

Minutes of the Folk Dance Federation of California (North)
Board Meeting
Sunday, February 12, 2017
at Live Oak Park, Berkeley, California

In attendance:

Kevin Greek (President)
Cynthia Lambert (Vice President)
Laura Douglass (Treasurer)
Clem Dickey (Secretary)

Board members (in alphabetical order)

Gary Anderson (Scholarship)
Craig Blackstone (Nominations/acting)
Lucy Chang (Finance, Institutes)
Joe Croco (Archives)
Marija Hillis (Promotions)
Bill Lidicker (Parliamentarian)
Cricket Raybern (Research)
Loui Tucker (Editor)

Members

Louise Lidicker
Richard Graham
Jim Kaumeyer
Barry Moore
Wayne Phillips
Yaqi Zhang

President Kevin Greek called the meeting to order at 12:27 pm. A quorum of the Board was present.

- Minutes of previous meetings

Minutes of the previous meeting, held on January 14, were provided in advance. They included corrections submitted by Lucy, and Kevin before the meeting. Laura made, and Joe seconded, a motion to approve the revised minutes. The motion passed 12-0.

- Interim Board Actions

On February 4, President Kevin Greek called for an e-mail vote on approval of the new members listed in the January 14 membership report. On February 10, Kevin reported that the Board had approved the new members by a vote of 11-0.

On February 4, President Kevin Greek called for an e-mail vote on approval of the 2017 nominations prepared by Craig Blackstone: for President, Joe Croco; for Vice President, Marian Snyder; for Treasurer, Laura Douglass; and for Secretary, Clem Dickey. On February 10, Kevin reported that the Board had approved the nominations members by a vote of 11-0.

- Bequests to the North and South Federations

Jim Kaumeyer was present to learn the results of his previous donation. He has arranged with his attorney for most of his estate to be go be divided equally between the North and South Folk Dance Federations of California. Jim distributed contact information for his attorney. Kevin reported that a small part of the donation

had been spent so far; it paid for advertising in the San Jose Mercury News and the East Bay Times.

- Officers Ball 2017 (planning report included)

Loui has made a \$250 deposit toward rental of the Hayward Veterans Hall for the Offices Ball; the date is November 4. Its layout is similar to that of the Albany Hall. Loui asked Board members to organize several tasks; the following members volunteered:

- Dinner: Marija. Loui noted that the food can be cooked on site or catered; we have done both in the past. Recyclable dishes are encouraged, and the costs need stay within a budget.
- Snacks: Laura and Joe; Cynthia will help.
- Sound: Gary; Lucy and Loui can bring wireless mics.
- Decorations: Kevin. Laura and Lucy noted that Ann Kleiman and Becky Beniares may help, and if so they have a number of people who regularly help them.
- Publicity and promotion: Cricket; she will probably enlist Susan Gregory to help. The April *Let's Dance!* will have a "Save the Date" notice and request not to schedule conflicting events.
- Syllabus: Lucy, with help from Cricket

Laura noted that Heritage Festival had a good turnout apparently due to encouraging area clubs to participate. Loui agreed that Heritage Festival had good response, but noted that Officers Ball, as a fundraiser, could not afford to offer as many comp tickets. Officers Ball will only comp the teachers.

Laura noted that fundraising was still open. Loui said that we have always had a raffle, which needs someone to find one to two people to staff a desk. Laura also suggested a costume sale. Loui replied that we have had costume sales in the past, and that an archives chair could organize one. But we have no prospective archives chair yet.

Loui will send the Veterans Hall contract to Kevin for his signature.

- Federation folk dancing advertising (written report attached)

We had 33 clicks on digital ads, which the Mercury News said was double the national rate.

Loui suggested that the next ad be larger – the pictures were too small – and placed in the Living section, not the general news section. Loui proposed doubling the amount of money for better placement, and switching from white text on black to black on white. Laura and Loui noted that newsprint is fuzzier than the electronic proofs we had seen. The same ad is run in the print and digital papers; there is not an option for different ads. Lucy asked if there were some place other than a newspaper to run the ads. Perhaps we could use computers to expand coverage to the rest of Northern California. Loui noted that the first ads were a trial, which was better run in a few markets than in many, and that newspapers reached our target audience: people who used to dance. Finding other advertising means would require research. Barry Moore noted that Marija was wearing a "Discover Folk Dance" t-shirt. Marija noted that the shirt, worn annually at the Solano Stroll, had acquired perhaps one new dancer every five years.

Maria moved, and Cricket seconded, a motion to approve up to \$5000 for Loui to run additional advertising. Loui: someone needs to do some research. The motion passed 9-1.

Laura said that there is an online forum for partner dancing which runs banner ads. She offered to investigate placing a banner ad there. Wayne Phillips noted that the Chronicle also runs banner ads.

- President (Kevin)

We have 15 registrations for Bay Area Dance Week, the same number as last year. Kevin is working on a program ad for Dancing Feet 2017, held during Dance Week.

Dancers on Call has not worked too well the last two times, and the Next Dancers on Call event is same weekend as Statewide.

- Treasurer (Laura) – written report submitted.

First United Methodist Church has finally cashed their deposit check for 2016 Officers Ball. The videographers check from 2016 Statewide has not been cashed; Marija will contact the videographer to offer a replacement check.

- Finance (Lucy) – no report
- Institutes (Lucy) – written report included

Heritage Festival made money. Roberto Bagnoli was well-loved; his dances are becoming popular.

- Editor (Loui)

Loui reported that she is getting the hang of editing and is developing processes. She has a wonderful proofreader. The printer is working well; customer service and product is excellent. Gary Anderson has his printer for sale at \$2000. It is the size of a small desk. It would need to be programmed and supplied with expensive ink.

Wayne Phillips noted that David Hillis publishes the Berkeley Folk Dancers Bulletin once a month, in PDF, at the cost of his time. Four or five members out of about 140 do not have computers and are mailed black and white hard copies. Lucy said that she has been wanting to go online for five years. Loui proposed a poll – or survey - of members; as a board we are divided. Loui noted that the National Folk Organization experience was unsatisfactory: about 35 members get PDF, and 270 get hard copy. Lucy noted that a survey should include cost information; Laura noted that the survey should be accompanied by arguments for and against any proposal. Kevin will put the survey on the agenda for the next meeting.

- Membership (Alicia LaFetra/absent) – written report included
- Adjournment

Loui made a motion to adjourn, seconded by Lucy. The motion passed 10-0. The meeting adjourned at 1:39 pm.