

September 6, 2015 CSRDS Meeting

ARTS Report

-Submitted by Claudia Littlefair



1. In May, 2015 the ARTS approved **CSRDS as an Auxiliary Board Member**. Auxiliary members are not required to make any financial commitments to the ARTS.
2. ARTS stands for the Alliance of Round, Traditional and Square Dance. A group of people passionate about dance formed this coalition. It's **objective** is to promote awareness and growth of:
 - contemporary square dance
 - round dance
 - contra and traditional dance
3. The ARTS website contains **promotional material and information** that can be downloaded and used by other dancers to promote dance. Examples of material include a dance fact sheet, trifold brochure, video clips of the dance forms, and a newsletter. It also contains information for the general public who are interested in knowing more about these dance forms. The site is linked to "Where's The Dance".
4. ARTS has recently been approved to receive donations through the **Amazon Smile** website. Amazon donates 0.5% of the price of eligible AmazonSmile purchases to a charity of the shopper's choice. The products, prices and service is the same as the regular Amazon.
5. They are in the process of developing an **electronic mailing tree** to publicize ARTS and distribute information to the dance community. The goal is to link ARTS to every square dance club in the U.S. and Canada.
6. ARTS is carrying out a project called **Re-Image Square Dancing**. Some of the committee's major accomplishments include:
 - Adoption of a new modernized Square Dance logo. This logo was created for B.C. Federation about 10 years ago. It is available on BC's Dance Connection website: http://www.squaredance.bc.ca/Clip_Art/logos.shtml. Permission has been granted to edit the colors of the logo but the proportions must not be adjusted.
 - A new Square Dance slogan has been created: "Live Lively – Square (or Round, etc.) Dance. See: http://www.squaredance.bc.ca/Clip_Art/live_lively_logos.html. The hope is that these logos and the slogan (or something comparable to the slogan) will be used by dancers/leaders on all promotional and other material, and become recognizable to our activity.
 - Promo items using the slogans have been created (pins, window stickers, bolos).
 - A Live-Lively website and Face Book page have been created.
 - Short video clips "What Is Square Dancing" have been created.
 - Work is being done to create videos for TV commercials. The clip will feature someone doing something active or living lively (eg. jogging, canoeing, hiking) and at the end of the clip that person will say "And I square dance."