

MINUTES OF FOLK DANCE FEDERATION
BOARD MEETING
January 12, 2013
at the Heritage Festival, San Carlos

Board members:

Lucy Chang, President
Hollis Radin, Vice President
Loui Tucker, Secretary
Sabine Zappe, Treasurer
Adony Beniares, Archives
Becky Beniares, Archives
Connie Hull, Scholarship
Ken Kaye, Insurance
Bill Lidicker, Parliamentarian

Cricket Raybern, Research
Marion Rose, Membership
Ken McGreevy, Nominations
Luiselle Yakas, Institutes

Members

Kevin Greek
Louise Lidicker
Al Lisin
Pat Lisin
Marcel Vinokur

The meeting was called to order at 10:05 AM. A quorum was present.

Approval of the Minutes. Sabine Zappe read the minutes of the July 25, 2012, meeting in Stockton. The minutes were then approved as presented.

Treasurer's Report. Sabine presented the Budget Report (see attachment), which was accurate as of December 31, 2012. Some line items were noted such as the Summer Camps in Review income and the raffle kit expense. The report was accepted as presented.

Membership Report. We have new members, but we also had some members dropped. Memberships now stands at 427 members which represents (allowing for two people for each family membership) 504 individuals. The "Due-to-be Dropped" list was reviewed to see if any current members could contact them. Lucy talked about the process of contacting the members who have not paid dues in a timely manner. Many of the people on the "Due to be Dropped" list have received *Let's Dance!* for six months or more. The report was accepted as presented.

Nominations Committee. Possible candidates for three of the offices have been found, but no one is willing to be presented as a candidate for president. Ken McGreevy himself said he would run as secretary; Loui Tucker has agreed to be a candidate for vice president; Sabine Zappe has said she would continue to act as treasurer if no other candidate stepped forward. Memo Keswick was approached regarding the presidency, but he did not return Ken's call. Ken said he is still working with Joyce Clyde to consider assuming a position as an officer. In order to have sufficient time to place the nominations in *Let's Dance!* the slate of officers needs to be finalized by February 1. This assures it will appear in the March issue of *Let's Dance!* magazine, which gives the proper notice according to the Bylaws before the elections in April. For the record, Hollis noted that she appointed Ken McGreevy and he accepted to be Nominating Chairperson. Ken is also trying to form a committee.

Insurance Committee. There are a dozen group members that have not paid their dues, but they are not due to renew until January. There are no issues; there have been no claims.

Promotions Committee. Dan Unger has had no requests for funds. Loui commented on an email she received in which a Federation member asked what sorts of ideas had been funded in the past as she

might be interested in presenting an idea in the future. Monthly notices have appeared in *Let's Dance!* making readers aware of financial support from both the Promotion Fund and Scholarship Fund.

New Dancers Festival (NDF). April 28 has been set for the New Dancers Festival in San Francisco, in conjunction with the Blossom Festival. Of the NDFs presented in the last year or so, the Livermore/Pleasanton NDF was clearly the most successful. Before that event, the local dancers had been considering closing their small class due to dwindling attendance and now they have over 30 people attending most nights. One thing the Livermore/Pleasanton organizers did that appeared to have contributed to the good result was they had both a news article in the local paper and they produced an advertising poster and blanketed their downtown businesses, especially the restaurants, with the posters.

Scholarship Committee. Connie Hull had asked Bill Lidicker to look at the Federation bylaws to see if a student membership at a lower cost could be created without actually amending the Bylaws. Bill reported we could do it by creating a subcategory of the general membership. A motion was made by Bill Lidicker to "Establish a subcategory under the Individual Membership category for students, as defined in Article III, Section IV." The motion passed. Connie suggested a membership fee of \$20-\$25. A student would be defined as someone under 26 years of age, not under a parent's membership, at least a half-time student at an accredited institution." With these parameters established, Connie will work on final language and present it at a future Board meeting.

Officers Ball Report. All receipts were presented. The Ball made a profit of \$392.93. There were 75 dancers at the workshop and 86 dancers at the party.

Flash Mob. The objective of a flash mob is to create and videotape an event that will showcase folk dancing that we can get to go viral. Laura Douglass is the chair of this ad hoc committee, and she was not present. She will attend the upcoming meeting at the Festival of the Oaks and we can focus on the flash mob idea then. The first step is to determine a venue such as an airport or a shopping mall. We must obtain permission and insurance may have to be provided as well.

Vice President's Report: We have been focusing on print media, posters and flyers. These are fine to put up in coffee shops, restaurants, dance studios, dance classes, and have been particularly effective prior to New Dancer Festivals. We should also make use of any websites that would allow the posting of events and classes on their online calendars. Radio stations at colleges are another possible source for advertising. It might be useful to look at the existing calendar of events for community colleges and universities and investigate tagging onto an existing event such as a world dance concert. We also need to create a Facebook presence. After some discussion, it was decided that Hollis, Ken McGreevy, Cricket Raybern and Kevin Greek will form an ad hoc committee to plan, establish, set up a Facebook account on behalf of the Federation. The Board will review and approve the contents before advertising on Facebook.

Maypole Festival Idea. Nancy Kaye was working on the concept of creating a Maypole Festival and had one of her old videos of a maypole festival edited to present to schools. She made a proposal to one school and they intended to follow through, but the principal became ill and the project was put on hold. It was suggested that Nancy contact Barbara Frevert because Barbara works at a school that might be a possible venue. Another possibility was coordinating with Chang's to do a maypole in conjunction with their Family Day in the Park. It costs \$25 to rent a picnic area at Golden Gate Park and it can be a

very public place. Cricket suggested using the Maypole Festival to create a flash mob by carrying the pole through the park with much merriment, set it up, and dance. People along the way would follow the parade to see what happened! It was decided that Cricket, Luiselle, and Nancy (and Barbara if she is willing) should work together on the Maypole idea for some time this spring. It was suggested that they keep Laura in the loop if a flash mob would be possible.

Board Meetings. Lucy receives emails from Board members asking when the next Board meeting is scheduled. The next Board meeting is noted at the end of the previous minutes, and Loui can make sure it also gets put on the Federation's online calendars. There will be a Board meeting at the Festival of the Oaks, but several Board members will be absent. Loui has indicated she cannot attend and neither can Adony because the Stockton Board is meeting on the same day. Sabine, the current Stockton Registrar, may also need to attend the Stockton Board meeting. Because Loui cannot attend, Ken McGreevy offered to act as secretary for the meeting. Sabine will submit her written Treasurer's report in advance.

The Couples Festival. Lucy has been planning a workshop/festival to focus on couples dancing. The idea is not just to teach a selection of specific couple dances, but to use a few selected dances to work on partnering techniques. Lucy has arranged for the use of the hall at St. Bede's Church in Menlo Park from 11:00 AM to 11:00 PM on Saturday, June 8. The workshop will be called "It Takes Two." Lucy has lined up Richard Powers and Todd Wagner, with their respective partners, as teachers. Discussions are underway with both teachers on what types of dance. Lucy asked for ideas from the Board on what types of dances, pricing, structure for the day. Lucy also asked for volunteers to help with the day. Richard Powers is discussing using the cross-step waltz and/or rotary waltz. The tango is also very popular. Todd Wagner intends to use Mezőség, the most familiar Hungarian dance, to teach the basics. It was noted that Richard Powers will be big draw as he is a very popular and well-known teacher.

Some specific ideas to include during teaching were made:

- ✓ Include some non-turning steps for the woman.
- ✓ Include tips for women who switch back and forth between leader and follower.
- ✓ Have both men and women switch places so that each can experience being leader/follower.
- ✓ Teach a pivot step and buzz step.
- ✓ Stress that it is important to carry your own weight and not over-lean on partner.
- ✓ Leaders should be cautioned about being rough, jerking the arm of the follower.
- ✓ Include salsa moves.
- ✓ Include West Coast Swing moves.

Al Lisin expressed concern about how this will be publicized in order to make it appealing and exciting. It was also suggested that we advertise to the ballroom dance community with input from Laura Douglass, Luiselle Yakas, and other dancers as appropriate.

Lucy also described some possibilities for the evening party which will be mostly but not exclusively couples dances. There may be a few popular non-partner dances thrown in as well such as Chef or Adama V'Shamayim or a fast Kopanica. There will be some dances with a two-minute teaching sprinkled so that everyone can participate. Loui has been asked to call a contra or two.

Lucy would like for Board members to attend for free, but Board members would still need to officially sign up to maintain the balance of leaders and followers and help in some fashion (registration table,

refreshments, decorations) would be extremely appreciated. Federation members would get in at a reduced rate. Non-Federation members will be asked to pay a higher rate and could get the reduced rate if they signed up as a Federation members on the spot. Some pricing scenarios were discussed. It was noted that we will need to clarify that singles are welcome but we will need to establish and maintain a balance of leaders and followers. Lucy and Loui will look in announcements by Richard Powers, Scandia Festival and other couples teachers for suitable language to use in our publicity.

Within ourselves and our own contacts, we need to develop positive publicity to encourage existing dancers who think they are good partners to come to this event.

Festival of the Silk Road. Kevin Greek made a brief presentation about this non-Federation festival called Festival of the Silk Road that is currently set for May 18, at the Mexican Heritage Theater in San Jose. The festival includes a bazaar at which the popular band Odessa will be playing. A dance studio will be set up during the festival. It is unfortunate that this event conflicts with Statewide Festival in Santa Barbara, but would the Federation want to participate in this event in some fashion? Would this be a place to hold a flash mob? Would the Federation want to provide some teachers for the dance studio? Kevin will stay in touch with Lucy regarding the possibility of supplying some dance teachers and with Laura Douglass in the event a small flash mob can be organized.

The Board and members enjoyed lunch provided by the Federation and brought in by Ken Kaye. The meeting was adjourned at 12:12 PM.