

**Minutes of the Federation Meeting
January 14, 2012
at the Heritage Festival, San Carlos, CA**

In attendance: (22 Federation members present)

Lucy Chang (President)
Denise Heenan (Vice President)
Loui Tucker (Secretary)
Sabine Zappe (Treasurer)
Gary Anderson (Let's Dance Editor)
Bill Lidicker (Parliamentarian)
Laura Douglass (Board member)
Adony Beniares (Board member)
Becky Beniares (Board member)
Ken Kaye (Board member)
Ken McGreevy (Board member)
Marion Rose (Board member)
Judy Robinson (Board member)

Visitors:

Richard Graham
Irene Croft
Laila Messer
Sidney Messer
Louise Lidicker
Luiselle Yakas
Ken Moss
Joe Croco
Nancy Kaye

The meeting was called to order at 10:32 AM. A quorum was present. Laura Douglass and Ken McGreevy, new board members for the Finance Committee and Nominating Committee, respectively, were introduced.

The minutes of the meeting held October 2, 2011, were reviewed and approved (see Attachment #1). Motion to approve by Bill Lidicker; Sabine Zappe seconded. Motion passed.

The Budget for 2012-2013.

Lucy Chang suggests a "bottoms-up" approach rather than using the old budget and adjusting those numbers to create a new proposed budget for 2012-2013 (see Attachment #2). Committee chairs were asked to review the attachment and make an estimate of projected income and a request for funds for the up-coming fiscal year. Committee chairs are to email Finance Chair Laura Douglass with numbers by January 31, 2012. Laura will roll the numbers into the proposed budget, to be presented at the Camellia Festival in March.

Richard Killian's proposal to hold Statewide 2014 in Reno, Nevada.

Richard Killian has approached Lucy Chang with a request to have Statewide 2014 in Nevada where he lives.

Discussion:

1. While a proposal can be made at any time, it is too early to be making this decision.
2. We would prefer to keep the Statewide Festival in Northern California.
3. Southern California held Statewide in Las Vegas 6-8 years ago and, despite the draw of a vacation in Las Vegas, it was not well attended.
4. We would like to see more dance festivals, so perhaps THEY should manage their own. The Nevada dancers can create their own festival and call it Nevada Statewide.
5. Judging from the proposal, the people in Nevada don't seem enthusiastic about the idea.
6. As dance colleagues, we will offer them our expertise without actively getting involved.

Action: Lucy Chang will respond to Richard Killian. We will not offer financial support, but we will offer to provide "organizational support and advice." He can resubmit his proposal at a later time; perhaps the Fall of 2012 would be best.

New Dancers Festivals.

We have held three New Dancers Festivals; all were successes. The next one is scheduled for Friday, February 10, 2012, in Turlock, the same night that their local dance group meets. Lucy Chang shared a copy of the advertisement they prepared and published in *Let's Dance!*

Discussion:

1. They used the term "Beginners" instead of "New Dancers" in the fliers. It was felt that the wording of the fliers should be consistent with the earlier festivals.
2. In addition, they chose to use the phrase "World Dance" instead "International Dance," another questionable choice.
3. Perhaps the Communications Committee or an Officer needs to review the fliers before they are published.
4. The Board is nevertheless extremely happy that the Central Valley colleagues are joining the bandwagon and offering folk dancing to new and returning dancers in their community.

Action: Lucy Chang will encourage Susan Gregory, who currently prepares advertisements for Federation events, to run final drafts by a Federation officer for a consistency check with Federation goals.

Luiselle Yakas, Chair of the SF venue, reported that next New Dancers Festival will be in conjunction with the Blossom Festival scheduled for Sunday, April 22, 3:30–6:00 PM. Dance teachers and dances are being lined up. It will be for just two hours beginning at 1:00 PM. The Federation's General Assembly Meeting will be held that morning, which includes the election of officers for 2012-2013. This event coincides with National Dance Week.

George Pavel leads a group in Livermore, and they have expressed an interest in holding a new dancers festival in May or June in the Tri-Valley area. We will be hearing more from them as they get organized.

Discussion:

1. It is believed that the New Dancers Festivals are a good investment.
2. We need to do them for several years to really reap significant rewards.
3. We have some anecdotal evidence and some real evidence that these events have resulted in new dancers. At least 8 new dancers have continued to dance after the Peninsula/South Bay NDF and at least there is 1 new dancer who joined the Rossmoor group after attending the Berkeley NDF.
4. We need to develop a tool to track new dancers and to better analyze results.
5. We should form an ad-hoc sub-committee to "manage" the New Dancers Festivals.
6. It has primarily been Lucy Chang who has approached people/groups about holding a New Dancers Festivals with the offer of Federation support. We all need to be more pro-active in this regard.
7. Ken Moss had some suggestions for approaching "returning" dancers.

Action:

1. A New Dancers Festival Subcommittee will meet at the Festival of the Oaks in February.
2. There was a motion by Lucy Chang to hold a "second round" of New Dancers Festivals in 2012-2013 with \$250-\$300 being offered by the Federation to support any local group willing to hold one. Bill Lidicker seconded the motion. Following additional discussion, the motion passed.

Maypole Committee.

Nancy Kaye provided a brief background on this idea. The goal/focus is to engage children (adults are welcome to join) in folk dancing. Nancy anticipates doing something in spring as part of party or festival, perhaps in Golden Gate Park on a weekend afternoon. Changs International FD already does something and one of Changs' dancers, Michel Hardbarger, is trained the same way as Nancy Kaye in the Orff Schulwerk method. They have both worked on Maypole events, which involve singing, parades, banners, etc. Nancy has done this sort of event before, started from scratch and has made it happen. She believes that if she can get some of the children who attend Changs and meet with them three or four times, she can do it.

There will be a short article in the February issue of *Let's Dance!* magazine introducing the idea and the Maypole planning session on Sunday, Feb. 12 at 12:30 at Lucy Chang's home. All Federation members are invited to attend this planning meeting. Children are the future of folk dancing.

It was also suggested that excerpts from a Changs newsletter column called "Kids Korner" that includes interviews with the children who attend Changs' Family Night be submitted for reprinting in *Let's Dance!* Lucy will discuss with Luiselle.

Treasurer's Report

Sabine Zappe reviewed the formatting of her report and pointed out that we are still spending a bit more than we are taking in. There were no questions and the Treasurer's Report was accepted as presented.

Let's Dance! Magazine

Gary Anderson reported that he is currently producing 28-page issues, which are more expensive. He is running lots of ads to cover some of the extra cost. He is not in favor of ads per se, especially four or five pages in a row, but they help pay for the magazine. There is plenty of material coming in. Gary has added classified ads again. They are just \$5 per inch, and the seller can run as many inches as desired. These classified ads pay for themselves.

Printing a lot of color is also expensive, so Gary has doubled the rate for color advertisements. Many advertisers are very willing to pay more for color. The Board all believe that *Let's Dance!* magazine is a treasure and thanked Gary for his on-going hard work as Editor.

There was a question about reprinting an article about Virginia Bissel. Gary cannot reprint articles without permission. However Walter Lang went to Virginia Bissel's memorial so possibly he could write something original and submit it. Denise is to approach Walter.

Membership Committee

Marion Rose submitted her membership report. Since our last meeting on October 2, 2011 we have added 19 new members (it should be noted that Sally Howlett dropped out and then signed up again). The second page of Marion's report includes totals in several categories. A few of the "Family" members are actually individuals who have recently changed from an individual to a family membership. There was a question about the people receiving Complimentary Subscriptions.

At Bill Lidicker's suggestion, it was decided we should not be counting as full members the libraries that receive a copy of *Let's Dance!* magazine. They are not members and do not have voting privileges. It was requested that, from now on, the membership list be broken out by Individual

Members, Family Members, Groups, and Complimentary Subscriptions with a subtotal of full members, then Libraries and a Grand Total of every entity in the database.

Lucy Chang said that she would like to acknowledge the new Federation members at the Festival that night and give them a carabineer as a gift.

Lucy also mentioned the membership drive that is being publicized: become a new member and/or bring a new member and your name will go into a hat for a drawing for a \$100 American Express gift card.

Action: Lucy Chang made a motion to approve the changes in membership, which was seconded by Adony Beniares. The motion passed.

Parliamentarian

Bill Lidicker had no report.

Nominating Committee

Vice President Denise Heenan confirmed that Ken McGreevy accepted the position of Chair of the Nominating Committee.

Statewide 2012 Committee

Loui Tucker reported on behalf of Ellie Wiener. Insurance for the event is covered; the website is up and it includes links to the host hotel. Registration can be done on-line or by mailing in a registration form. They are planning a "mailing party" to dance groups that are in the Federation database that will include the advertisement with the registration form on the back.

Insurance Committee

Ken Kaye reported that he has processed 110 Certificates of Insurance, and most of these will have to be reissued each year. Some clubs are requesting them for their special events. It was mentioned again that Federation membership by the groups is now handled by the Membership Committee and not the Insurance Committee.

A letter is being drafted that will go out this spring to each group that currently participated in the Federation insurance. That letter will request just two things: (1) the average number of dancers; and (2) confirmation that they are current members of the Federation. The number of dancers will be used to calculate the total insurance premium and from that the insurance cost for each club.

There was also an email sent out to insured clubs reminding them that no alcohol can be served at Federation events because it puts their insurance in jeopardy.

There was an email sent out also regarding how to submit a claim. The first step is to notify either Ken Kaye or Loui Tucker, who will notify the insurance company. Once the insurance company is made aware of the claim, then there are reports that need to be filled out.

Nominating Committee

Ken McGreevy provided an interim report. Ken said he solicited two people to work with him on the Nominating Committee. One declined, and one had not yet responded. It appears he may have to operate as a committee of one. More committee members are able to broaden the search.

Hollis Radin of Palo Alto has expressed an interest in serving a Vice President. She wants to talk to Denise Heenan, the current vice president to discuss the job duties and responsibilities. Denise is to let Hollis know she is available to answer questions.

Discussion:

1. The General Election will be held in April at a meeting before the Blossom Festival.
2. Thirty days prior to the voting there must be a public announcement. This is typically done via an announcement in *Let's Dance!* magazine.
3. In order to meet the 30-days-before deadline, the announcement must appear in the March issue, which means it must be submitted to Gary Anderson by February 1.
4. The process of organizing the Nominating Committee and getting the members started on soliciting candidates needs to start much earlier. This has been an on-going problem for every vice president. Lucy is looking into proposing that the Nominating Committee be present for the whole year and not just for a limited time and role.
5. Ken will be working during the next 2-3 weeks on getting a slate of officers.

Scholarship Committee

Lucy Chang reported for Connie Hull. Both Lucy and Connie believe the SOP needs to be updated and they are working on revisions to be presented to the Board. They are focusing on including a requirement that recipients give something back to the Federation.

Promotion Committee

Lucy Chang reported for Dan Unger. Given a past recent experience where the Promotion Committee acted inconsistently from the Federation goals and programs, Lucy and Dan will work on updating the Promotion Committee's SOP. The focus is to clarify that the Promotion Committee should not be quite so independent and should instead be operating in conjunction with the Federation Board to be sure there is symbiotic and joint execution of Federation goals and Promotion Fund goals.

Publicity Committee

Loui Tucker and Lucy Chang reported that Susan Gregory is currently working on another Etiquette Cartoon to be published in *Let's Dance!* magazine. The subject is the problem of people having conversations in the middle of the dance floor instead of moving to the sidelines.

Archives Committee

Adony Beniares and Loui Tucker reported that the Archives Committee needs to set a date to sort the new materials received and to dispose of extras and duplicates. The Committee is in the process of setting up another informal meeting of "Village Elders" to review a collection of black-and-white photographs than need to be identified.

Institute Committee

Judy Robinson reported that the workshop teachers are ready for the institute that follows lunch. The CDs and copies of a syllabus of dance notations were made and they are ready for sale. Adony will manage the music for the teachers.

Luiselle Yakas will be the next Institute Committee Chair.

Discussion:

1. Festival of the Oaks is the next festival that will have a workshop, but the organizers traditionally have set up their own institute and decided on the teacher. The Institute

Committee should at least contact the Festival of the Oaks organizers and offer their assistance.

2. Denise Heenan said that when she was Institute Committee Chair, Heritage Festival, Statewide and Fresno used to be the only institutes in which the Institute Committee was involved.
3. The festival's hosting committee does not need to use the Institute Committee.
4. The Institute Committee needs to be more visible, more helpful, more hands-on beyond the Heritage and Statewide. If it is a Federation event, the Federation needs to have visibility and needs to have some input and control
5. The Institute Committee SOP definitely needs updating and rewriting and all parties need to know the way the Institute Committee works. Lucy and Luiselle will work on revising this committee's job description. This is a very important committee.
6. Camellia Festival has presented a similar situation. It is technically a Federation event, but the locals manage everything without Institute Committee assistance, knowledge, or input.
7. Board members should make an effort to attend institutes/festivals. Vick Vickland will be arranging for a room for the Federation Board meeting at the Camellia Festival in March.

Research Committee

Cricket Rayburn was not present and there was no report.

'Maverick' Committees

There have been some instances when committees have (1) acted on their own without communication with or oversight or review by the President or other Officers, (2) acted in ways not in line with the current Federation programs, or (2) without awareness of the scope of its role as a committee. Lucy, working with the respective Chairs, and with the assistance of other Officers, is revising the Committees' job descriptions (SOP) to clarify the roles and responsibility.

Increasing Folk Dance and Federation Visibility

- A. The Board members had a brainstorming session on the idea of organizing a flashmob.
 1. These are events that are choreographed and filmed and, if sufficiently spectacular, can go viral on youtube.com.
 2. The secret of a flashmob is to look disorganized, but be very organized.
 3. Flashmobs require considerable work ahead of time and behind the scenes to be successful.
 4. Laura Douglass discussed a very large dance convention at South Lake Tahoe, the problems that arise having to do with the sound system, too few people watching to make it interesting, etc.
 5. Security is sometimes a problem. If not cleared in advance, security may shut it down.
 6. The whole point of a flashmob is to film it, post it, and get the video to go viral.
 7. Loui Tucker provided a variation on the flashmob idea, a group in northwest Oregon that goes to a local mall, gets permission to put up speakers, and the dancers just assemble and dance while people walk by around the mall. They have fliers and other advertising being passed out to people walking by. This is public dancing, specifically targets and attracts locals, and does not require videotaping.
 8. Another idea presented: dancing at local parks. Sierra Singles used to dance at Mitchell Park. The Rose Garden in San Jose would work very well in a similar role.
 9. We have three local airports. Lucy had sent to the Board members video of a flash mob event held at Denver airport in November 2011. National Dance Week is coming up in April. If we can manage to get folk dancing at an airport, we might get TV and newspaper coverage.

10. Lucy also suggested local colleges as a good locale for a dance event during 'admit' or orientation days since college age students are needed in the folk dance community.

Action: We should form a subcommittee to further explore this idea. Laura Douglass said she would work on such a committee, but cannot make a commitment until after May. It was felt that outdoor venues would be better in the summer anyway.

- B. The Board members had a brainstorming session on the idea of using Facebook/Twitter.
 1. 9420 tweets *per second* were sent when the heavily underdog Denver Broncos defeated the Steelers in overtime during the Wild Card Playoffs.
 2. We should be tweeting our folk dance activities, e.g. when Bill Lidicker showed his agility in Prysiadky moves during his teaching of Hopak during the Officers Ball.
 3. In order for tweets to be effective, you have to have a following. Who is going to follow any of our local dancers or dance teachers, besides people who are already folk dancing? This is ok, we just want these same dancers to come and join the ongoing festival or ball.
 4. What about the idea of folk dancing on Wii or turn folk dancing into a game?
 5. We are generally slow to take on new technology.
 6. Is this something the Communications Committee could work on?

Yahoo group

There continues to be problems with IFD yahoo group, both in terms of overall participation, getting users involved in discussion, being careful to reply only to the actual sender instead to everyone when appropriate, etc.

Action: Loui Tucker will write an article about using yahoo group for *Let's Dance!*

Myths of Non-Profits

Lucy Chang pointed out the attachment to the agenda, a book, entitled "Managing a Nonprofit Organization, specifically a chapter on "Debunking Some Myths and Misperceptions" She asked Board members to specifically read Myth #2 "Nonprofit Organizations Cannot Earn a Profit" and Myth #21 "To Be Charitable, an Organization Cannot Charge Fees."

The meeting adjourned 12:30 pm.