

MINUTES OF THE EXECUTIVE BOARD MEETING OF THE CA FOLKDANCE FEDERATION  
January 14, 2006  
International Folkdance Festival, San Carlos, CA

In attendance: Vick Vickland, President, Marion Earl, Vice-president, Ann Brown, Secretary, Louise Lidicker, Treasurer, Laila Messer, past president, Gary Anderson, Sidney Messer, Bill Lidicker, Elsa Bacher, Mel Mann, Dick Rawson, Arden Pierce.

Meeting called to order at 10:41 am. Minutes of the previous Executive Board meeting at the Fresno Festival were approved.

### Officer Reports

President Vick Vickland announced the creation of the "Sparkplug Committee" that includes Eileen Kopec, Loui Tucker, Ann Brown, Donna Frankel, and Judy Yamahiro. This committee was also introduced in the Feb. issue of "Let's Dance." The purpose of the committee is to generate and implement ideas and activities to increase participation in folk dancing.

Treasurer Louise Lidicker reported that an audit was conducted by Doran Emerson of the Berkeley Folk Dancers. The books and records for the fiscal year that ended May 31, 2005 were examined and all appeared to be in good order. Louise is to be commended for accuracy and for orderly Treasurer's reports. The report was unanimously accepted.

Editor Gary Anderson raised the issue of advertising rates for "Let's Dance!" He noted that there were 9 pages of advertising in the Feb. issue, and, given that the publication runs in the red, the rates could be raised. **Bill Lidicker moved that the rates be changed for member clubs to the following:**

Full page ad from \$25 to \$35

Half page ad from \$15 to \$20

All other size ads would remain the same price. (Quarter page ad is \$10). Gary anticipates that these rates would be stable for the foreseeable future. The motion to raise the rates was passed unanimously.

Membership Chair Sidney Messer reported that our membership has now reached 300 – nine new members since the last meeting. There are also 34 subscribers to "Let's Dance" who are transitioning to associate members as they renew. We have added one new club – the Snap-Y Dancers of Petaluma – to bring our club total to 63. That brings us to a grand number of 403 members.

The publication committee is seeking leadership. The current project is publishing dance descriptions online. Vick brings publications that may be purchased to all of the festivals.

The finance committee is also in need of another member. This brought forth a discussion of how there may be valuable skills among our members that we do not know of. To elicit these skills, ideas included including a line for "occupation (present or former)" on the application form, a letter in "Let's Dance!" outlining the skills that the Federation needs and what may be involved if one steps forward, and specific volunteer job descriptions to be announced at all festivals, sent to the clubs to be announced at club dances, and published in "Let's Dance!" and club newsletters. The bigger picture of "who is this person you are dancing with in his/her other life?" was also contemplated. Ways to foster more casual conversation include dining together before dances, social hour, and snack breaks.

Elsa Bacher presented an update on Insurance. Fifty six clubs have renewed their policies, covering 1,636 dancers. Nineteen of the clubs have received their certificates and 18 more are about to receive them. Volunteers Margaret Harrison and Joyce Bender were commended for helping to create mailing labels and for checking information on websites. Elsa is seeking a co-chair for the Insurance Committee.

Elsa Bacher noted that Max Horn had not received notification of the Board's previous decision to pay for the moving and storage of the Federation archives presently stored in his barn. He seems to be expressing no urgency in moving the materials as he would like to continue cataloging. Secretary Ann Brown will send him a letter informing him that we are standing by to act as soon as he is ready.

Marion Earl reported on the plans for the Statewide Festival, "Dance Your Way to San Jose" coming this May. The teachers are confirmed and the decorations committee is full of great ideas. A committee is working on developing a registration form. The options for issuing parking permits for the College lots were discussed, with the final suggestion being that all registrants be informed that the permits will cost \$2 a day and to bring quarters and dollar bills. Marion will also look into getting a stack of permits from the college that can be available at the door that will be good for the entire weekend.

Another issue for the Statewide, as well as other festivals, was the outreach efforts to bring younger people to our dances. As part of the agreement with West Valley College, the Institutes at Statewide will be free for West Valley students. Mel Mann motioned that we charge \$5 for each event (workshop, party, concert, etc.) to dancers 25 years and younger, bringing the total potential cost for the weekend to \$30. Children and teens 18 and under, accompanied by a parent, would be free. Dick Rawson suggested that we try out this strategy at the Statewide and then decide whether to implement it for other Federation events. The motion was passed unanimously.

Good publicity directed towards young people will be critical to the success of this outreach. Marion confirmed that press releases to college and high school newspapers and the community papers will be issued. The youthful and exciting dance genres (Salsa Rueda and Romanian), along with dynamic teachers and live music, could attract new blood – if people know about it. Ann Brown suggested a large color poster be developed, which could be created by students in the art/graphic design department at West Valley College.

Dick Rawson reported No News from the Institute Committee. Thanks to Marion Earl and Louise and Bill Lidicker for teaching the Institutes at this festival.

Mel Mann announced that information and applications for scholarships to the Stockton Folkdance Camp will be coming forth soon.

A By-laws Committee has been formed, consisting of Bill Lidicker, Craig Blackstone, Laila Messer, and Vick Vickland. They will start reviewing the by-laws this spring.

Laila Messer agreed to head up a nominating committee for recruiting new officer candidates.

The Folk Dance Promotion Fund committee has created flyers announcing the fund and application form and procedures. These flyers are available at all Federation events, can be mailed to clubs and members, and are available through e-mail by contacting any committee member. They are: Gary Anderson, Marion Earl, Bill Lidicker, Bruce Mitchell, and Loui Tucker.

Ann Brown reported that the Sparkplug Committee has been communicating through e-mail and will continue to brainstorm ideas to increase outreach and participation in folk dance among families, students, and community dancers. Some ideas include: inviting teachers of children's dance to Federation events, organizing workshops to teach teachers and after school leaders simple dances to share with children, making folk dance more visible by doing demonstrations and participatory beginning dances at community festivals and events, and assisting Festival publicity committees with suggestions for reaching out to young people.

Laila Messer reported that Chang's <sup>and</sup> Folkdance <sup>no</sup> Club has now held 8 Family Dances and that they continue to be successful and very happy events.

No update for Dance Descriptions – see Publications Report.

#### Announcements:

The next Executive Board meeting will take place at the Festival of the Oaks on Feb. 4 during the wonderful homemade hot lunch being prepared by Esther Mann, at 12:00 noon.

The Festival of the Oaks has changed venues – to the Alameda College, in Alameda. Institutes will be taught by Marion Earl and Al and Teddy Wolterbeek.

Feb. 12 brings us the Sweetheart Festival at the Napa Valley College.

March 3,4,5 features the Camellia Festival in Sacramento, with a fabulous line-up including Richard Powers, Yves Moreau, and Chubritza. The Federation meeting will be held Sunday morning, March 5, at 10:30.

April 1 – the famous Balkan Plus Party at the Marin Masonic Lodge in San Rafael.

April 23 – The Blossom International Folk Dance Festival at City College of San Francisco, 1:00 – 5:00. The Federation meeting will take place at 10:30 am.

May 19, 20, 21 – Dance your Way to San Jose Statewide Festival at West Valley College, Saratoga. Our stellar teachers include Cristian Florescu and Sonia Dion, Samy Makar (salsa rueda) and Chubritza. Federation meeting likely to be Sunday, May 21 at 10:30 am.

We honored the memory of Jim Oxford, who just passed away this Wednesday. A card was circulated to send to Irene. Other memorial dances were announced.

Ann Brown suggested that we all publicize these upcoming dances to our friends by using e-mail distribution lists and forwarding flyers, announcements, etc. The phone also works!

Bravo to the organizers and hosts of the International Folk Dance Festival – the Peninsula Council.

Meeting adjourned at 12:15.