

## Highlights from the RSCDS Board meeting on 26 June 2021

- The Board welcomed Ewan Watt, Interim Director of Marketing, who outlined the new marketing strategy. The first step will focus on the 'Return to Dancing' in the UK. Step 2 will build on this, whilst introducing a global element and more dynamic messaging to encourage a cultural shift in perceptions of SCD. Finally, step 3 will focus on the Centenary, and beyond, to capitalise on earlier work. Ewan is working on highly detailed plans for the delivery of these stages before he leaves us at the end of his contract in August.
- A new Marketing Officer, Lyndsay Walker has been appointed and will join the office team on 2<sup>nd</sup> August, working alongside Ewan for a month.
- Alan Cunningham, from Auditors Alexander Sloan, joined the meeting to discuss the 2021 Trustees Report which has since been signed off by the Chairman and Treasurer before it goes to the AGM in November for approval by delegates. The Treasurer led discussion around subscriptions, discounts and future funding of the Society.
- It was agreed that the final DSAH newsletter, and class, will be in September, allowing sincere thanks to be expressed to everyone involved over the past year and a half. The first edition of the next generation of communication with members will be at the end of October, prior to the Autumn Gathering. Future mailings will avoid the two Magazine publication dates, and any overlap in content. This new format will be produced by the new Marketing Officer and have member-led content. Further details on how members and Branches can contribute will come soon!
- Planning for the Autumn Gathering weekend in November 2021, in Perth, is going ahead. Final arrangements will depend on Scottish Government restrictions but we are hopeful of running the usual weekend, with gentler dance programmes for muscles which may be unaccustomed to three days of dancing.
- Virtual Summer School planning is complete for 19, 21 and 23 July. Members and friends are invited to join us each evening in St Andrews from 8.00-9.30 (UK time.)
- The Board approved a new publication / project form for Committees to assist the Treasurer with budgeting and Office Manager in managing staff time, especially with the anticipated increase in events linked to the Centenary in 2023.
- After much discussion, the Board approved the recommendation of the Working Group that the Honorary President role would not be filled following the retirement of the current holder, Jean Martin, in November. (The RSCDS Articles allow for this role to be reinstated in future if desired.) Former Chairmen will be invited to be involved in ceremonial duties, should they wish. Celebrity Ambassadors will be approached for comments, and short videos, to be used in marketing SCD and, where appropriate, invited to attend an occasional event.