

Minutes of the Folk Dance Federation of California (North)
Board Meeting
Saturday, November 19, 2016
at All Saints Episcopal Church, Palo Alto, California

In attendance:

Kevin Greek (President)
Clem Dickey (Secretary)
Loui Tucker (Treasurer)

Board members (in alphabetical order)

Lucy Chang (Institutes)
Joe Croco (Archives)
Laura Douglass (Finance)
Bill Lidicker (Parliamentarian)
Cricket Raybern (Research)

President Kevin Greek called the meeting to order at 5:39 pm. A quorum of the Board was present.

- Minutes of previous meetings

Minutes of the last two meetings, held on July 24, 2016 and September 10, 2016, were provided in advance. They included corrections submitted by several Board members before the meeting. Board members received copies to review on August 14 (July 24 meeting) and September 28 (September 10 meeting). Joe made, and Loui seconded, a motion to approve the revised September 10 minutes, omitting the incorrect reference to PDF files on the 2015 Officers Ball CD. The motion passed 8-0. Laura made, and Joe seconded, a motion to approve the revised July 24 minutes. The motion passed 8-0.

- Interim Board Action

On October 31, Kevin Greek called for an e-mail vote on this motion, made by Lucy Chang:

Present a one-time \$100 donation to First United Methodist Church, the venue we contracted for the Oct. 15 Officer's Ball which we abruptly canceled due to its insufficient event pre-registration. This is as a goodwill gesture based on the portion of the refund payments registrants directed to be donated and/or kept by the Federation. This amount was rounded up from the \$85 we earlier had proposed to give the church for a 50/50 split of registration donations, less the \$250 deposit.

On November 2, Kevin reported that the Board had approved the motion with 12-0, with three abstentions.

- Proposal to change of the Federation Fiscal Year to match the Calendar Year

Bill Lidicker reported that the November issue of *Let's Dance!* publicized the proposed change to the Federation Bylaws. The Board members have had about a month to consider the change. Passage of a motion to approve the change requires a 2/3 vote of a quorum of the Board. Cricket made, and Laura seconded, a motion to approve the change. The motion passed 8-0.

- Gary Anderson retirement and interim Board appointments

Gary Anderson is retiring as *Let's Dance!* Editor as of December, 2016. President Kevin Greek appointed Loui Tucker as *Let's Dance!* Editor (replacing Gary), Laura Douglass as Treasurer (replacing Loui), and Lucy Chang as Finance Committee chair (replacing Laura).

Loui made, and Clem seconded, a motion to confirm the appointment of Laura Douglass as Treasurer for the Federation beginning December 15, 2016. The motion passed 8-0.

Laura made, and Joe seconded, a motion to confirm the appointment of Loui Tucker as Editor of *Let's Dance!* and Lucy Chang as Finance Committee chair. The motion passed 8-0.

- Let's Dance! printing costs

Loui submitted a written report on the costs of printing *Let's Dance!* Gary Anderson has been printing *Let's Dance!* himself for under \$2.00 per copy. Loui obtained commercial rate quotes for printing 450 copies of the current format (24 pages, full color) ranging from \$2.83 a copy (Print Papa in Santa Clara) to \$15.11 per copy (FedEx-Kinko's).

In any case, cost per equivalent copy will increase. We can reduce costs by printing fewer pages, using less color (cover only, or all black-and-white), or printing fewer issues (9 per year, rather than 10). We might increase revenue by soliciting sponsors, raising advertising rates, or raising dues.

Loui recommended reducing the page count from 24 to 20 by removing the "Where to dance" section, which contains listing available on our www.folkdance.com web site.

Cricket suggested that we might be able to have *Let's Dance!* printed by a school. Cricket also noted that her son-in-law might be able to do the printing in the future. But the January issue, at least, will have to be handled by a local commercial printer.

- FY 2017 budget

Laura presented three possible 2017 budgets, with different *Let's Dance!* Printing options and their costs: 10 issues, 24 pages, full color; 10 issues, 20 pages black and white with color cover; and nine issues, 20 pages, black and white.

Loui proposed setting the *Let's Dance!* production cost at \$11,000, based on the Print Papa quote for 10 issues per year, 20 pages, full color. Laura agreed to use that option in the next proposed 2017 budget.

Some change to other budget lines were suggested:

- PayPal fees will likely be about \$30, not \$100.
- Fundraising will make some money, perhaps \$280 gross, less \$30 sales tax.
- Twin Pines in Belmont (Heritage Festival) is an expensive Institute site, perhaps \$100 per hour, but we plan to save some money by holding the January Board meeting off-site. Lucy had proposed to the Institute Committee members that the entrance fee for the Institute afternoon workshop with Roberto Bagnoli be set at \$18 because the hall rent has been increasing rapidly, but she was out-voted by the Institute Committee members. The majority voted to retain the current \$15 fee.

Loui proposed that we hold an e-mail vote on the budget in December, after Lucy has taken over the Finance Committee duties. The Board informally agreed to that proposal.

- Federation folk dancing advertising proposal and quotes

Loui submitted an advertising report containing two mock-up ads promoting folk dancing, and rate quotes for ads. The mock-ups were prepared by, and the rates quoted by, the Bay Area News Group. Loui noted that we might run ads in January, timed to align with New Year's resolutions. Loui made, and Laura seconded, a motion to try the \$1795 "Special Promo" rate (2 columns wide, 3 inches tall, full color plus 50,000 digital banner ads) to run in the Local sections of the San Jose Mercury News and the East Bay Times the first two weekends of January: Friday/Saturday/Sunday the first week and Thursday/Friday/Saturday/Sunday the second week. The motion carried 8-0.

Loui will track phone calls, or emails, depending on the contact specified in the ad. Joe suggested that we ask if the web address in the ad can be a hyperlink; Loui agreed to ask. Joe noted that we should add "no partner necessary" to the ad copy.

- President (Kevin)

Vice President Cynthia Lambert sent email that we are selected for “North American Excellence Award” from Corporate America News. Kevin will investigate to see if this is a legitimate award.

- Treasurer (Loui) – written report submitted, but accidentally omitted from the meeting Agenda

Loui or Kevin will email the written report following the meeting. We received a pre-payment from Jim Gold for ads in *Let's Dance!*, and one donation. Loui attached a fundraising report as well. Ulrike Narins bought 12 tote bags to send to Japan. We have about 11 “Super Power” t-shirts left, and have made about \$1200 since fund raising started in 2011 or 2012.

- Finance (Laura)

The proposed 2017 budget was discussed in “FY 2017 budget,” above.

- Archives (Joe)

We have 10 boxes of material from June Horn, who is going into assisted living. Susan Gregory is providing invaluable expertise in evaluating June's doll collection. Susan suggests selling a small number of dolls at Stockton each year (dolls chosen to match the teaching). Susan will also take a sample of 10-15 dolls to a doll conference, and may sell some there.

Loui has scanned all *Let's Dance!* issues from 1944 through December 2005. Gary Anderson has some scans of pre-1944 Federation magazines.

- Membership (Alicia La Fetra) – written report included

Laura made, and Joe seconded, a motion to approve the 9/10 and 11/19 membership reports. The motion passed 8-0. Loui noted that the current database size – 387 records – is the lowest we have seen in the past eight years. She suggested that the next “President's message” remind members that they may purchase gift memberships.

- Next BOD meeting

The next Board meeting will be held in January, in conjunction with the Heritage Festival. Laura and Joe offered to host the meeting at their house, and Kevin accepted their offer.

- Adjournment

Loui made a motion to adjourn, seconded by Joe. The motion passed 8-0. The meeting adjourned at 6:57 pm.