



Community Dance Capital District Association

April 24th 2022 2:00 PM

Spring General Meeting

Belmead Hall



Open Discussion: Nothing to report

Call to order at 2:04 pm

Quorum: members – Yes (see attached)

Agenda- Approved by: Marion Jenkins – Seconded by – Gary Smith Passed

Approval of minutes of the AGM general meeting -posted online and distributed though Mailchimp.

Motion to accept – Bruce Nelson – Seconded by - Paul Dupras Passed

Executive Reports

President – Janice Fendall

- Welcome everyone to our Spring General meeting. Thank you for taking the time to come to this meeting and show your interest in the CDCDA and group clubs activities. Thank you to our executive that have been attending Zoom meetings over the last several months and continue to keep this organization running smoothly and moving forward. We've had a slow start of dancing and opening of clubs this spring but congratulations to the clubs that started, got their callers and dancers excited about dancing again after a long time out. The feedback that I have received has been very positive. Our dance event committee and our promotions committee have been working very hard to organize the Alberta Tour dance with guest caller Don Moger (which is next Saturday), our weekly summer dances, demos at trade fairs, farmers markets and dance in the parks. Don Moger tickets are on sale online or you can buy yours here today or at the door on Saturday. The summer dances schedule is available for pick up on the table. There are 2 topics on the agenda that I would like to bring special attention to as a point of concern to me and should be to all of you too. First is Volunteers. As you know all organizations depend heavily on volunteers. The CDCDA is no different. I am putting out a call for all dancers to consider volunteering when you can and not think that someone else will do it. This applies not only to considering being part of our executive but to helping at the Don Moger Dance, our summer dances, and coming out to demos organized by our Promotions Committee. Which brings me to my 2nd concern. The CDCDA uses our website and a bimonthly email to let everyone know about what's happening. In fact the email subject line is CDCDA Upcoming Events. We are hearing that people don't know about this or that and we're thinking, well it has been announced in the email distribution for the last month or so. It's been on the calendar. I ask, is there is a reason why people may not read our emails? Tell us how to improve it and tell your dance friends to read it. Look at our website calendar (more than once) because it is being updated all the time. Also to all club webpage administrators, keep your webpage up-to-date. If you need help, ask. We have resources available to help. Just last week I was talking to interested dancers who were looking for places to go and I had to apologize for some of the out-of-date information.

Thank you

Financial Reports – Presented by Carman Dufresne & Wade Garner

Servus Credit Union Operating Account - \$45,619.89

- Common Shares- \$1.53
- GIC Account - \$6051.33
- Interest- \$68.63
- Total - \$51,741.38
- Monthly Expenses: E-Transfer fee's of a \$1.50 per transaction, Big Red office rent, Bookkeeper, Admin, and website creator salary's.

Servus Credit Union Casino Account - \$109,956.73

- Common Shares- \$1.30
- Total - \$109,958.03

Servus Credit Union Cottle Fund – Savings - \$4,749.52

- Chequing - \$8.25
- Common Shares- \$1.19
- Total - \$4,758.96
- Motion to accept the financial report as presented- Carman D., seconded by Marion Jenkins. Passed.

Promotions – Gary and Eileen Smith

CDCDA General Meeting - Promotion Committee Presentation

1. We have been working on updating the web site to be more user friendly for new dancers to connect to our dance community - i.e. what are the dance forms and where can you start learning? FAQs, videos, etc. We want to get the web site ready for new dancers.
2. So far six events are planned which will result in promotion this summer to draw potential new dancers. Current schedule:

Date/Time - Caller/Cuer - Location and other information

Wednesday June 1 st 7:30 PM to 8:30 PM; MURRAY FEW & Wild Rose Old Tyme Fiddlers; Leduc Mclub Centre Leduc, Scripted dance with audience

Friday June 3 rd 4 PM to 7 PM; GARY WINTER & Wild Rose Old Tyme Fiddlers; Leduc Trade Fair Leduc Rec Centre 4330 Black Gold Drive Leduc, AB; Contact Arlene 780-469-2998 (please leave a message)

Saturday June 4 th 2 PM to 5 PM; KEN SIPE & Wild Rose Old Tyme Fiddlers; Leduc Trade Fair Leduc Rec Centre 4330 Black Gold Drive Leduc, AB; Contact Arlene 780-469-2998 (please leave a message)

Saturday August 6 th 11 AM to 1 PM; KEN SIPE; Downtown Farmers Market 10305 97 th Street Rain or Sunshine

Sunday August 7 th 12 noon to 2 PM; GARY SMITH, with MARY & BRUCE NELSON; Callingwood Farmers Market 6655 178th Street; dry weather only.

August 31 st 4:30 PM to 6:30 PM; MURRAY FEW; Southwest Farmers Market 2051 Leger Road NW; dry weather only.

We are considering added a few more events, possibly parks, the legislature grounds, etc. Dancers are welcome at all of these events. All events are FREE to dancers. Keep an eye on the CDCDA dance calendar.

3. There has been recent success in attracting new dancers through the use of social media postings (For our Square Up! club, and in Strathmore AB). You will be hearing from Cassidy Peters. Cassidy is a recent U of A graduate, Bachelor of Design and was recommended by Ania who previously worked with CDCDA in marketing efforts.
4. Cassidy will present her work and plans for the future, to attract new dancers to CDCDA by promoting the CDCDA web site through social media web sites e.g. Facebook, Instagram, and other sites. She has the skill set to support CDCDA and member clubs in many ways.
5. At the conclusion of Cassidy's presentation, the promotion committee will review the next steps including a budget for Cassidy's time, and for our planned events and promotional marketing plan.
6. Welcome Cassidy – Presentation by Cassidy Peters
7. The Promotion Committee is collecting information about all clubs who are planning for a new dancer intake in the fall. We need basic information to include your club in a promotional handout to be used at summer promo events. We have a deadline of May 17th to receive your information, in order to be included in the promotion plans. In addition to your basic information, we encourage you to provide a poster, and to update your club's CDCDA webpage to reflect your new dancer program
8. We have two motions we would like to bring forward. 1) is for general summer promotion activities, and 2) is for an approval for Cassidy Peters to continue to support CDCDA promotional efforts.

Motion 1 background:

So far we have specific plans for 6 events, 5 of which will be funded by CDCDA. We would also like to plan one or two more events. A leader fee for 7 events at \$125/event is \$875. We will also have printing of a promotional brochure, approximately \$300. Gift basket for the Leduc Trade Fair \$100. These items total \$1275. We will direct all eligible expenses to the Casino Fund. We want to ask for \$1,500 dollars, to give us a working cushion.

Motion 1:

The promotion committee requests that a \$1,500 budget be approved for summer 2022 promotional activities.

Motion seconded by Bruce Nelson. Discussion followed about other promotional advertising items such as street signs that can be a bit expensive.

Motion 2 background:

We are looking for CDCDA approval for a communication/advertising plan/budget to utilize Cassidy's skill sets for posting on social media sites to draw new dancers to the CDCDA web site, and assist our area clubs to attract new dancer prospects. There will be a roll out of postings emphasizing the fun, social, and health benefits of dancing. Peak postings will occur prior to the fall startup of lessons, and again late in the year for another programs beginning in January.

Motion 2:

To approve a budget of up to \$500/month for Cassidy Peters to continue promotional services for CDCDA (on average, some months may be less, some months may be more) for 8 months May thru December, a total of no more than \$4,000.

This motion was discussed and it was decided to join the motions together and present one motion, one budget value.

Amendment by Mary Nelson to the above 2 motions that the Promotions Committee be given a budget amount of \$10,000 to spend on callers, facilities, promotional activities (such as Farmers Markets), promotional items (including printing) and Cassidy Peters fees. Seconded by David Jordan. Discussion followed.

Amendment by Marian Jenkins to the above amendment that the budget amount be increased to \$15,000. This second amendment was accepted by Mary Nelson. Seconded by David Jordan – Passed.

New business

- Special dance featuring Don Moger. Tickets on sale online and at the door.
- WESAC has set out a rule that all that enter the hall have to have a double covid 19 vaccination.
- Special mailchimp to be sent out 2 days before the event.
- Email Distribution with Mailchimp, hoping people are opening up the email to get the information they need.
- Convention 2022 – Lacombe September 3-5th 2022.

Summer Dances

Looking for volunteers to help with chair set up etc. Will need to have a discussion with the callers on what level of dance, basic with a mainstream workshop? We need to encourage more people to attend.

Club Reports:

Square Up! Submitted by Gary & Eileen Smith

We have been successful in conducting a new dancer program, beginning Nov 1, 2021, with a second intake February 7, 2022. We expect to get our new dancers through the mainstream program by May 16. We are planning for a new dancer intake for the fall beginning Sept. 26.

Crossfire Submitted by Gary & Eileen Smith

For the 2021-2022 dance season, we had a Crossfire PLUS program, dancing twice per month. We also ran a Crossfire A1 program weekly and finished teaching the entire A1 program. Next season we will begin our Crossfire PLUS program on Oct 2, aiming for two Sundays per month, and an ADVANCED (A) program teaching both A1 and A2 starting Sept. 27. For this ADVANCED program, any PLUS dancer is eligible to attend. No previous A level experience is required.

Fun Steps Submitted by Mary & Bruce Nelson

We have had a wonderful year of Phase III/IV/+ Dancing. Our dancers were willing to step out of their Covid comfort zone to get back to dancing. We have danced our way through Phase III Rumba, Cha & Foxtrot with a little Jive, Waltz, Two Step along with some Phase IV Rumba, Slow Two Step, Bolero, Foxtrot, Waltz. We were able to get a Beginners group going in February with 5 couples. With the shortened season, we decided to teach them Rumba and the dancers have succeeded in learning most of the Phase III Rumba moves in the past 2 months. Bruce & I will be looking after the program for the July 7 CDCDA Choreographed Ballroom Dance and have gotten Glen & Audrey Eliasson's agreement to look after the August 11 CDCDA Choreographed Ballroom Dance. We have made plans for the coming 2022/2023 season of dance and have posted our new schedule to our Fun Steps page on CDCDA. We have created flyers that will be posted on our Facebook page as well as a great list of neighborhood Facebook pages that was created – Thanks to Gary & Eileen Smith. We will also be joining Gary & Eileen at the Callingwood Farmers Market on August 7 to help promote Choreographed Ballroom Dance.

Double Diamonds presented by Paul Dupras

Switched locations to a Lutheran church, Tuesday nights 7-9 pm. They hosted their last dance on April 26th.

Luke's and Lucy's presented by Terry Coulbourn

Started dancing in March, last dance will be on May 5th 2022. Donations are being accepted to camp He Ho Ha. Dance time is from 7-9 pm.

Country Sunshiners presented by Carman Dufresne

Season has wrapped up.

Next Meeting:

Fall General Meeting at Belmead Hall Nov 20th 2022 – Possible date change due to Grey Cup Game

Meeting adjourned at 4:27 pm.

Attendance Listing

Quorum Requirements

3% of membership: $465 \times 3 / 100 = 14$ members required – 20 members present

30% of 21 Clubs = 6 clubs required – 8 clubs present

CDCDA GENERAL MEETING April 24, 2022 Belmead Community Hall	
ATTENDANCE	
Name	Club Being Represented
DAVE PATTERSON	CDCDA / CDCA ¹
JANICE Fendall	Edmonton Singles ²
BRUCE NELSON	FUN STEPS ³
MARY NELSON	FUN STEPS
Wayne Jenkins	Sunshiners CDCA
Marcus Jenkins	Sunshiners CDCA
BARBARA HOSTYN	LUKE'S & LUCY'S ⁵
Gary Smith	Crosstire ⁶
Eileen Smith	Square Up! ⁴
Carman Dufresne	CDCDA Country Sunshiners
John Ermanow	R/D - h/h ⁷
Paul Dupas	Double DIAMONDS
WADE GARNER	LUKES + LUCYS
David Juran	Square Up! ⁴
Judy Louboun	Lubox Luys
Molly Blazenko	" " "
Ellen Kintoch	Country Sunshiners
Mona " "	" "
Robert Ritchie	Lukes + Lucys
Barbara Behn	Country Sunshiners

20 members

8 Clubs

CDCDA FINANCIAL TRANSACTIONS						
January 1 - March 31, 2022						
OPERATING ACCOUNT						
BANK BALANCE AS OF MARCH 31, 2022						
Servus Credit Union Chequing Account					\$45,619.89	
Servus Credit Union Common Shares					\$1.53	
Servus Credit Union GIC					\$6,051.33	
Accrued Interest					\$68.63	
Total					\$51,741.38	
MONTHLY TRANSACTIONS						
DATE	NUMBER	NAME	MEMO	EXPENSE	INCOME	
January 1, 2022	253	Big Red Accounting	Office Rent January 2022	\$525.00		
January 1, 2022	etransfer	Wade Garner	Bookkeeping December 22, 2021 to January 21, 2022	\$105.00		
January 1, 2022	etransfer	Servus Credit Union	Service Charge on etransfer	\$1.50		
January 3, 2022	Deposit	Deposit	Promenader Advertising		\$50.00	
February 1, 2022	254	Big Red Accounting	Office Rent February 2022	\$525.00		
February 1, 2022	etransfer	Tina Duncan	Office Assistance for January 2022	\$187.50		
February 1, 2022	etransfer	Servus Credit Union	Service Charge on etransfer	\$1.50		
February 7, 2022	Deposit	Deposit	Online Dance Registrations		\$38.24	
February 23, 2022	etransfer	Wade Garner	Bookkeeping January 22, 2022 to February 21, 2022	\$135.00		
February 23, 2022	etransfer	Servus Credit Union	Service Charge on etransfer	\$1.50		
March 1, 2022	255	Big Red Accounting	Office Rent March 2022	\$525.00		
March 1, 2022	256	Big Red Accounting	Annual Financial Review	\$567.00		
March 1, 2022	etransfer	Tina Duncan	Office Assistance for February 2022	\$120.00		
March 1, 2022	etransfer	Servus Credit Union	Service Charge on etransfer	\$1.50		
March 14, 2022	Deposit	Deposit	Promenader Advertising		\$25.00	
March 14, 2022	Deposit	Deposit	Promenader Advertising		\$50.00	
March 18, 2022	Deposit	Deposit	Online Dance Registrations		\$28.52	
March 21, 2022	etransfer	Wade Garner	Bookkeeping February 21, 2022 to March 20, 2022	\$105.00		
March 21, 2022	etransfer	Servus Credit Union	Service Charge on etransfer	\$1.50		
March 22, 2022	257	Janice Fendall	Reimbursement - Square coffee sales equipment	\$102.90		
March 22, 2022	Deposit	Deposit	Donation from Whitecourt Whirlers		\$2,056.79	
March 24, 2022	Deposit	Deposit	Online Dance Registrations		\$9.90	
March 25, 2022	Deposit	Deposit	Promenader Advertising		\$50.00	

CASINO ACCOUNT						
BANK BALANCE AS OF MARCH 31, 2022						
Servus Credit Union Chequing Account					\$109,956.73	
Servus Credit Union Common Shares					\$1.30	
Total					\$109,958.03	
MONTHLY TRANSACTIONS						
DATE	NUMBER	NAME	MEMO	EXPENSE	INCOME	
January 1, 2022	etransfer	Cheerific	Website Maintenance January	\$417.00		
January 1, 2022	etransfer	Servus Credit Union	Service Charge on etransfer	\$1.50		
January 20, 2022	Mastercard	Servus Mastercard	MailChimp	\$14.14		
February 1, 2022	etransfer	Cheerific	Website Maintenance February	\$417.00		
February 1, 2022	etransfer	Servus Credit Union	Service Charge on etransfer	\$1.50		
February 19, 2022	etransfer	Cassidy Peters	Promotions Proposal	\$50.00		
February 19, 2022	etransfer	Servus Credit Union	Service Charge on etransfer	\$1.50		
February 23, 2022	Mastercard	Servus Mastercard	MailChimp	\$14.08		
February 23, 2022	Mastercard	Servus Mastercard	ACN Canada	\$102.89		
February 23, 2022	Mastercard	Servus Mastercard	ACN Canada	\$102.89		
March 1, 2022	etransfer	Cheerific	Website Maintenance March	\$417.00		
March 1, 2022	etransfer	Servus Credit Union	Service Charge on etransfer	\$1.50		
March 20, 2022	Mastercard	Servus Mastercard	MailChimp	\$15.50		
March 20, 2022	Mastercard	Servus Mastercard	ACN Canada	\$102.89		

COTTLE ACCOUNT						
BANK BALANCE AS OF MARCH 31, 2022						
Servus Credit Union Chequing Account					\$8.25	
Servus Credit Union Savings Account					\$4,749.52	
Servus Credit Union Common Shares					\$1.19	
Total					\$4,758.96	
MONTHLY TRANSACTIONS						
DATE	NUMBER	NAME	MEMO	EXPENSE	INCOME	
January 31, 2022	Deposit	Deposit	Interest		\$0.40	
February 28, 2022	Deposit	Deposit	Interest		\$0.36	
March 31, 2022	Deposit	Deposit	Interest		\$0.40	