donations Considered Part Of Total Gross Income For A Dance

*MOTION: Be it resolved that the agenda be accepted as amended. **(MSC)***

MISCELLANEOUS REPORTS - The following reports were presented:

Reports from past meetings:

There was limited discussion of the following previous meetings

Spring 2002 Meeting at CALLERLAB convention

June 2002 Meeting at 51st NSDC

Finance Report -

At this time there is NO financial report

OLD BUSINESS -

There is no Old Business -

OPEN GENERAL ISSUE DISCUSSIONS -

Prior to discussions of the formal agenda items there were very lengthy open discussions of various issues and items of interest to the attending organizations. These discussions included many different subjects and touched on many of the items of interest to all organizations.

NEW BUSINESS -

Establish an Alliance of National Square, Round and Traditional Organizations:

The idea of establishing a national organization with the following criteria was discussed in great detail: (a) Each organization having a balanced and representative voice; (b) Each organization having one vote; (c) Set up funding and how funds are used; (d) Elect a Chairman; (e) Set up a procedure to rotate the Chairman position; (f) Future locations with Host; (g) Establish regular schedule of meetings.

During discussion of this item there was information about the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD). This entity is an alliance of six national associations and six district associations and is designed to provide members with a comprehensive and coordinated array of resources, support, and programs to help practitioners improve their skills and so further the health and well being of the American public. The proposed Alliance of our organizations is patterned generally along the lines of AAHPERD in that it is an alliance of independent organizations with a common goal and purpose. Information about AAHPERD is attached.

Included in this discussion was an exchange of various issues facing the activity including the need for better communications. Extensive discussion of this issue resulted in the following motion which will be submitted to the Board of each organization for approval:

*Be It Resolved That an Alliance of The United Square Dancers of America (USDA), National Executive Committee of the National Square Dance Convention (NEC), USA West Policy Board, ROUNDALAB, and CALLERLAB be hereby created/established. (A) Each organization will have a balanced and representative voice; (B) Each organization will have one vote; (C) The Alliance will set up funding and how funds are used; (D) The Alliance will elect a chairman; (E) The Alliance will set up a procedure to rotate the Chairman position; (F) The Alliance will set up a regular schedule of meetings; and (G) The Alliance will decide on the applications for membership of other organizations. **(MSC)***

(NOTE: It was agreed that each organization would submit this resolution to their governing body for review, discussion, and approval no later than May 1, 2003)

Develop cooperative programs -

This item included the following items: (a) Grants and the distribution of funds; (b) Fund Raising; (c) Corporate Sponsors; and (d) Create a 501 (c) (3) endowment program to fund Marketing Program. Discussion of these items resulted in agreement that further consideration of this item will be deferred until the next meeting in January 2003.

The following item was also discussed briefly: Video production of products similar to the Marketing Program - "Dance American Style". The video was reviewed with the following results: it was agreed that the video could be a good product but that it should be redone with some changes.

The idea of collecting donations to support an "Alliance" was discussed. The idea would be to add a small additional amount to the admission charge for festivals, conventions, and other similar events. This additional amount would be collected and sent to a central location for use by the "Alliance". There was general agreement that this is a good idea, but that additional discussion should be deferred until a later meeting.

Programs Most Support -

This item included the following items:

(a) Youth Program expansion -

This item was discussed in some detail. It was agreed that there are several Youth Committees among the various organizations and that the Alliance would benefit greatly from the exchange of information among the groups. Discussion of this item resulted in agreement that the USDA would take the lead on this item.

(b) Handicapable Program Expansion -

Discussion of this item led to agreement that there is much interest in this item among the organizations and that the Alliance would benefit greatly from the exchange of information among the groups. The USDA discussed the financial help they provide to Handicapable groups to attend the National Square Dance conventions. There was considerable discussion of the various groups, in addition to the attendees at this meeting, which are working with Handicapable groups and the conventions sponsored by these groups. Information provided the group was the fact that CALLERLAB is establishing a Handicapable Committee. Discussion of this item resulted in agreement that the USDA would take the lead on this item with the purpose of increasing communication and coordination of the efforts of the Alliance.

(c) Education Program expansion -

Discussion of this item led to agreement that there is much interest in this item among the organizations and that the Alliance would benefit greatly from the exchange of information among the groups. It was agreed that each organization would send the information on their education programs to the other organizations.

(d) Scholarship Program expansion -

This item is related to the item above and discussion resulted in agreement to exchange information about the scholarships available through the various organizations.

(e) National Folk Dance -

This item relates to the ongoing effort to get square dancing approved as the National Dance. The USDA has been the lead for the project for several years. The USDA has planned their January 2003 meeting in the Washington DC area. At this time there will be meetings with members of congress in an effort to gain support for this proposal. There was agreement that USDA will retain the lead for this item.

Potential Joint Programs -

This item included the following: (a) Home Schooling and (b) Get the Public Schools involved in teaching square dancing. Discussion of this item resulted in agreement that these items would be considered as part of the Youth Programs.

Acronym For the Alliance -

This item included discussions of various acronyms for the Alliance. There was considerable discussion about the benefits and drawbacks of many different acronyms. Among those discussed were (a) Square, Traditional, and Rounds (STAR) and (b) Alliance for Round, Traditional and Squares (ARTS).

Extensive discussion of this item resulted in agreement that the acronym "Alliance for Round, Traditional and Squares (ARTS)" was acceptable and will be submitted to each organization for approval. There was also some discussion of possible logo designs. There was agreement that further discussion of the acronym and logo would be deferred until the next meeting in January 2003.

Square Dance Museums/Hall Of Fame -

This item included the following items: (a) How many facilities could be supported and (b) Locations.

Discussions included a presentation by Tom Erwin from Paducah, KY. This presentation included information about the city and a proposal from the Convention Visitors Bureau to provide space for a museum/hall of fame and assistance in getting the facility completed. The proposal indicated the museum building would be rented or leased and that operating funds for this rent/lease would be required. Tom will send a more formal proposal to the CALLERLAB office. This proposal will then be forwarded to each of the organizations at this meeting. Each organization will review the proposal and vote on accepting the proposal. Discussion of this item resulted in agreement that further discussion would be tabled until the formal proposal was received and reviewed. Additional discussions will be deferred until the meeting in January 2003.

Other possible locations discussed included information from Michael Streby (USDA) about efforts in San Diego, CA. The Lloyd Shaw foundation in Albuquerque, NM and the Square Dance Foundation of New England, Manchester, NH were also discussed briefly. Discussion of this item resulted in agreement that further discussion would be tabled until the meeting in January 2003.

There was considerable discussion of how a museum or archive could be maintained. The materials in such a facility could include public relations information, video clips, and other useful materials. As with other areas of concern there was agreement that increased communication among the groups is very important. There was agreement that each organization would determine if there are any in house resources capable and willing to provide archive or museum support or administration.

Publications Used By All Organizations -

This item included discussions of Press Releases and Publications including the following: (a) USDA Publications; (b) CALLERLAB Newsletter (DIRECTION); and (c) Possible Periodic Publications From the Foundation; (d) National Squares From The NEC; (e) "Promo Pacs" previously published by Legacy; and (f) ROUNDALAB Journal.

Discussion of this item included a proposal that jointly supported documents and information would include the logo of all of the organizations at this meeting. If, in the future the Alliance becomes a reality, the organization logos would be replaced with the Alliance logo.

There was discussion of the CALLERLAB document on Multi-Cycle Programs. There was agreement that this document may be a good candidate for the first of the jointly supported documents and that CALLERLAB would take the lead on this project. If approved, the goal is to have this document completed by the next meeting in January 2003.

There was also discussion of the work the CALLERLAB RPM Committee is doing on a "Promo Pac" project.

Discussion of these issues resulted in agreement that CALLERLAB will take the lead for coordination with other organizations of the issue of the Multi-Cycle information and the "Promo Pac" project.

Considerable discussion of this item resulted in the following motion which should be submitted to each organization and approved no later that 01 DEC 02:

Whereas:

New documents or existing documents, to be published, or republished, that have unanimous agreement, by the organizations of the Alliance (ARTS) would be better served to have visible support of those organizations...

Be it resolved that:

Those documents shall bear the logos of the respective organizations of the Alliance (ARTS). (MSC)

(NOTE: It was agreed that each organization would submit this resolution to their governing body for review, discussion, and approval no later than May 1, 2003)

Possible New Non-Profit Entity -

Discussion of the acronym for the Alliance led to discussion of the possibility of establishing a new non-profit 501 (c) (3) corporation to administer the Alliance. There was considerable discussion of this item and the various possibilities. There was agreement that no decisions could be made at this meeting and that further discussion of this item would be deferred until the next meeting in January 2003.

Alliance Information Web Site -

This item included discussions of Press Releases and Publications including the following: (a) Should there be a web site and (b) If so, who will develop and maintain the site. Discussion of this item resulted in agreement that further discussions of this item will be deferred until the next meeting in January 2003.

Telephone Contact For Information -

Discussion of a web site led to this item. There was considerable discussion of this item to include the possibility of activating a nationwide 800 telephone number to provide information. There was agreement that further discussion of this item would be deferred until the next meeting in January 2003.

Create Electronic Mailing List -

This item concerns creation of a communications network through use of the Internet and electronic mail. Among the issues to be determined to support this item are : (a) A list is needed to quickly distribute information through the dance activity; (b) The final goal will be to have at least one E-mail contact in each club; and (c) Need to determine who will maintain such a list. Discussion of this item resulted in agreement that further action should be deferred until at least the next meeting in January 2003.

Report To Organizations Boards -

There was a brief discussion of this item and there was agreement that each organization would provide a report of this meeting to the Board of their own organization.

Goal of 50,000 New Dancers -

This item concerns setting a goal which would be supported by all organizations to result in the addition of 50,000 New Dancers over the next 5 years was discussed. It was agreed that this goal is attainable and something all organizations should support. Additional discussion of this item will be deferred until the next meeting in January 2003.

Fund Raiser Dance on Tuesday January 21, 2003 -

This item included discussions of a proposal to host a fund raising dance to be held in the Washington DC area in conjunction with the next meeting in January 2003. John Marshal, (CALLERLAB EC Member) agreed to help organize and coordinate the dance. Funds raised as a result of this dance would be earmarked to go to the Alliance, when officially formed.

Donations Considered Part Total Income For A Dance -

This item concerns reports that some callers consider that donations at a dance made to the Foundation or other non-profit projects should be considered as part of the gross income for a dance. If these callers are working under an agreement that they will be paid based on a percentage of the gross income they indicate they should get a percentage of the donations. There was considerable discussion of this issue. A request was made that CALLERLAB publish information on this issue. CALLERLAB agreed to investigate this issue and, if appropriate, provide information to CALLERLAB members.

Report To Square Dance Community -

There was a brief discussion of this item and there was agreement that there should be a combined press release/announcement of this meeting. CALLERLAB agreed to draft a press release for submission to the representatives for review and approval.

Next Meeting -

There was agreement that the next meeting would be Chaired by the USDA at 9:00 AM on January 22, 2003 at the Double Tree Hotel in Tysons Corner, VA.

ADJOURNMENT

The meeting was adjourned at 12:30 PM on October 21, 2002.

Submitted By:

Jerry L. Reed
Executive Director
CALLERLAB
Transcribed from tape
(Approved by HO LOG# 1030-003 (Planning Meeting Minutes))

Attachment to 2002 Fall Planning Meeting Minutes:

Information on AAHPERD

The American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) is an alliance of six national associations and six district associations and is designed to provide members with a comprehensive and coordinated array of resources, support, and programs to help practitioners improve their skills and so further the health and well being of the American public.

The Alliance dates from November 27, 1885, when William Gilbert Anderson, two years out of medical school and an instructor of physical training at Adelphi Academy in Brooklyn, invited a group of people who were working in the gymnastics field to come together to discuss their profession. Today AAHPERD serves 26, 000 members and has its headquarters in Reston, VA, 25 miles from Washington DC.

The six associations are: American Association for Active Lifestyles and Fitness, American Association for Health Education, American Association for Leisure and recreation, National Association for Girls & Women Sport, National Association for Sport & Physical Education, and National Dance Association. In addition to the six national associations, there is a Research Consortium which serves AAHPERD members who conduct or have an interest in, research of AAHPERD disciplines. Membership in the research Consortium is open to all AAHPERD members and does not count against the two national association selection. The consortium provides services and publications to promote the exchange of ideas and scientific knowledge within the HPERD disciplines. Some of these include: Administration of the AAHPERD Research Grant Program, Organization of research-based program at AAHPERD's National Convention and Exposition, Publication of research-related news, and others.

Other benefits include: Insurance, Travel Discounts, Car Rental Discounts, Auto Insurance, and Tax-deferred Annuity Program.

The following is from the AAHPERD's Information Brochure

Add Your Voice to AAHPERD's Efforts to Advocate For Our Profession

For the first time in decades physical fitness has moved to the forefront of national priorities. This amazing turn of events did not happen by accident. It is rather the fruit of years of effort to organize and bring this important agenda to America's leaders and lawmakers. AAHPERD is the largest and most influential association that has represented your concerns in this arena. We have made tremendous progress from Goals 2000's inclusion of physical education, to the Surgeon General's Report on Physical Activity and Health to Healthy People 2010. In every arena affecting health, physical education, recreation and dance, we're on the front lines fighting for jobs, programs and a healthy active America.

Currently AAHPERD and NASPE are working on your behalf to pass the PHYSICAL EDUCATION FOR PROGRESS (PEP) act pending in the U.S. Senate. Sponsored by Ted Stevens of Alaska, this bill allocates \$400 million for grants to local educational agencies for physical education programs. This represents a major step towards making sure physical education is included in the K-12 curriculum nationwide. AAHPERD and NASPE have already raised more than \$100,000 to support the passage of the PEP legislation.

Another AAHPERD initiative is providing major input at government hearings as to where to put money in health care in an effort to eliminate health disparities for those with disabilities and AIDS. After an impressive rally by AAHPERD/NASPE members at the steps of the Capitol Building in April, and many other advocacy initiatives in the field, the President issued an Executive Memorandum directing the Secretaries of Education and HHS to identify additional strategies to promote physical education, activity and fitness among American youth.

This is a unique time in history for HPERD and it is critical that all concerned professionals join in the effort.

AAHPERD has been a leader and principle organizer getting results. When you join AAHPERD, you will be joining the organization that is leading the way to shape the future of our profession and the physical fitness of all Americans.