

# Minutes of Society P.R. Meeting

November 9/03

By Teleconference

## Members Present

Society Director – Chuck & Marguerite Jordan  
New Brunswick – Roger & Mavis Alain  
Prince Edward Island – Wendell & Edythe Brown  
Alberta – Agnes & Lorne Wiley  
Saskatchewan – Martin & Terry Mallard

Nova Scotia - Beth & John Dickinson  
Newfoundland & Labrador – Roy & Joan Church  
Ontario – Peter & Norma Flemming  
Quebec – Norman & Gwen Fabes  
British Columbia – Brian Elmer/Rosalyn Garnett

**Absent:** Manitoba – Pat & Barb Golding

Yukon – Janice Jackson

Greetings from Director Chuck Jordan

Welcome to Beth & John Dickinson, Nova Scotia and Roger & Mavis Alain, New Brunswick

Diamond Plan – No further information available at this time

Electrostatic Window Stickers – Committee felt that stickers were not the best promotional item to be spending our limited funds on at this time

## New Business

Approval was given for an ad to be inserted in the August Issue of 50 plus Magazine at a cost of \$170.00 which includes 2 ads on 50 plus web site.

Extensive discussion regarding PSA's (Public Service Announcements) to run on Shaw, Rogers and many other cable company's across Canada. British Columbia has a PSA that they could make available to other provinces in Canada. They ran a very successful promotion in August of this year on Shaw Cable TV. There would be costs involved of approximately \$500.00 to have this reproduced with names suitable for each province. Brian Elmer agreed to produce the C.D. It was agreed that we would request such funds from the Society.

The PR Committee Costs & Budget Proposal submitted by John Sellers (see below) was approved as read.

### PR Committee Costs & Budget Proposal (J. Sellers)

November 5, 2003

<u>Items</u>	<u>Amount</u>	<u>Payable</u>
<b>1. July 31, 2003 to June 30, 2004</b>		
<b>a) 1-800 #:</b>		
1-800 # & mailbox	\$315.00	April, 2004 (start of year 2)
1-800 line costs	<u>\$ 25.00</u>	through the year
	\$340.00	
<b>b) Square Dance Directory</b>	\$200.00	July, 2004 (for year 2005 publication)
<b>c) Website:</b>		
CSRDS domain registrations	\$ 80.00	through the year
<a href="http://squaredance.ca">squaredance.ca</a> , <a href="http://squaredancing.ca">squaredancing.ca</a> , <a href="http://rounddance.ca">rounddance.ca</a> and <a href="http://roundance.ca">roundance.ca</a> @ \$20.00 = \$80.00		
CSRDS website/server	\$215.00	June, 2004
Squaredance email addresses	\$107.00	monthly through the year
<a href="mailto:info@squaredance.ca">info@squaredance.ca</a> , etc at \$8.85/month		
<b>Website Total</b>	<b>\$402.00</b>	
<b>Total All</b>	<b><u>\$942.00</u></b>	

## 2. July 1, 2004 to June 30, 2005

Same as above

**Approval required for continuing:  
Square Dance Directory ad  
1-800 number**

## 3. July 1, 2005 to June 30, 2006

Same as above

**Approval required for continuing:  
Square Dance Directory ad  
1-800 number**

Please note that the Society website now is the host site for the following additional sites besides the Society website:

**Alberta New Brunswick PEI Saskatchewan** (expected soon)

This results in no additional cost for the Society and a saving for these federations to obtain a site for their domain website.

[www.squaredance.ca](http://www.squaredance.ca) domains are now also in place for:

squaredance.ns.ca (NS) squaredance.nb.ca (NB) squaredance.qc.ca (QC)  
squaredance.on.ca (ON) squaredance.mb.ca (MB) squaredance.ab.ca (AB)  
squaredance.bc.ca (BC) csrds.ca/pei (PEI) and  
squaredance.sk.ca (SK) is expected to be in place soon - now in place as sksquaredance.ca

**Placemats** – Many thanks to Dick Conley for all of his work on producing the idea of a place mat and an original copy as well as Martin Mallard for adding the finishing touches.

Everyone is enthusiastic about the finished product but how to manage production costs is still under discussion. It was decided that each Society Representative would discuss it with as many people as possible, in particular, questioning how many clubs, associations or Federations would be willing to get out into the community to sell advertising to make the production of placemats feasible.

**Youth Square & Round Dancing.**- What should Canada do to sponsor youth dancing in schools & elsewhere. (a) Make a Video or CD available to schools) (b) Encourage clubs to assist in teach SD in schools. It was felt by Publicity & Promotion Committee members that this should be of high priority. It was agreed that all materials presently available would be located in one location so that if a need for material arose, any requests could be forwarded to that person.

Information regarding Club Leadership Journal published by Bernie Coulhurst, was sent to all members. This information can be found on the Society Web site.

We have approached Vice Chair- Facilities, of Calgary Convention 2004 for space and times at the convention for the following activities – Publicity booth (table), Room for a guest speaker (Brian Elmer) to speak on “The Business of Marketing Square Dancing” and if possible a room with speaker phones to enable us to have our next Publicity & Promotion Committee Meeting, open to the public at this convention

Marion Knight - Chair