

Minutes of the Folk Dance Federation of California (North)
General Assembly and Board Meeting
Sunday, April 30, 2017
at City College of San Francisco, San Francisco, California

In attendance:

Kevin Greek (President)
Cynthia Lambert (Vice President)
Clem Dickey (Secretary)

Board members (in alphabetical order)

Craig Blackstone (Nominations/acting)
Lucy Chang (Finance, Institutes)
Alicia LaFetra (Membership)
Marija Hillis (Promotions)
Bill Lidicker (Parliamentarian)
Loui Tucker (Editor)

Federation Members

Adony Beniares
Becky Beniares
Judy Collier
Neil Collier
~~Louise Lidicker~~
Richard Graham
Esther Mann
Melvin Mann
Linda Milhoan
Ulrike Narins
Miriam Seelig
~~Marilyn Marian~~ Snyder
Marina Troost
Luiselle Yakas

President Kevin Greek called the General Assembly to order at 10:39 am. A quorum of the Board was present.

- Minutes of the previous meeting

Minutes of the previous meeting, held on February 12, were provided in advance. They included corrections submitted by Loui and Lucy before the meeting. Lucy made, and Craig seconded, a motion to dispense with the reading of the minutes and to approve the revised minutes. The motion passed unanimously.

- Interim Board Actions

On April 7, President Kevin Greek called for an e-mail vote on approval of the new and reinstated members listed in the February 12 membership report. On April 10, Kevin reported that the Board had approved the new and reinstated members by a vote of 9-0.

- Board nominations (Craig)

Craig thanked the Federation members for attending, and presented the Nominating Committee's slate: for President, Joe Croco; for Vice President, Marian Snyder; for Treasurer, Laura Douglass; and for Secretary, Clem Dickey.

Craig asked for nominations from the floor. There being none, Craig moved, and Lucy seconded, that the nominations be closed. The motion carried unanimously

President Kevin Greek called for a vote on election of the slate presented. The slate was elected unanimously, with ~~21~~ 22 members of the Federation present and voting.

- Online publishing to subscribers

Kevin led a discussion regarding digital options for *Let's Dance!*

Let's Dance! Is currently a print publication with about 392 domestic and 12 foreign subscribers; that number is generally stable. Some of copies go to libraries, and we know there is some use, as one consortium pays us for each access. *Let's Dance!* Is the Federation's only "pushed" communication with our members; we have never sent email. [The Federation also uses InternationalFolkDance@yahoo.com to solicit comments as well as announce member clubs events.]

The Federation web site currently is currently accessed primarily for dance event listings, and for dance descriptions. Digital (PDF) copies of *Let's Dance!* are placed on the Federation web site one year after print publication. The web site is accessible by everyone; there is no "members only" section.

Berkeley Folk Dancers publishes a monthly newsletter with primarily digital distribution, a few print copies are produced for those without computers. The BFD process uses an editor, a layout editor, and a proofreader.

Loui noted that a partial switch to digital would likely cause print circulation to drop below a threshold required for our mailing house.

A full switch to digital would require that people would need to get accustomed to using PDF, and would change our business model. It would be easier for people to create additional copies of *Let's Dance!*, and the perceived value might diminish. We might lose (or gain) subscribers. We might also lose (or gain) advertisers. And Loui does not want to be involved in an online publication. [Loui said PDF, but I think she meant online.] Kevin noted that professional societies sometimes distribute in more than one format, e.g. Kindle as well as PDF.

Kevin will work with Marian Snyder to form an ad hoc committee which will develop a survey to determine member preference.

- Officers Ball 2017 (Loui and Lucy)

Loui and Lucy have tentatively engaged Erica Goldman to teach at the Officers Ball. They believe that a well-known teacher may draw more people. In the past we have always had local teachers. Erica will need additional club engagements to amortize the cost of a trip from Boston.

Neil Collier asked about live music. Lucy replied that a band is extremely expensive, but that we have in the past engaged Bill Cope for an informal music session and plan to do so again.

- Membership (Alicia) – written report included

We have four new members, increasing our membership total to 398, Craig moved, and Lucy seconded, that the new members be approved. The motion passed unanimously.

- President (Kevin) – written report included

Kevin will take over web site management from Loui in June, the transition is already underway.

Kevin, Loui, and Lucy met with marketing representatives of the San Francisco Chronicle/Hearst Bay Area Media to discuss options for marketing; the options were presented as a table in the written report. Lucy noted that the options ran as much as \$1700 per month, and required a minimum one year commitment.

Bay Area Dance Week listed 15 folk dance events, and generated 116 RSVPs. The cost (not counting

people's time) was \$236. Berkeley Folk Dancers had 16 visitors over four events, Sf City College had two visitors, and Saratoga had 12 to 14.

- Institutes (Lucy) - written report included

The Peninsula Folk Dance Council will manage next year's Heritage Festival workshop, taking over from the Institute Committee. This matches the model used by Festival of the Oaks and the Camellia Festival. In answer to a question from Craig, Lucy confirmed that there is no Federation Institute for reviewing camp dances.

The committee will consider a Teachers Initiative to publicize new teachers. as it is hard to get well-known teachers to visit.

- Editor (Loui) – no report

- Scholarships (Lucy, for Gary Anderson)

Lucy and Bill have not yet received any applications from Gary; Lucy will check with Gary. She is aware of two which have been submitted. The deadline for Stockton is May 30.

- Vice President (Cynthia)

Barbara Bevan is resigning as head of the Sacramento Council; the Council will meet May 1 to reassign her portfolio. Camellia Festival was successful; Jaap Leegwater did a great job, and Richard Powers was impressed with the number of couples in his workshop – about twenty.

Megan Wolf's Willits Elementary School Dancers will host a party in Shingle Springs Saturday, June 3, from 3:00 pm to 8:00 pm.

Sacramento is working on a proposal for the 2018 Statewide convention.

- Parliamentarian (Bill)

Bill will update and circulate an official copy of the by-laws, which was changed November 19, 2016 to begin the Federation fiscal year on January 1.

- Promotions (Marija)

Vic Vickland's project with the Sacramento Boys and Girls Club is on hold, waiting for teachers to be vetted.

- Treasurer (Loui, for Laura Douglass)

The Federation received \$507.41 from the Federal employees donations program. Loui and Sabena Zappe spent a lot of time on the 2016 application, and Loui reported that we will reapply for next year.

- Insurance (Kevin, for Key Kaye) – written report included

Ken is still waiting for a few club responses to the insurance renewal questionnaire, which they are due May 15.

Loui noted that she recently visited the Silicon Valley Folk Dancers – a Taiwanese group. They get by without any insurance, having never considered the possibility of an accident. Esther Mann suggested that BFD we might specifically invite the Silicon Valley Folk Dancers to the next Festival of the Oaks.

- Next BOD meeting

The next Board meeting will be Sunday, July 23, at University of the Pacific in Stockton.

- Adjournment

Craig moved, and Lucy seconded, that we thank Kevin for his service as President and adjourn, The motion passed unanimously and the meeting adjourned at 12:01 pm. The Federation thanked the Changs for providing lunch.