

SRDFNS Executive meeting
Jan 26, 2013
Greenwood, NS

Regional report to Border Rounders, Cumberland Twirlers, Strathmore Strutters

Reports

President: (Paul & Cathy Langille)

Our Federation and the dance communities we represent continue to experience serious challenges. The most serious is the declining numbers of dancers. While some areas are having some success in recruiting and retaining new dancers, other areas continue to have difficulty, and sadly our overall numbers continue to decline.

Top priority moving forward must be *an intensive marketing initiative* aimed at recruiting and retaining new dancers. We would like to begin with a marketing committee to work with a professional marketer to promote our brand and activity.

In addition to new dancers there is also a growing requirement for additional leaders.

A *database* of information on individual members of the SRDFNS is in progress. It will contain such information as contact numbers, e-mail addresses, year in which individual started dancing, club affiliations, connect dancing partners and much more. When fully populated, this database will have significant impact on membership communications and the Awards and Recognition Program.

With the retirement of John and Lynda Reid as Publications Officer, it was an opportunity to explore the possibility of "*greening*" our communications with the clubs. We believe that a large percentage of the "paper copy" mail presently going to the Clubs can be reduced by using e-mail and attachments. Information to the clubs can be more frequent while reducing mailing costs. Once the SRDFNS database is complete with individual members' e-mail addresses, a large number of our membership will receive information such as Calendar of Events and special dance posters direct to their home computer.

Archives: (Harold & Clara Redden)

Current custodians, Harold & Clara, will not be reoffering at Oct 2013 AGM. A revised Archives Policy has been developed for review by Federation Executive; including the responsibility of determining what shall not be included in the SRDFNS Archives. Revised Management Policy covers assessment of such criteria as:

- 1) Significance to the organization
- 2) Potential use, future need
- 3) Size of accession
- 4) Storage & retrieval

Donors shall be required to prepare material for assessment and/or acceptance into the SRDFNS Archives under definite & specific guidelines including:

- 1) Material shall be clean – free of water staining, mold or odors
- 2) No material with doodles or scribbles will be accepted
- 3) One copy documents only – no duplicates
- 4) No envelopes or blank paper
- 5) All photos must be dated, identify all persons, state occasion/event
(Disbanded clubs may donate their albums provided they are prepared as above)

- 6) Maximum of 2 club badges accompanied by club profiles, ribbons pins, dangles will be accepted
- 7) Banners will not be accepted – rather a photograph of the banner to be accompanied by a short profile about the club
- 8) Attire should be of significance to the SRDFNS, clean, wrapped in tissue and accompanied by a narrative on its history
- 9) Recordings must be fully identified – music, dance program, caller/cuer/prompter

Total collection to be organized as subject/chronological arrangement & grouped in specific categories

Publicity: (Paul & Cathy Langille)

Provincial numbers of dancers continue to decline. This year alone, there is a 10% decrease in members from last year Province wide. Marketing is much too large a job for 1 or 2 persons.

The SRDFNS has been placed in the Small Business Registry of St Mary's University, Sobey's School of Business and Business Development Center.

If we get a 4th year student placement with expertise in marketing, they will work with us to structure a marketing strategy to include branding, targeting our promotion, a schedule of most effective use of media sustainability etc. In the mean time, we should form a working group representative of our regions and dance form – square, round, contra.

To bring the work of this position current, members voted to change the name to “Marketing”.

50+ Expo: (Carol & Don Scott)

June 7 & 8, 2013 Exhibition grounds, Halifax (on way to Peggy's Cove). They will be looking for dance demo participants, contact Carol (902) 865-5780 c.j.scott@ns.sympatico.ca

Webmaster: (Gary Welch)

SRDFNS web now provides option of downloading a printable (pdf file) version of the Calendar of Events. Issue # 6 of the Phantom was published in Dec. They need photos & descriptions of special events or other interesting items for next issue.

Regional Reports

South Shore:

Sunrise Squares is on life support since resignation of club caller, Neil Dorey, but are recovering & expect to resume a bi-weekly schedule this month.

LaHave River Rambles have shortened their dancing season to compensate for some financial difficulties

Valley :

Apple Valley Dancers plus club experiencing sparse turnouts; will decide if dancing will continue next season

Berwick Belles N' Beaus celebrated 50 years dancing Nov 10th. They have suspended dancing until spring due to poor turnout. Next major dance is for long time dancer, Ester Chute, whose 100th Birthday will be celebrated on Apr 20th.

Fundy Squares have two to three squares dancing on Wednesday evenings

West Kings Twirlers had over 100 dancers at their 25th Anniversary dance in Oct. Currently dancing A1/A2 Tue; Basic/MS class Thur (2 squares) ; MS /Plus Fri (average 20 dancers).

Dice Hill Squares held closing dance Dec 13th after 9 years

All Valley Callers donate their time & talents at the annual Heart & Stroke Benefit Dance held every February in the Waterville Fire Hall

Fundy:

NB-NB Border Rounders are dancing 19 people weekly; they are not entertaining the idea of any new classes

Cumberland Twirlers continue to be active in Community (nursing homes, senior parties, Salvation Army kettle setting, MASSIE program etc) as well as weekly dance location. In addition to MS members & class, they currently have 2 squares of plus class every week. A successful open house was held in Jan with final results uncertain at this point

Strathmore Strutters did not submit a report but understand they are still dancing as numbers permit

Highland:

Mapleleaf Whirlaways continue to plod along with 6-8 couples nightly, participating in community gatherings as requested

Highland Squares are doing well with an average of 12 couples nightly, anticipating the return of their four couple 'sno birds'

No fixed region:

Bluenose RV Squares 2013 schedule of campouts is in place –

May 31 – Jun 1	Elm River Campground, Glenholm
Jun 21 – Jun 22	Elm River Campground, Glenholm
Jul 19 – Jul 20	Sunset Sands RV Park, Port Hood
Aug 16 – Aug 17	Elm River Campground, Glenholm
Sep 13 – Sep 14	Elm River Campground, Glenholm
Oct 4 – Oct 5	Loch Lomond RV Park, Amherst, NS

Liaison Reports

CSRDS: (Bob & Inge Ruohoniemi)

Society Membership/Insurance premiums for dancers joining the club after Oct 31 must be in Society Membership Chair's hands by Feb 28 for an effective insurance date of Mar1, 2013.

Dancers/callers who plan to attend the Aug NS Caller School need to apply for a Society Grant by June 15, 2013 if funds required. Late applications will be funded only if there are still sufficient funds in the year's budget. Complete application information is available on Society web page www.squaredance.ca

The Society Board is still searching for someone to become the chair of the Society Publicity Committee. Anyone interested is asked to contact the NS Society Directors, Bob & Inge Ruohoniemi.

Unfortunately, due to health reasons, Bob has taken a leave of absence as President of the Society. Vice-Chair, Eric McCormack will be the Society Acting President until July1, 2013.

ANSSRDT: (Dottie Welch)

The sixth biannual Alguire Callers Memorial Callers School will be held Aug 18 – 23, 2013 at Elm River Park Campground with Betsy and Roy Gotta of New Jersey as guest teachers along with Kerry Fletcher & Dottie Welch. Since Betsy is a caller and Roy a cuer, we are planning to provide some separate cuer instruction during this time.

If you know anyone interested in learning to call, this is an excellent opportunity that only occurs biannually, so please encourage attendance.

MCCA: (Dottie Welch)

The annual MCCA workshop will be held at Nappan Experimental Farm Pavilion on June 8, 2013. The 44th Maritime Square and Round Dance Convention is scheduled for Nov 1-2, 2013 at the Old Orchard Inn, near Wolfville, NS. The MCCA owned flooring will be in use in addition to wood floors provided by the Old O. Please plan to attend and also encourage dancers in your club or region to join us.

SRDFNS Festival 2013

July 26, 27

NSCC Pictou Campus, Stellarton

Air conditioned, all tile floors, Dancer's Duds & Frills Shop on site

Maritime Leaders – Basic, Mainstream, Plus, Rounds

Registration prior to May 1 - \$45/cp; after May 1 - \$50/cp (for both days)

Hotel accommodations in Stellarton & New Glasgow (book locally & mention Festival)

Camping Pictou & River John

Dry camping at Campus \$20/weekend (free dumping station at a close location)

Chaircouple: Ralph & Barb MacDonald

Program: Laurie & Wilma Illsley; Lionel & Janet Crowe

Host: ANSSRDT

(Applications / more information www.squaredance.ca or local clubs)

Next meeting - Friday, Apr 19, 2013, Bridgewater

Gerry & Marion McLellan
Fundy region SRDFNS reps