

Marketing Committee Report

-Submitted by Claudia Littlefair & Rachelle Cournoyer, Co-Chairs

July 18, 2016

PROGRESS TO DATE

- Established a membership list of nine members and one ex-officio member (CSRDS President). Provinces not represented are: Newfoundland, Prince Edward Island and Saskatchewan.
- Set up a closed CSRDS facebook page for committee members to post items to and for discussion purposes.
- Several items of interest have been posted to the facebook page.
- Initial review done of the Terms of Reference.
- The rack card project has been put into abeyance, and the focus will be on web promotion and design.
- Received approval from CSRDS for a budget of \$4000.
- Proceeding to a phase one re-design of our website to edit our information and make it more accessible to our membership. Phase two will be undertaken next year will focus on promotion.

FUTURE PLANS

- Complete the review of the Terms of Reference, and send recommendations/revisions to the Board.
- Contact each member of the committee to gauge their interests and use them to survey their regions as to the needs a national website should fulfill, and what an on-line clearing house should contain.
- New website design. Phase one will focus on a redesign providing basic information for our members. Phase two will focus on the promotion of our dance forms.
- Set up a national CSRDS Facebook page to which Federations/Associations/Clubs may post links their own Facebook pages featuring news, photos and videos.
- Develop an on-line clearing house as part of the CSRDS website. Over this past year, CALLERLAB has developed a clearing house which is now available on their website. We can link to their clearing house, and can include additional resources on our own.

Appendix One
Terms of Reference

1. Set up Committee.
2. Review existing Terms of Reference and provide recommendations to the Board for revisions and updates.
3. Provide annual budget estimates to Treasurer 3 months prior to the end of the Society's current fiscal year. This is currently set at \$4,000 per year.
4. Provide President with the names/addresses of all Committee members.
5. Provide a Report of the Committee for meetings of the Boards, at least twice per year and the Society General Annual meeting.
6. Provide Society Webmaster with information regarding goals, activities and results of committee for posting in the Society Web Site.
7. Provide Society Webmaster with a Report of Committee for publication prior to Society meetings on the Society Website.
8. Provide other Directors with progress reports for them to pass on to their Federations/Associations.
9. Ensure the President, as an ex-officio member of all Committees, receives a copy of all Committee Minutes, agendas, etc.

Appendix 2

Marketing Committee Members

Alberta: Claudia Littlefair 403-934-5966 322 Maple Tree Way, Strathmore T1P 1H9

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British Columbia: Nick Turner 942 Soda Creek Road, Williams Lake, V2G 5E4
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New Brunswick: Don Walls dw0953@gmail.com

Bill Scott: bill.scott@bellmedia.ca

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Gloria Bateman 613-628-9777 bateman.gloria@gmail.com

Quebec: Rachelle Cournoyer and Peter Grondin 514-631-3679 170 McNicoll Cr.
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Ex-officio member: president Eric McCormack 506-738-2161 6 Harmony Road,
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Saskatchewan:

Prince Edward Island:

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