

Folk Dance Federation Board Meeting

April 30, 2011 - 3:30 PM, Adjourned at 5:35 PM

Location: San Francisco City College Wellness Center

50 Phelan Ave, San Francisco, CA 94112

Meeting called by President Loui Tucker -- Minutes taken by Rebecca Beniares

Attendees: Loui Tucker*, Sabine Zappe*, Rebecca Beniares*, Adony Beniares*, Gary Anderson*, Elsa Bacher*, Marion Rose*, Laila Messer*, Lucy Chang, Richard Graham, Barry Moore, Judy Robinson*, Irene Croft, Mel Mann, Susan Gregory*, Jerry Gregory, Ken Kaye, Nancy Kaye, Craig Blackstone, Luiselle Yakas, Angel Tam, Vick Vickland.

*Officers and Committee Heads

[We had a quorum]

Reading and approval of previous meeting minutes

Presenter: Rebecca Beniares

(Minutes of October 30, 2010)

Minutes were read. Per Vick Vickland, approval of previous minutes not necessary according to his reading of Robert's Rules. He will provide pertinent section via email

Treasurer's Report (see attached report)

Presenter: Sabine Zappe

Report/Discussion

1. Sabine presented the actual budget report for June 1, 2010 to April 30, 2011. The current fiscal year ends May 31, 2011.
2. We overran the budget for last year, but also made a lot more money than the previous year.
3. In the proposed budget for 2011-2012, fees income was increased because membership dues increased last fall. New proposed income level for the proposed budget for 2011-2012 is higher by about \$13,000.00. This budget was put together by Bill Lidicker, Louise Lidicker, and Sabine Zappe.
4. Ken Kaye pointed out that insurance costs may have to be added to the budget later.

Members Forum

Discussion

1. There was a suggestion made by Barry Moore: How about holding an event to attract new dancers such as a Maypole Dance, Summer Solstice Party with ethnic food booths?
2. Nancy Kaye advised that she organized a Maypole dance for 5th graders and it was a huge success. She suggested talking with the Parks and Rec centers about adding this to existing activities such as an Art and Wine Festival, e.g.
3. Barry Moore will get information from Folk Dancers in Seattle, who have organized Summer Solstice Festivals.
4. There was considerable enthusiasm from those attending to work toward such an event for 2012.

Election of Officers

1. There being no additional nominations made from the floor, the nominations were closed. The nominated officers were voted in unanimously.
 - President - Lucy Chang
 - Vice President - Denise Heenan
 - Secretary - Loui Tucker
 - Treasurer - Sabine Zappe
2. Officers to be installed at Statewide Festival the last weekend of May, in Solvang.

Committee Status Reports

Membership *(see attached report)*

Presenter: Marion Rose

1. We have 6 new members and 11 people had to be dropped from the membership rolls. Our total membership is under 400. Details are in the report.
2. The new members were approved by motion - MSC.

Insurance *(see attached report)*

Presenter: Elsa Bacher

Report/Discussion

1. Ken Kaye is taking over as head of Insurance Committee, replacing Elsa Bacher. Elsa was thanked by Loui and by the Board for her decades of service.
2. Ken is getting quotes from several insurance brokers for general liability and accident/medical insurance policies and is waiting for two bids. The hope is that owning the policy ourselves instead of adding ourselves to, in our case the United Square Dancers insurance policy, we can save our clubs some money and eliminate some of the paperwork involved.
3. Ken spoke briefly about the current insurance situation and explained some insurance rules and regulations. Among his comments:
 - Any accident should be reported to the Insurance company, even if no claim is filed.
 - Our current insurance only covers people dancing in Federation folk dance clubs in California. An example was given of a California dancer injuring herself while dancing on a vacation in Florida - who would not be covered.

Scholarships

Presenter: Loui for Beth Berezovsky

Report/Discussion

Three people have applied for scholarships. Names weren't available for the meeting. The Scholarship Committee has not reviewed the applications yet.

Action Items -

1. Loui will e-mail the Board members information about the three applicants when it is received.
2. The Board does not need to vote on who gets the scholarships, as the decision is made by the Scholarship Committee. Sabine will mail the checks to the scholarship winners.

Archives *(see attached report)*

Presenter: Adony Beniares

Report/Discussion

1. Adony presented the Archives Committee report and highlighted the different types and quantities of materials now in the archives. Committee members spent one afternoon reviewing and sorting over 90 boxes of materials donated over the past 18 months.
2. There was general discussion around the disposition of and future access to the materials. This will be to be discussed further at the next board meeting as more items are being donated. Some items will not be digitized (calendars) but most items will be. Many items are duplicative (multiple issues of *Let's Dance!* magazine, for example). This is an on-going project.
3. Laila turned over the Presidents pin mold materials to Adony for storage.
4. Laila turned over her copies of the 1974 minutes to Adony.

Action Items -

1. Adony to lead discussion at next board meeting about this.
-

Communications

Presenter: Adony Beniares

Report/Discussion

1. We now have 1500 dance images for distribution among the clubs. Changs is already using the images when playing music on their club's computer.
2. Adony suggests we restructure the Communications Committee and fold it into publicity as both team works on similar items.
3. There are occasional requests for a Folk Dance Federation directory, but it is simply too expensive to print and mail to all members. Many members have no use for it and it either goes in the trash or into a filing cabinet. There are also privacy concerns should some member pass the list along to, for example, a real estate agent who would use the list for his/her advertisements.

Action Items -

1. Loui will write an article for *Let's Dance!* about the directories. Anyone wanting a printed Folk Dance Directory can contact Loui (who will be Federation Secretary), and she will either (1) print and mail a directory to the requester or (2) create a PDF file and email to the requester.

Publicity

Presenter: Susan Gregory

Report/Discussion

1. Susan provided an overview of the various publicity and advertising tools created during the past two years, including the publicity fliers, tote bags and t-shirts.
2. Susan created fliers for Beginners Festival on June 26. Loui will be putting them on the Federation web site where they can be accessed, as well emailing them to members who have provided an email.
3. Susan also plans to improve and expand upon the trifold sign she created (under time pressure) for the President's Ball and will report on the progress at a future Board meeting.

Beginners Festival Ad Hoc Committee

Presenter: Lucy Chang

Report/Discussion

1. Samples of the advertisements were shown by Susan (see above).
2. Lucy has volunteered to print the flyers. She has access to a paper supply and a copier.
3. Lucy suggested Committee members and other interested dancers meet and post flyers around Sunnyvale and other local areas. She envisioned creating teams to drive from a central location and then re-unite when the posting is done, to make it a more interesting activity, perhaps share a meal or go dancing together afterwards. Committee members and dancers will also hand out the fliers out at various folk dance classes to drum up support and attendance.
4. It is hoped that these "Beginners Festival" (might be given a different name) will take place once a quarter and at different locations around the Bay Area as well as in Sacramento.
5. Families are encouraged to attend, but children must be supervised by parents.
6. Lucy is also working with the Committee members to develop a list of dances to teach and teachers who will be invited to teach at the event.

Promotion (see attached flyer and Proposal from Changs Dancers)

Presenter: Laila Messer

Report/Discussion

1. Laila passed out flyers that describe the Promotion Fund availability.
2. Changs would like a \$490 promotion grant for printing of flyers in support of their reaching out to schools as part of the Family Folk Dance Night program.

Action Items -

1. Laila will write an article for *Let's Dance!* using the information from the promotion flyers.
2. Following a motion made and seconded, the grant of \$490 was awarded to Chang's. Sabine wrote a check and gave it to the Chang's representatives at the meeting.

Let's Dance! Labor Day Picnic (see attached flyer)

Presenter: Gary Anderson

Report/Discussion

1. Gary found a great location for a Labor Day Picnic and Dance that he wants to model after the afternoons that Max and June Horn used to hold at their farm in Martinez. Gary requested that the Federation be a co-sponsor in order to get the reduce rental rate for non-profits.
2. It was determined that a vote was not necessary, but all agreed that Gary could cite the Federation as a co-sponsor.

Institutes

Presenter: Judy Robinson

Report/Discussion

1. No Report

Research

Presenter: Cricket Raybern (not in attendance)

Report/Discussion -

1. No Report from Cricket, but Loui mentioned that Stockton Folk Dance Camp was coming up in July and the Research Committee would be involved as always.

Other Issues (see attached handout)

Presenter: Loui

Report/Discussion (Advertising)

1. Loui contacted the Bay Area News Group and got an email from Elizabeth Cook showing 2 advertising options, including fees. It was hoped that this advertising campaign could coincide with and help promote the New Dancers Festival planned for June.
2. \$2500.00 provides both print and online options. It was felt that print advertisements will appeal to older dancers, who are typically the ones reading newspapers these days, and one of our goals is to attract former (older) dancers back to dancing.
3. \$3500 will provide larger print ads and adds a Yahoo! online component.
4. Barry Moore suggested including in any advertisement language emphasizing the benefits of dance toward brain health.
5. Ken Kaye suggested adding a Public Service Announcement on the radio to promote dance.
6. Mel Mann reported that similar print advertisements by the Berkeley Folk Dancers in the past did not yield any significant increase in new dancers.
7. There was a brief discussion about using all the funds for advertising in the South Bay for the New Dancers Festival versus spreading out the funds to put general advertisements around the Bay area.

Action items -

1. Following a motion that was made and seconded the vote was 10-3 to approve the expenditure of \$3500.00 for the bigger advertising campaign. Loui and in-coming President Lucy Chang will work out the details with Elizabeth Cook to be sure we get the most coverage for our money. The plan is to spread out the advertising both in time and geography.
2. Loui will also investigate placing free radio ads.

Report/Discussion (See attached)

1. Bill Lidicker prepared a draft copy of the updated Articles of Incorporation showing the result of all the various amendments over the past 50+ years so that the document is clean and easy to understand. Loui passed out the drafts and they will be discussed at a future Board meeting. This document does not need to be voted on, or filed with the State of California, but Loui felt that we needed one single document that sets forth the latest language governing the Federation.

TIME/LOCATION OF THE NEXT MEETING: TBA at a later time. In-coming President Lucy will schedule.

Meeting ended at 5:35 pm

2010 - 2011

Treasurer's report

PROPOSED BUDGET			ACTUAL BUDGET		
JUNE 1, 2010 - MAY 31, 2011			June 1, 2010 - April 30, 2011		
ITEM	INCOME	EXPENSES	ITEM	INCOME	EXPENSES
Let's Dance!			Let's Dance!		
editorial fee		\$1,500.00	editorial fee		\$1,500.00
production cost		\$7,800.00	production cost		\$8,050.00
mailing costs		\$3,200.00	mailing costs		\$2,540.54
advertisements	\$1,200.00		advertisements	\$2,116.50	
Let's Dance Totals	\$1,200.00	\$12,500.00	Let's Dance Totals	\$2,116.50	\$12,090.54
Membership & Subscriptions	\$9,885.00		Membership & Subscriptions	\$9,744.68	\$609.33
Board Meetings		\$200.00	Board Meetings		
Officers' Expenses		\$50.00	Officers' Expenses		\$181.50
Committees			Committees		
Institute	\$1,500.00	\$1,000.00	Institute	\$464.00	\$568.99
Publicity/Advertising		\$1,000.00	Publicity/Advertising		\$435.19
Scholarship		\$1,200.00	Scholarship		\$1,275.00
Statewide	\$1,000.00	\$1,500.00	Statewide	\$4,796.76	\$5,253.96
			President's Ball	\$1,648.00	\$1,305.50
			President's Ball Dinner	\$1,843.00	\$2,190.00
Miscellaneous			Miscellaneous		
Taxes		\$20.00	Taxes	\$10.00	\$10.00
National Folk Org.		\$50.00	National Folk Org.		\$50.00
Accountant		\$250.00	Accountant		
Other			Other	\$67.40	\$255.46
Donations	\$300.00		Donations	\$1,291.05	
			Paypal fees		\$59.15
Interest	\$400.00		Interest	\$27.63	
Balance transfer from savings	\$3,485.00		Transfer from savings		
TOTALS	\$17,770.00	\$17,770.00	TOTALS	\$22,009.02	\$24,284.62
Bank Account Balances:					
Checking:	\$7,669.68				
Insurance Checking (WF):	\$4,603.99				
Promotion Money Market:	\$47,620.22				
General Money Market:	\$25,680.88	\$2000 to checking	\$897.62 donation from SCVFD		
Total:	\$85,574.77				

2011 - 2012

PROPOSED BUDGET			ACTUAL BUDGET		
June 1, 2011 - May 31, 2012			June 1, 2011 - May 31, 2012		
ITEM	INCOME	EXPENSES	ITEM	INCOME	EXPENSES
Let's Dance!			Let's Dance!		
editorial fee		\$1,500.00	editorial fee		
production cost		\$7,800.00	production cost		
mailing costs		\$3,200.00	mailing costs		
advertisements	\$1,200.00		advertisements		
Let's Dance Totals	\$1,200.00	\$12,500.00	Let's Dance Totals		
Membership & Subscriptions	\$14,000.00	\$200.00	Membership & Subscriptions		
Board Meetings		\$400.00	Board Meetings		
Officers' Expenses		\$100.00	Officers' Expenses		
Committees			Committees		
Institute	\$1,500.00	\$1,000.00	Institute		
Publicity/Advertising		\$1,000.00	Publicity/Advertising		
Scholarship		\$1,700.00	Scholarship		
Statewide	\$11,000.00	\$11,000.00	Statewide		
Officers' Ball	\$1,800.00	\$1,800.00	Officers' Ball		
Beginners Festival		\$1,100.00	Beginners Festival		
Miscellaneous			Miscellaneous		
Taxes	\$10.00	\$10.00	Taxes		
National Folk Org.		\$50.00	National Folk Org.		
Accountant			Accountant		
Other			Other		
Donations	\$1,320.00		Donations		
Interest	\$30.00		Interest		
Balance transfer from savings			Balance transfer from savings		
TOTALS	\$30,860.00	\$30,860.00	TOTALS		
Bank Account Balances:					
Checking:					
Insurance Checking (WF):					
Promotion Money Market:					
General Money Market:					
Total:					

Insurance Chairperson Report April 30, 2011

At this date 48 clubs are insured representing 1415 dancers. \$7727.95 has been taken in. \$7298.65 has been paid out in insurance premiums. Insurance Chairman expenses are \$129.16. Net balance is \$300.14.

I have provided Ken Kaye with materials relating to what I do as insurance chair in the USDA Insurance program. We are involved in clarifying this.

I am planning to notify the USDA coordinator and our clubs of the chairperson change when I feel confident we have a new chair. The new chair will become signer to the insurance bank account, along with the Treasurer and President.

No claims have been filed to date.

Elsa Bacher, Insurance Chairperson

A handwritten signature in cursive script that reads "Elsa Bacher". The ink is dark and the signature is fluid, with the first and last names being clearly legible despite the cursive style.

Inventory Report
April 2011

Archive Report
Adony + Rebecca

Let's Dance Magazine

Quantity:

15 cases

Update:

Inventory is completed and attached to this report. A single copy of each issue has been separately collated.

Recommended Disposition:

Store for future needs

Special Request

Adony and Rebecca would like to use one set of the magazines as part of their decorating inventory and images from Let's Dance as part of the Dance Images project.

Let's Dance Calendar

Quantity:

3 cases

Update:

Inventory is completed and attached to this report. A single copy of each calendar has been separately collated.

Recommended Disposition:

Store for future needs

Special Request

Adony and Rebecca would like to use one set of the calendars as part of their decorating inventory and images from Let's Dance as part of the Dance Images project.

Books and Periodicals

Quantity:

8 cases

Update:

Inventory is completed and attached to this report.

Recommended Disposition:

Unless there are digital copies available, take apart one of each of the volumes of "Dances Near and Far" and convert them to a digital format.

Put the remaining materials out at the upcoming Beginner's Festival and ask for donations for the material.

-action and Proc Dept

Compact Discs

Quantity:

1 partial case

Update:

Inventory is completed and attached to this report.

Recommended Disposition:

Put the CDs out at the upcoming Beginner's Festival and ask for donations for the material.

Video Tapes

Quantity:

4 cases

Recommended Disposition:

Donate to the Stockton Video project for review and disposition.

Costume Patterns

Quantity:

2 cases

Recommended Disposition:

Store for future needs or donation.

Audio Tapes**Quantity:**

1 case

Recommended Disposition:

Have someone knowledgeable with our music review the tape names. Convert any music we don't have to digital and then recycle all cassettes.

Miscellaneous Dance Notes**Quantity:**

12 cases

Recommended Disposition:

Give the Research Committee the option of reviewing the Dance Notes. Any Dance Notes the committee does not want should be recycled.

Stockton Syllabi**Quantity:**

9 cases

Recommended Disposition:

Recycle

Other Syllabi**Quantity:**

9 cases

Recommended Disposition:

Have someone with knowledge of the Folk Dance community quickly go through the boxes to see if there is anything worth archiving. Recycle what isn't kept.

Miscellaneous papers**Quantity:**

4 cases

Recommended Disposition:

Have someone with knowledge of the Folk Dance community go through the boxes to see if there is anything worth archiving. Recycle what isn't kept.

Photographs

Quantity:

1 case

Progress

The condition and thickness of the photos does not allow for automated feed-scanning. Adony will test to see the quality of scanning using his work copiers and follow-up via email with the board. If results are approved, pictures will be scanned by the end of June.

ADVERTISING OPTIONS

Following are two options - one that fits your designated budget and another that is a little higher but that offers slightly larger print ads and a Yahoo! online component. Both provide you with a combination of print and online.

Print is always more expensive and it is best to run a frequency campaign. Considering that your audience tends to be older, the Local section of the paper (and the online site) is recommended as the content tends to appeal to an older audience overall.

Note: If your organization is a 501c3, I am able to double the impressions for the online campaign on mercurynews.com. That will provide you with more value.

Elizabeth Crook
Bay Area News Group

Option 1

Campaign is recommended to run over a three day period. Dates to be determined.

Print Component

30 column inches in the San Jose Mercury News Local section

Targeted to the West Valley Zone, Peninsula Zone, or the Valley Zone (see attached map)

What is 30 column inches?

A quarter page ad is 31.5 column inches or dimensions of 3c (5.18") x 10.5".

Recommendation: Frequency is best. Run three ads – one in each zone.

Ad Size: 2c (3.417") x 5"

Online Component

Mercurynews.com online ad units, targeted to the Local News channel

Total: 225,000 impressions

Customized Email Blast

Minimum of 10K opt-in subscribers

Investment: \$2500

Option 2

Campaign is recommended to run over a three day period. Dates to be determined.

Print Component

63 column inches in the San Jose Mercury News Local section

Targeted to the West Valley Zone, Peninsula Zone, or the Valley Zone (see attached map)

What is 63 column inches?

A half page ad is 63 column inches or dimensions of 6c (10.5") x 10.5".

Recommendation: Frequency is best. Run three ads – one in each zone.

Ad Size: 3c (5.18") x 7"

Online Component

Yahoo! online, targeted to Santa Clara County

Total: 225,000 impressions

Mercurynews.com online ad units, targeted to the Local News channel

Total: 150,000 impressions

Investment: \$3500



THE PROMOTION FUND OF THE FOLK DANCE FEDERATION OF CALIFORNIA, INC.

PURPOSE: To promote international folk dance in northern California through a competitive grant program. Up to \$2000 can be awarded in any one year with a limit of \$6000 to be spent in any one year.

APPLICATIONS: The Promotion Fund Committee welcomes written applications any time from individual members, member clubs, or committees of The Folk Dance Federation.

APPLICATIONS must include: Name of sponsoring individual, club, committee; Description and objectives of the proposed project; Time frame of proposed project; A budget, including contributions.

RESULTS: Successful awardees will be required to submit a final report that summarizes the result, the potential benefits anticipated and a budget summary explaining the use of the grant funds.

Submit applications to Promotion Fund
Chairperson Laila Messer (Tspolaris1@aol.com)
or
Federation President Loui Tucker (loui@louisutucker.com)

Changs International Folk Dancers
Proposal to the Folk Dance Promotion Fund
of the Folk Dance Federation of California
April 23, 2011

In an effort to increase and maintain steady attendance at our Family Folk Dance Night program, we have begun some promotion in public elementary schools in the neighborhood where we dance. We are requesting funding to both reimburse us for expenses already incurred and to allow us to repeat and expand this effort in the coming year.

Project Overview

Changs holds its monthly Family Folk Dance Night on the third Friday of the month. Since 2005, children of all ages and their families have been learning easy dances from around the world, led by our skilled instructor, Michel Hardbarger. Family dancing starts at 7 p.m. and concludes with snacks and conversation around 8:15 p.m. The evening then becomes the club's Party Night; some families remain for this portion of the evening, if they are up to it. The overall feeling is warm, welcoming, and like a lively village gathering.

Current Attendees

Family Folk Dance Night is currently attended by between 9 and 12 children (ages 4 through 11 with occasional babies and teens joining us as well); some nights we've had up to 30 people dancing with us. Some of the regulars have gained experience and are now capable of learning more complex dances, something we are all very proud of. Several families form the core of this group; when they are unable to come in a given month, attendance can be sparse.

Promotion Plan

We have received approval from the SF Unified School District to distribute a flyer in the public elementary schools promoting Family Folk Dance Night. In April, we made copies and delivered stacks of flyers to four schools in the Richmond District. Each school has put the flyers into their "Wednesday envelopes," which went home with every student in the school. We have already seen results from these efforts in April. We plan to continue this type of promotion, perhaps quarterly, and to include several private schools in the area as well. Our goal is to increase the number of regularly attending families so that never (or rarely) have a dip in numbers on a given night.

Costs

The only cost for doing this promotion is photocopying, as the schools take care of the distribution. Below is the budget we project for the remainder of 2011, factoring in some increased cost for reaching out to additional schools.

Item	Number	Cost	Total
April flyers	2,000	\$.07	\$140
September flyers	2,500	\$.07	\$175
December flyers	2,500	\$.07	\$175
Total			\$490

Thank you for your consideration. Please don't hesitate to contact me if you have any questions.

Contact Name: Esther Landau, Family Folk Dance Night Coordinator

Contact Phone: (415) 310-3217

Contact Email: estherlandau@yahoo.com

Mailing Address:

Changs International Folk Dancers

417-31st Ave.

San Francisco, CA 94121