



ALLIANCE for ROUND, TRADITIONAL and SQUARE Dance (ARTS-Dance)

Square Dance Re-Image Program

(Approved September 28, 2015)

BACKGROUND -

The Re-Image Committee is an official ARTS committee. It was established by the ARTS Board to manage and coordinate the Square Dance Re-Image Project. A special account has been established for this Committee to fund various re-image efforts. Funds in this account have been authorized to be expended at the discretion of the committee leadership and Executive Director.

The Square Dance Re-Image Project has been renamed the "ARTS Square Dance Re-Image Program" and is recognized as a formal ARTS program. This program will be managed by the ARTS Re-Image Committee. The ARTS Governing Board has approved this action in order to maintain continuity and survival of this effort into the future. This document provides details of the ARTS Square Dance Re-Image Program.

The Re-Image Committee has been able to make great progress due, in part, to the general operating procedure of the committee. This procedure provides for coordination of activities, including payment of expenses, through phone and email conversations between the committee leadership and the Executive Director. This procedure includes periodic status and financial reports submitted to the Board and others. These reports are intended to keep appropriate people aware of the re-image activities and monies collected and expended. The formalization of the program will not change the general operating procedure, which will remain in place.

DETAILS -

The following are items which will be enhanced by this action:

1. The Board accepts the responsibility to maintain the Re-Image Committee
2. The Re-Image Committee is assigned responsibility to manage fiscal activity for the Re-Image Program
3. The need to formally appoint more Re-Image Committee Members is recognized and the Board accepts responsibility to find and approve additional members
4. The Board recognizes a need to create, fund, and promote a National Advertising Committee. The purpose of this committee is to determine what and how to advertise
5. The Board recognizes a need to create, fund, and promote a Fund-Raising Committee. The purpose of this committee is to start advertising for bequests and other fund-raising efforts
6. The Board recognizes a need to create, fund, and promote an ARTS Marketing Materials Committee to identify and create or obtain marketing material; the purpose of this committee is to continuously create or find new marketing and promotion material
7. The Board recognizes the need to look for a national organization to partner with; such partners include: health organizations, physicians, ParticipAction, Silver Sneakers, and others, as appropriate