

**HEART OF AMERICA FEDERATION
of
Square Dance Clubs**

**MINUTES
BOARD OF DIRECTORS/DELEGATE MEETING**

Saturday, July 12, 2025

The meeting was held at Shoal Creek Patrol Division, 6801 NE Pleasant Valley Rd, KCMO.
Roberta Beier, President, called the meeting to order at 12:02 p.m.

Attending the meeting:

Federation Officers and Staff:

President: Roberta Beier & Jackie McKown
Vice President: Juline & Robert Norman
Recording Secretary: Laurie & Paul Russ
Corresponding Secretary/Insurance Coordinator: Brenda Colvin
Treasurer: Ginny Battiest
Fed Facts Circulation Manager: Susan Bender
Historian: Gay Clemenson

Club Delegates:

BNR Squares: Claude Burch
Cross Trailers: Sue Bates
Docey Dandies: Susan Bender
Harmony Dancers: Teddy Ballard
Heartland Squares: Michelle Wilson
Live Wires: Rick Long
Savannah Sashayers: Jerry Belgum

Past President: Don Strange

Guests: Mike Salerno, Caller (via Zoom)
Patricia Chaney, Live Wires (via Zoom)
Jane Knoche, Docey Dandies (via Zoom)
Dan Wheeler, Webmaster/Crosstrailers
James Shaw, Crosstrailers
Ruth Ann Reynolds, Crosstrailers
Lynn Underwood, KSDA
Susie Shearer, Harmony Dancers (Alternate Delegate)
Glenda & Robert Cummins, Cross Trailers (Alternate Delegate)

Absent:

Fed Facts Editor: Karla Jones
Fed Facts Circulation Manager: Tom Bender
KC Plus – Mike Shedor
Peppy Promenaders Delegate: Iz & Karen Israel or Penny Byers
Pistols 'n' Petticoats Delegate: Joyce Schemmer
Shooting Stars Delegate: Fred & Desiree Stone or Betty & Jerry Hecker
Stewartsville Cut-ups Delegate: Larry Liebig
Past President Annette Davis

Past President Lois Zeller
Past President Dick & Libby Gilbert
Past President Doug & Sandy Finnicum
Past President Fred & Carolyn Goucher
Past President Edythe Weber

There was a short discussion about changing the meeting time from Noon to 1:00pm. Roberta asked for a vote on making this change. There were 6 Yes votes and 4 No votes. Going forward the meetings will start at 1:00.

Don Strange commented that moving the meeting dates, places and times need to be more carefully considered. There was not a vote on the change from Sunday to Saturday. Brenda Colvin made a motion that the meetings will be on Saturday; however, Don objected with a point of order that an officer is not allowed to make a motion.¹

Michelle Wilson motioned that the meetings shall be held on a Saturday in odd months. Motion was seconded and the vote was 10 Yes, 1 No and 1 Abstained. Motion passed. Meeting dates for the remainder of the calendar year are July 12, September 13, and November 22, 2025.

The Executive Committee had decided that we would publish the minutes on the website in draft form for review. As a cost saving measure, they would no longer have them printed in Fed Facts. Annette Davis, who could not attend, sent a letter to the HOAF Officers expressing concern about this matter. This decision was put to the Delegates for input and approval. There was a discussion regarding when and where the minutes will be made available. Sue Bates made a motion to no longer print them in Fed Facts. Motion was seconded. After further discussion Sue amended the motion to include:

- Discontinue publishing the minutes in the Fed Facts
- Publish the minutes on wesquaredance.com
- The Corresponding Secretary will e-mail the draft minutes to Delegates and Presidents, with a return email address. Delegates and Presidents who attended the meeting can respond with suggestions for correcting the minutes
- The Corresponding Secretary will mail the minutes through USPS to any Delegate or President that has requested mailed minutes because they do not have access to the internet.

The motion was seconded and it passed with a unanimous vote.

Minutes from the previous 2 meetings needed to be approved. Sue Bates made a motion to approve the minutes from the April 27th meeting. The motion was seconded and there was a unanimous vote for approval.

Susan Bender made a motion to approve the minutes from the May 17th meeting. The motion was seconded and there was a unanimous vote for approval.

¹Roberts Rules of Order 1:4 states that “a *member* of an assembly...is a person entitled to full participation in its proceedings that is ...the right to *attend meetings*, to *make motions*, to *speak in debate*, and to *vote*.” Therefore any officer, delegate or past president is allowed to make a motion.

Officer and Staff Reports:

1. President

- Roberta reported that the Audit Committee was set up with Steve Wilson as chairman, and Mike Panjada and DJ Sermon also serving on the committee. The goal is to have the audit completed by month July 31, 2025.
- The Bylaws Committee is chaired by Mike Shedor and committee members include Helen Cummins, Patricia Chaney and Dan Robinson. Don Strange stated that Dan Robinson, who is a caller, may not serve on committees.² The committee has met twice and has started drafting changes to the bylaws. Once their recommendations are complete, they will be presented to the Executive Committee for review. After the Executive Committee has reviewed them, the recommendations will be taken into consideration. The proposed changes will then be presented to the Board at a regular Board/Delegates meeting for discussion. A Special Meeting will be called for voting on proposed changes. No dates are set at this time.
- The KSDA is hosting a seminar in January called "Improve Your Club's Health" led by Jim Howard. This is an all-day event with the seminar in the morning, lunch, and a dance in the afternoon. Roberta encouraged everyone to attend if possible. A flier was distributed with the details and is included in these minutes.
- The USDA had their annual meeting which James and Helen Cummins from Crosstrailers attended to represent the HOAF. Roberta will review the material they provided and report back to the delegates at the next Board/Delegates meeting.
- HOAF forms are updated and posted on the web. Changes include the increased charge for insurance which is being increased to \$6 per person for 2026. The current cost is \$5.90 and this premium has been going up every year.
- The Executive Committee has discussed forming 2 separate committees in place of the Publicity Committee. A Publication Committee, chaired by the Fed Fact Editor, would produce, publish and distribute Fed Facts. A Festival Committee would plan, decorate and manage the annual festival. This change would be included in the proposed changes to the bylaws.

2. Vice President

- Juline is handling the Vigorous Visitors Awards program. New cards have been prepared which includes the rules and qualifications. There was discussion on the rules and it was determined that items #2 and #3 were confusing and require clarification. There was also discussion about whether or not we should keep this program or eliminate it. Roberta asked the Delegates to take this question to their clubs and get their input so we can vote on this at the next Board meeting in September.

Juline also asked if the HOAF should support awards to individuals for visiting. The consensus was that this should be done at the club level.

² The Bylaws Article 14 states that "The President shall appoint the members of...committees as necessary and advisable from the Federation membership at large." Therefore, this is an incorrect statement.

- Juline is serving as chair of the Credentials Committee. The purpose of this committee was explained and there may be some changes in the bylaws proposed.
3. Treasurer
- Ginny distributed financial statements for YTD and last quarter.³ There was a loss of \$2,108 for the 3rd quarter of this fiscal year. The loss included the following:

Operating Loss (Office Expenses) -\$213
Lessons (Payout to Clubs) -\$950
Fed Facts (net loss for quarter) -\$1005
 - Ginny received a memo from Mike Shedor saying that donations from club members should be separated from those received from non-members because the HOAF is a 501(c)7 organization. Ginny stated that there was no need to make this change.
 - After Ginny reported the losses for the quarter, Roberta reiterated that it is her goal for the HOAF to be cash flow positive. She stated that if the HOAF continues to have similar deficits, reserves will be depleted in approximately six years.
4. Recording Secretary
- Laurie said that she and Juline are working on the revising and simplifying the forms that are required to be submitted annually. The Delegates and club Presidents will be asked to suggest changes and review recommendation prior to finalizing the updates to the forms.
5. Corresponding Secretary
- Brenda asked that the clubs send in changes to their list of officers if there are changes due to recent elections, etc.
6. Fed Facts Circulation Manager
- Susan Bender reported that delivery problems from USPS have increased.
 - There are 85 printed Fed Facts being mailed and 2 electronic subscriptions.
7. Fed Facts Editor
- Karla Jones could not attend, so in her absence, Roberta recapped her e-mail. She is working on finding a new printer that might be less expensive for printing and will mail using the cheaper USPS Periodical rates. She also asked for any stories, pictures, jokes, etc. that could be included in the Fed Facts.
 - Misinformation in the Fed Facts was discussed and this could be curtailed with more proofing before the publication. Teddy Ballard asked to be added as a proof reader for the Fed Facts.
8. Historian
- Gay Clemenson recently took this position and she asked for information to be sent to her. She also needs captions to go with photos including names of people, clubs, the date and name of the event. Her phone number is 913-238-2580 for texting or calls.

³ The Profit and Loss statement distributed at the meeting was for the wrong timeframes. A corrected report is attached to replace the one distributed at the meeting. The Balance Sheet was correct.

HOAF Festival:

Roberta updated everyone on several aspects of the planning for the 2026 HOAF Festival.

- One of the goals of the 2026 Festival is for it to be profitable. Roberta estimated that we will need approximately 155 attendees to break even. Break-even figures are based on an average \$25 admission fee and fixed costs for the caller, venue and hotel plus approximate costs for decorations, promotion/fliers, supplies, badges & banners. Roberta stated that this should be achievable with the 400 HOAF members we currently have.
- It was acknowledged that there is a conflict with the NE District dance, but the caller contracts were signed in March 2025 and, therefore; the Board voted in May not to change the date of the festival.
- The flier will be placed in the Travel On magazine when it is finalized.
- Roberta has been communicating with the callers Tim Tyl and Ken Burke. They plan to do a Caller Forum on Friday afternoon, which will be free of charge. Levels of dancing was discussed. Some suggestions included:
 - Mainstream and Plus should be called at all sessions at a ratio of 2:1 or 3:1. The Board agreed that every 4th tip should be a Plus tip.
 - Schedule an Advanced session from Noon to 1 on Saturday
 -
- Opportunities for new callers was discussed and it was suggested that we offer a few tips during the Saturday afternoon session.
- It was suggested that we communicate with restaurants and possibly get deals arranged for pre-made meals or discounts.
- A suggestion was made to work with the local police to ask for patrols in the parking lots during the dances.
- The callers need a stage which will cost about \$100 to rent.
- The Festival Committee will be charged with creating a budget for the dance. Mike Shedor is the chairperson and volunteers are needed.
- There was a discussion about how the pricing should be structured. Michelle Wilson motioned that our pricing be as follows:
 - \$10 for Friday only
 - \$10 for Saturday afternoon only
 - \$20 for Saturday night only
 - \$35 for all sessions (which would be a \$5 discount if purchased separately)
 - Advance purchase would be \$30 for all sessions (an additional \$5 discount)

The motion was seconded and the motion passed with a unanimous vote.

Discounted youth pricing was briefly discussed but not voted on.

The meeting was scheduled to end at 2:00pm and there were more items on the agenda. Michelle Wilson made a motion to continue the meeting for additional time. There was a second and the motion passed with a vote of 11 Yes and 1 No.

Meeting participants took a break and danced the Hokey Pokey.

The 2027 HOAF Festival date was discussed. Rick Long made a motion to set the date for April 2nd and 3rd. There was a second and the motion passed unanimously.

Roberta will be attending several festivals and will be scouting for callers that might be available for our 2027 HOAF Festival. She requested authority to offer them a contract should one be suitable. Michelle Wilson made a motion that Roberta be authorized to negotiate a contract for up to \$1000 to retain a caller for 2027. The motion was seconded and passed unanimously.

Moderated Discussion

- Roberta had prepared and shared a summary of the moderated discussion from the previous Board/Delegates meeting. She explained her process and noted the majority of participants at the previous meeting indicated that attracting new dancers and supporting lessons for new dancers was a primary area of concern. There was discussion about identifying our target groups and how we can reach them. It was suggested that we need to use social media more along with word of mouth.
- Our website needs to be more inviting to new viewers. A digital billboard was suggested.
- Having a fund raiser for a local charity was discussed with an idea of getting a well-known local personality to co-sponsor the fund raiser. The hope is that a well-produced fund-raiser in a public location, with a local personality, would invite press interest which would expose a large number of people to the joys of square dancing.
- Roberta stated that this topic would be resumed at the next Board/Delegate meeting in September, because we were out of time at this meeting.

Roberta discussed an initiative that has been approved by Caller Lab. The initiative will reduce the number of Mainstream calls to 50. The calls that are removed from the Mainstream level will be moved to the Plus level, which would then have approximately 50 calls. The goal of the initiative is to make the Mainstream series of lessons shorter, making the introduction to Square Dancing more accessible. Caller Lab has not yet determined which calls will be moved from Mainstream to Plus. Caller Lab plans to roll out this initiative in September 2026. Roberta encouraged everyone to support this Caller Lab initiative.

Rick Long moved that the meeting be adjourned. Motion was seconded, voted, and passed. No further agenda items were discussed and the meeting was adjourned at 2:52pm.

Laurie Russ, Recording Secretary

Heart of America Federation of Square Dance Clubs
Profit & Loss YTD Comparison
April through June 2025

	Apr - Jun 25	Oct '24 - Jun 25
Ordinary Income/Expense		
Income		
GF Donations	0,00	10,00
GF Dues & Registration	0,00	240,00
GF HOA Pot of Gold	97,00	124,00
GF Insurance USDA	55,00	1,000,00
GF Interest Income	0,38	199,67
GF Misc Income	540,00	551,00
GF Newbie Dance	0,00	135,00
GF Petty Cash for Fed Dance	0,00	0,00
GF Registration Fed Dance	520,00	1,710,00
Total Income	1,212,38	3,989,67
Expense		
GF Badges & Banners	0,00	21,35
GF Bank Service Charges	0,00	2,16
GF Dues and Subscriptions	0,00	25,00
GF Federation Dance		
GF Advertising Expense	0,00	45,00
GF Appreciation Gifts	0,00	100,00
GF National Caller	0,00	1,825,00
GF Printing & Reproduction	92,45	280,92
GF Rent	900,00	900,00
GF Supplies	104,98	1,016,98
Total GF Federation Dance	1,097,43	4,167,90
GF Insurance U.S.D.A.	52,70	1,051,60
GF Lessons-Club Payouts	950,00	1,730,45
GF Lessons/Newbie Dances	0,00	251,45
GF Office	215,27	307,66
GF Rent Paid	0,00	200,00
Total Expense	2,315,40	7,767,57
Net Ordinary Income	-1,103,02	-3,797,90
Other Income/Expense		
Other Income		
Fed Facts	15,00	1,632,00
FF Ads & Contracts	90,00	745,00
Total Other Income	105,00	2,377,00

9:37 AM
07/14/25
Accrual Basis

Heart of America Federation of Square Dance Clubs
Profit & Loss YTD Comparison
April through June 2025

	<u>Apr - Jun 25</u>	<u>Oct '24 - Jun 25</u>
Other Expense		
FF Postage Expense	196.00	209.99
FF Printing & Reproduction	903.15	2,155.46
FF Supplies	10.80	10.80
Total Other Expense	<u>1,109.95</u>	<u>2,376.25</u>
Net Other Income	<u>-1,004.95</u>	<u>0.75</u>
Net Income	<u>-2,107.97</u>	<u>-3,797.15</u>