

**MINUTES OF FOLK DANCE FEDERATION
BOARD MEETING and GENERAL ASSEMBLY**

July 26, 2012

at Stockton Folk Dance Camp, University of the Pacific, Stockton

Board members:

Lucy Chang, President	Connie Hull, Scholarship
Hollis Radin, Vice President (via computer link)	Bill Lidicker, Parliamentarian
Loui Tucker, Secretary	Cricket Rayburn, Research
Sabine Zappe, Treasurer	Ken McGreevy, Nominations
Gary Anderson, <i>Let's Dance!</i>	Ellie Wiener, Statewide (provisional)
Adony Beniares, Archives	
Becky Beniares, Archives	

The meeting was called to order at 1:20 PM. A quorum was present. The Board members who drove in specifically for this meeting were noted and thanked.

Approval of the Minutes. On a motion by Sabine Zappe, the Board dispensed with the reading of the minutes of the April 22, 2012, meeting in San Francisco. The minutes were then approved as presented.

Treasurer's Report. Sabine presented the Treasurer's Report (see attachment), which was accurate from June 1, 2011 through May 31, 2012. We were in the black at the end of the fiscal year. The current budget shows we are in the red, but it is because of recent *Let's Dance!* magazine expenses and prepayment hall rental for OB 12.

The Insurance Fund is much lower because almost all the funds in the account were used to pay this year's premiums. 2012 premiums came in lower than expected, so there was a surplus left over last year; this year, rather than increase the rates for the groups, the surplus was drawn down instead.

The Statewide Festival in May brought in a profit of over \$4,000. Lodging was managed with home stays, which saved a lot of money typically spent on housing band members and teachers. Many people also donated services (syllabus, DVD production) or didn't ask for reimbursement of goods purchased (decorating committee). Congratulations and thanks to chairs and committee. A most successful event.

Membership Report: Marion Rose was not present. Her report was presented by Lucy Chang (see attachment). In addition to the new members and new groups awaiting approval, four current members are on the "due to be dropped" list. All were reminded to contact any of those four people if they are close friends to encourage them to maintain their membership. It was noted that there has been an increase of about 25 total members over the last two years. There was a motion by Bill Lidicker to approve the new members. Gary Anderson seconded the motion, and it passed.

Insurance Report. Ken Kaye not present. Report presented by Lucy (see attachment).

Scholarship. Connie Hull received only one application for a scholarship this year and it was submitted far past the deadline for applying. The applicant was told she was past the deadline and, in addition, she was not a member of the Federation, so she could not be given a scholarship. She was encouraged to join and reminded her of the benefits a membership offers. She is at Stockton Folk Dance Camp this year, so she did get a scholarship from other groups.

It was stated that, as an organization, we need to be better at advertising our scholarships. Reminders about scholarships should be on-going – in both *Let's Dance!* and at every other festival or large event. We should make sure groups have a copy of the scholarship application so they can put them on their flyer table for their members. We also need to make dancers aware that they have to be a direct member and not just belong to a group that is a member to qualify for a scholarship.

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Promotion Committee. Dan Unger was not present. Lucy Chang presented his report. He and Lucy have updated the SOP and it was presented for review. The old version was provided along with the new one.

It was noted that although an individual may have the idea for promoting dance, it will be a group that will make the application for promotion funds. There was a discussion about the use of the word “winners” instead of “recipients.” The change from ‘winners’ to recipients’ was agreed to and will be reflected in the updated SOP. The Promotion Fund Committee SOP was approved by the Board.

New Dancers Festivals. The report was presented by Lucy Chang. Groups/Councils that have agreed to sponsor a New Dancers Festival were presented on a chart (see attached). The Peninsula Council held their New Dancers Festival the end of June in Sunnyvale. A report on that festival was in the form of an email (see attached) to the Board by Loui Tucker who was on the Sunnyvale New Dancers Festival Committee.

Loui provided some additional comments: At least four of the participants in Sunnyvale came to a local class (three in Saratoga, one in Menlo Park). It is too soon to tell if they will become regular members of those groups. Loui commented that they had planned to use the internet more effectively with postings on Meetup, Craigs list, etc., but that didn’t happen. They will try again next year but, in the meantime, suggested other groups try to get postings on dance-related internet sites.

Bill Lidicker said the next New Dancers Festival sponsored by the Berkeley Folk Dancers is on schedule. They started organizing it, but the real work will get underway after Stockton – the program, inviting teachers, better data collection. Lucy wanted to see a “Here are other places to dance” lists and fliers available and Susan Gregory offered to pull the list together as she did for the Sunnyvale NDF. Susan also suggested creating some “First Time Free Coupons” similar to the ones she created for the Sunnyvale NDF. Susan agreed to assist the Berkeley Folk Dancers NDF Committee in creating those coupons.

In addition, it was suggested that they advertise on the BBMDE and IFD email lists, and it was suggested that they might want to borrow the Federation A-frames for on-site advertising to local traffic.

Lucy commented that she would like to get an NDF set up in Fresno, but we don’t have any solid contacts in the dance community there. Lucy noted with pleasure that the Redding Folk Dancers are going to be putting on their first NDF and are very excited about it.

The Federation’s contribution of a maximum of \$250 for each organization willing to hold a NDF was confirmed.

Balkan Plus "Dick Crum" Party. This party is co-sponsored by the Federation and the local committee members are requesting volunteers. Lucy has offered to organize the potluck. They have plenty of tables and chairs, and a large kitchen with refrigerators and ovens. Sabine and Loui will be there and will help at the door. The evening party will be 2/3 pre-programmed and 1/3 requests. Dick Crum dances will be pre-programmed. Adony and Becky will lend decorations, such as flags, to the party.

This could be a great template for future Federation events: have a workshop/dinner/party event highlighting the dances introduced by Dennis Boxell, Atanas Kolarovski, Yves Moreau, or Sunni Bloland.

Student Rate Proposal. Connie Hull suggested the Federation consider establishing a lower rate for students to encourage membership by young dancers. \$35 can be a lot of money for a full-time student on a tight budget. It was noted that current membership fees do not cover what it costs to print and mail *Let’s Dance!* magazine so a lot of members at the student rate would put us in the red or require additional sources of income to compensate.

What would be required to qualify for the student rate? The applicant would need to be under age 26 and provide a copy of a current student ID card. \$20-25 would be a fair reduction from the current membership for individuals.

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Bill Lidicker will investigate the easiest procedure for adding this category in our by-laws. He believes it can be done without requiring a change in the bylaws if we make the student rate a sub-category of individual membership. Bill will investigate and Connie will prepare a formal proposal.

Flash Mob: Laura Douglass was not present so discussion on this item was postponed to a future Board meeting.

Officers Ball:

- Format: We have agreed on a format which is basically the same as last year: workshop, dinner, evening party. Loui said the workshop will consist of teaching sprinkled in with well-known and favorite dances to serve as a break from learning.
- Audio/Visual: Gary and Adony have agreed to share the audio-visual duties, as they did last year.
- Live Music: We will have a live band that plays Scandinavian music, Nattergal. Sønnerhoning will be taught and danced to live instead of recorded music. They will also play as dinner is being set up and they will start the evening celebration and perhaps play a closing waltz.
- Workshop: Lucy passed out proposed list of dances and teachers who have agreed to teach. These are classic dances, and Lucy tried to balance them ethnically and between partner and non-partner dances. She was also looking specifically for dances that were in some way influential. Magyar Csardas, for example, was one of the first of the Hungarian dances taught and Hungarian suddenly became popular. The goal, as last year, is to revive some of the older dances that were popular at one time. Lucy also wanted to include some of the women teachers who were influential. Two of the teachers have been asked if they would be willing to participate, but they are traveling and have not responded. Debka Rafiach is on the list to be taught and it was suggested that someone should contact Ruth Browns to see if she would be willing to teach it, since she was the one who originally introduced it. Loui said she would take care of that. Lucy thanked in advance all the teachers who are teaching for us voluntarily.
- Syllabus and music: Lucy volunteered to prepare a syllabus and will work with Adony on the CD of music.
- Photos: Ken McGreevy suggested that, in addition to taking candid photos, he could set up a more formal photo shoot area in the lobby area. Ken showed an example of his work from the one he took at the Stockton wedding in 2010. He would need a plain backdrop and something from which to hang it. Adony and Becky will bring something along with their decorations for the hall. We could include in the advertising something like: "Wear your costume for a formal photograph!" Susan was directed to include something on a flyer about a formal photo shoot.
- Dinner: The on-site dinner is being planned by Hollis and Ellie. Lucy wants the Officers Ball to break even and \$600 has been provided for the dinner. Hollis explored local food options that will allow for a nice dinner. Last year's \$6-per-person dinner was lasagna, salad, bread, cake, and drinks. We charged \$10 so we made some money on the food. Hollis found something she liked but it is a bit more expensive. The restaurant she found will display advertisements for our event and it's a good idea to support the local businesses and merchants.

Hollis found a nice Mediterranean meal that would cost \$7.50 per person without dessert or drinks. At that level, the \$600 in the budget would cover 80 people. Hollis suggested increasing the cost of dinner tickets \$2-\$3 per person to cover this increase over last year.

Hot and cold water and the appropriate dispensers can be provided as they were last year, along with fixings for coffee and tea. Canned beverages can be purchased in quantity for about 25 cents per can. It was suggested that Costco might be willing to donate drinks to us because we are a non-profit. Ellie agreed to prepare a request, make sure it is printed on Federation stationery and see if Costco will provide free canned beverages.

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In order to keep costs down, desserts could be potluck. During the teaching we can provide some finger food and snacks. Many of those attending last year brought finger food. Perhaps we divide the alphabet and have half of those attending bring finger food for the snacks table and the other half bring the desserts.

Hollis would like the meal at the Officer Ball to be a bit more special by replacing paper plates and plastic utensils with regular plates and silverware. She is willing to purchase the plates with her own funding, take them home afterwards and wash them, and for future re-use. She is hopeful the silverware can be loaned as well.

The Board agreed to increase the budget to \$7.50 per person for the dinner, but the price for dinner will remain the same as last year: \$10 for dinner. This means we may not make much of a profit, or it will be less than last year. We still aim to break even.

- Decoration: Becky, Adony will take care of it.
- Fund-raising: Susan explained how a 50/50 raffle works. People purchase raffle tickets (cash only; eg., \$1 per ticket or 6 tickets for \$5). The drawing is for 50% of the money raised (or there could be two winners – one for 30% and one for 20%) and the Federation keeps the other 50%. There is little or no administration, you don't have to approach businesses or individuals for donated items, and there is nothing to buy except some tickets. Susan would be willing create a big thermometer for the dance hall and it would be periodically updated with the amount of cash raised. Susan and Loui will work on this. Loui and Gary thought the word "raffle" would be viewed as gambling and not be permitted as a non-profit, but we could call it an "opportunity drawing" or something similar. Loui will research the legal limits on non-profits using raffles before finalizing this.

Miscellaneous items:

The sales tax permit has been applied for and we are awaiting the actual permit. Taxes on items sold (such as the DVDs sold at Statewide) will need to be paid by December 31 of this year.

Lucy is looking into getting Federation events listed on Kaiser's "Health Activity" calendar or in the Parks & Rec departments activity guides. Someone at EB District and Kaiser became aware of the New Dancers Festival in Berkeley and suggested they would be willing to list such activities on their calendars if the health benefits of dancing were more prominent in our promotional materials.

Lucy is exploring the possibility of having informational workshops for member clubs instead of just dance workshops for dancers. For example, we could hold a conference for member clubs about what it means to be a non-profit, what a non-profit can and cannot do, or one on using the internet to advertise.

Another workshop idea being explored by Lucy and Loui is a Couples Dance Festival This would involve some teaching, possibly a potluck dinner, followed by a dance party. It would not be exclusively partner dances but would feature a high percentage of couple dances.

Ken announced that the Nominating Committee needs committee members.

The next Federation Board meeting will be in January 2013 at Heritage Festival, but Board members are expected to attend the Officers Ball. Meanwhile, we will do much of our communication via emails so please read, comment in a timely fashion.

The meeting was adjourned at 3:10 PM.