

Minutes of the Federation Meeting Saturday, October 25, 2014 at the Lidickers' residence

In attendance:

Memo Keswick (President)
Kevin Greek (Vice President)
Loui Tucker (Secretary)
Gary Anderson (Board member)
Craig Blackstone (Board member)
Laura Douglass (Board member)

Marija Hillis (Board member)
Alicia LaFetra (Board member)
Bill Lidicker (Board member)
Hollis Radin (Board member)
Joe Cocco (Federation member)

The meeting was called to order at 5:36 PM. A quorum was present.

Approval of the Minutes

Minutes of the prior meeting were provided in advance, and corrections were submitted. Craig Blackstone moved; Laura Douglass seconded a motion to dispense with the reading of the minutes. The minutes were approved as corrected and will be posted on the website.

President's Report

Archives Committee. Adony Beniares has resigned as chair of this committee. Three standing committees (Costume, North/South and Teachers) are also without a chairperson, but these three may be removed during the up-coming changes in the Federation bylaws. Loui is acting as interim chair of the Archives Committee.

Suggestion from Sunni Bloland. Memo had a phone conversation recently with Sunni Bloland. She wanted to communicate an idea she had for a fundraising event. The Federation should contact a popular dance teacher and commission them to choreograph dance and premier it at a Federation event. If this was something the Board would like to pursue, the details would need to be worked out. There was a Board discussion but nothing was finalized.

Fundraising Project. Memo started a discussion of his Fundraising Proposal that he had emailed to Board members (see attachment). This "Dance Posting Challenge" would be modeled after the recent ALS "Ice Bucket Challenge." Under this proposed project a Federation member or club would challenge another club or dance teacher to videotape and post the video of their group doing some specific folk dance and would propose an amount of money. If the challenge was met, the challenger would donate the challenge amount to the Federation.

Memo emphasized that this is just in the proposal stage, and it needs to be fine-tuned before presenting to Federation members.

Bill Lidicker expressed his concern about what he called the "glorification of youtube" where too many inaccurate dances are already posted. The point was made that there is no obligation to post on youtube. The video could instead be posted on the Federation website.

It was suggested that the final video be viewed by a team/committee of teachers before posting, to ensure accuracy and maintain some quality control. Memo disagreed, said he would prefer to not impose a lot of control and keep the fun aspect prominent. Bill Lidicker then suggested creating a committee/team to keep track of challenges in order to prevent duplication of effort, and verify when the challenge is met.

Memo reiterated his point that this project is not just about getting a perfect rendition of a dance on film. It's about creating a buzz, building interest, raising some funds for the Federation. He did agree that we need to set out some guidelines so that groups and individuals will know what to expect.

There was a motion made by Loui Tucker and seconded by Laura Douglass to create an Ad Hoc Video Fundraising Committee to come up with the guidelines, prepare a formal announcement, and develop a time line for implementation. The motion passed. Memo agreed to head this committee, and Gary Anderson volunteered to be on the committee. Memo will approach others who might want to serve on the committee.

Request for Reimbursement. Memo then presented Loui's request for reimbursement for expenses incurred on behalf of the Archives Committee (see attachment). These expenses were for paying an outside service to scan back issues of *Let's Dance!* magazine so they could be included on the Federation's website. Approximately half of the back issues have been scanned to date.

After some discussion, Hollis Radin made a motion, seconded by Bill Lidicker, that \$1,985 be reimbursed to Loui and that amount be accounted for in the Archives Committee line item in the budget. It was noted that \$700 was already in the budget and going over the budgeted amount was merited at this time.

The Board was also supportive of including \$2000 in next year's budget to cover the next round of scanning and so directed the Finance Committee.

Treasurer's Report

Sabine was not present but submitted her report in writing (see attached report). This report covers six weeks since the last Treasurer's report. Of note are the following items:

- Another *Let's Dance!* invoice has been paid.
- Income received has been from Officers Ball registrations and membership payments.
- Almost all of the Federation's member groups pay their membership fees in December which will show in the January report.
- Income from advertising in *Let's Dance!* magazine is slightly skewed because one advertiser has paid in advance for a year's worth of advertising.

Secretary's Report

Loui reported that minutes of Federation Board meetings going back to 2008 have been posted on the Federation website. Past president Craig Blackstone has provided hard copy of minutes of Board meetings and General Assembly meeting from 1994 to 2001. Loui plans to scan them and add them to the collection on the Federation website. She will be contacting other past presidents to see if they have hard copies of the minutes of meetings between 2001 and 2008.

Loui said she will be using MailChimp this week to send an email about getting registrations in for upcoming Officers Ball.

Past Presidents Report

Lucy Chang was not present but provided a report via email.

- 85 dancers attended the New Dancer Festival in the North Bay on October 18 (approximately 15 were beginners).
- Another New Dancer Festival is scheduled for October 26 in Livermore.
- The Officers Ball is on calendar for November 15. Only 46 people are signed up for the Officers Ball to date. Lucy again asked Board members to encourage fellow dancers to register for the Officers Ball.

Vice President.

Kevin Greek was present. Craig Blackstone has accepted the position of Chair of the Nominations Committee.

Publications/Communications Committee

Hollis Radin reported that she contacted many of the Federation's member groups about setting up a Facebook page and/or Meetup group, and told them about the offer of \$75 from the Promotions Committee to help fund the Meetup group. There was not a lot of interest in applying for the offered \$75, but it was felt that perhaps \$75 was too little money to warrant spending the time to submit a full application to the Promotions Committee. Seven groups already have Meetup groups. Some also have websites, and some have Facebook pages (usually one or the other).

Marija Hillis suggested that some groups may not be interested in getting Promotion Committee funds because so much paperwork and "articulation" is required. She would like to include a mini-application form that would be very simple to complete that would be included with Hollis' follow-up email. Perhaps a form that requires very little effort on their part will generate some interest.

A comment was made that if groups already have Meetup groups, Hollis should inquire in her follow-up contact whether the group is seeing some benefit. If the answer is yes, it might be used to encourage groups that don't have a Meetup group to establish one.

All agreed that this sort of communication between leadership and members and clubs is good for the Federation.

Institutes Committee

Denise Heenan not able to attend but she submitted a written report. See the attached list setting forth the list of teachers and dances to be taught at the Officers Ball. The Heritage Festival is also on calendar for January 9-10.

Bylaws

Bill Lidicker reported that he and his committee members reviewed the current Federation bylaws. One big concern was the list of standing committees, but other issues became apparent. A few of the changes are just to correct typographical errors, but some will involve discussion.

Bill presented his list of proposed changes (see attached).

Highlights:

- Adding the requirement that voting privileges are for members at least 18 years of age.
- Definition of a family "two or more persons who self-declare as a family living together at the same residence."
- The Treasurer will become an ex-officio member of the Finance Committee.
- Three standing committees will be removed (North/South, Costume, and Teachers) and the number of standing committees would be 11 instead of 14.
- The "Publications" Committee will become the "Communications" Committee.
- The optional appointment of a "Deputy Chair" for some committees who can serve as a voting member of the Board in the absence of the Committee Chair.

On a motion by Laura Douglass, seconded by Craig Blackstone, the changes proposed by the Bylaws Committee were approved for consideration at the next Board meeting.

Events

Memo provided a list of upcoming events.

Next Board Meeting

The next Board meeting date will be during the Heritage Festival on Saturday, January 10. Memo will not be able to attend because he will be in Ecuador, so the meeting will be conducted by Kevin Greek.

The meeting was adjourned at 7:15 PM.