

Minutes of the Federation Meeting

Sunday, July 27, 2014

at Stockton Folk Dance Camp

In attendance:

Memo Keswick (President)
Loui Tucker (Secretary)
Gary Anderson (Board member)
Adony Beniares (Board member)
Craig Blackstone (Board member)
Lucy Chang (Board member)
Julie East (Board member)
Susan Gregory (Board member)

Denise Heenan (Board member)
Marija Hillis (Board member)
Alicia LaFetra (Board member)
Bill Lidicker (Board member)
Cricket Rayburn (Board member)
Richard Graham (member)
Marian Snyder (member)

13 Board members; 2 Federation members

The meeting was called to order at 10:05 AM. A quorum was present. A Statewide Festival Report was added to agenda.

According to the President's records, minutes of the prior Board meetings, except for July 24, 2013 and April 27, 2014, have been approved. The minutes of the July 24, 2013 and April 27, 2014 meetings were then approved.

There are three committees – Costume Committee, North/South Committee, and Teachers committees – that currently do not have members. All other committee chairs, whether present or absent, have provided a report.

Statewide Festival

Julie East presented her report on the Statewide Festival. The Financial Report prepared by Sabine speaks to the accounting. From that perspective, the Festival was a resounding success. Sabine's Income and Expense Report showed a \$3,360.81 profit.

Julie is still receiving positive comments and the Redding dancers are feeling very proud of themselves. Some items cost more than she expected, but attendance was better than expected. She was grateful for all the publicity that was instrumental in getting people to Redding.

Julie shared some lessons she learned that might be useful when putting on a Statewide Festival in the future.

- A good deal of money was saved by providing home stays for the teachers (in her own home) and the band members (in Julie's mother's vacant vacation home) and she recommends this approach for Statewide Committees in the future to follow.
- No chairs were provided in the dance hall to maximize the floor space during the workshops. There was a separate dining area where people could get away from the dancing and sit.
- The conveniently adjacent dining room also meant that a majority of the dancers chose to stay on site for the lunch that was provided (instead of driving to a restaurant), and this enhanced the sense of community generated by dancing and learning together.

Andy Kacsmar initially gave the Federation a discount on his fees for providing for the sound equipment, but said that if Statewide made money he'd like his full amount. The full amount of his fees were paid.

Evan Chu charged approximately \$400 for his video editing services in preparing the DVD from raw footage taken at the workshops. He was paid, and then donated \$400 back to the Federation.

One other small issue arose. A Redding dancer was working at the registration table and selling CDs and DVDs for the teachers. She had a medical issue at the end of the weekend and wound up in the emergency room. (She is fine now) It was later discovered that the money collected for the CDs and DVDs was \$94 short. Memo instructed Sabine to pay the teachers for the materials and write off the \$94.

The Board thanked Julie and her team for their efforts and the wonderful final product, with special thanks for the Flashmob video that has been posted on the Federation website. Julie's final comment before leaving the Board meeting was: "Stop in and dance on Friday night in Redding! Hospitality is available!"

Pre-printed Programs

Memo commented on a drawback to the once-traditional pre-printed dance program at festivals and parties: there was no slot available for the Federation to be promoted at Statewide. He had to ask Julie to squeeze him in. Statewide is a Federation event and one of the biggest and costliest to put on and we should be able to use it as a recruitment tool.

There was a discussion about the demise of pre-programs due to a desire for all request programs instead, and the benefits (spontaneity and ability to program the evening based on the dancers in attendance) and drawbacks (no ability to review in advance of the event any dances on the program, or going outside or leaving for the evening and missing a favorite dance). It was suggested that an article could be written to appear in *Let's Dance!* on this subject. Denise Heenan was suggested as someone who could write such an article with help by Craig Blackstone and Cricket Rayburn.

Regional Statewide Attendance Breakdown

Memo's prepared and presented his analysis of the regional breakdown of Statewide attendance. There had been worries that Bay Area dancers would be reluctant to attend because of the distance but they did attend! A quarter of those attending came from the San Francisco Bay area. The analysis also included the number of Federation members versus non-members. Memo expressed his surprise at the number of non-members attending. While it is true some of them dropped in for one day, one workshop, or an evening party, it still points to dancers who might benefit from becoming Federation members.

The Southern California attendance was particularly striking in terms of Federation members versus non-members until it was explained that many Southern California dancers belong to the Southern Federation but not our Northern California Federation.

There was a discussion about whether we should be contacting the non-members to see if they want to become Federation members but it was deemed a project for regional representatives. Memo, for example, is trying to convince Chico dancers to join the Federation.

New Dancers Festivals

There was a side discussion about the New Dancers Festivals, the importance of doing more than one, getting emails from anyone attending, and following up immediately afterwards. It was pointed out that it is important to have a committee instead of just one person putting on the New Dancers Festival so that all the responsibilities before and after don't sit on one set of shoulders. A comment was made that "seeds have to be planted, and they don't often sprout right away."

It was reported that in the North Bay, Carol Friedman's group picked up nine new members after their first New Dancers Festival, and six more after the second one. Participants get a list of dances done and a CD of music. Carol has the advantage of being able to hold the Festival in the same hall where her weekly classes are held, so participants are familiar with the surroundings, parking situation, etc., and don't need to look at list of other dance classes in other locations to find a weekly class.

That said, Memo would like clubs representatives to look at any increase (or decrease) in club membership to see what we can learn from clubs that are growing. Memo will reach out to some of the growing clubs.

Standard Operating Procedures

Memo expressed regret that he has not followed up on the Standard Operating Procedures ("SOPs") that need to be created or edited. Memo said he had not forgotten about them, but hasn't gotten around to working on them.

Possibility of Workshops at AARP Conferences

There was a brief review and discussion centered on Diane Baker's email about working with the AARP to include dance events, especially folk dance events, or at least an information booth, at future AARP conferences. Marija Hillis, Promotions Chair, said she would be interested in pursuing this.

Letter for Club re Non-Profit Status

Memo presented the draft of a letter he wrote regarding the 501(c)(3) status of the Federation in order to help member groups to possibly get a non-profit rate at dance venues. His goal was to be clear that the Federation is a qualified non-profit but that did not confer non-profit status on member clubs. The Federation provides liability insurance only. The landlord can then decide whether to give the club the non-profit rate based on that letter. Bill agreed to review the letter in light of Federation bylaws to be sure the

letter is accurate. The Board gave a general approval of the goal and purpose of the letter and left it to Bill and Memo to agree on the final wording.

Amazon \$mile Program

Memo reported on an Amazon purchase program called Amazon Smile that runs parallel to the regular Amazon.com whereby 0.5% of an individual's purchases goes toward the non-profit organization of his/her choice. [A \$100 purchase would theoretically generate 50¢.] The Amazon Smile website says "We will reach out to the organization to be sure it is ready to receive donations," but it isn't clear what that means.

Memo suggested that if anyone who regularly purchases items through Amazon would take the time to look at this program and sign up, he would like to see if it actually generates anything for the Federation. If the program really works, he would like to write an article for *Let's Dance!* magazine and see more Federation members join the program to generate additional funds.

Past President's Pin

Memo passed around Clarice Willis' Past Presidents pin. He found this pin for sale on line, but was unwilling to pay what the vendor initially wanted for it. He waited until the price went down and did eventually buy it. The vendor had no history on the pin. Clarice Willis was the third president of the Federation (1944-45) but moved to Washington State shortly after marrying in the late 1940s. Memo is considering passing the pin along at the Officers Ball. This item will be discussed at a future meeting..

Treasurer's Report

Sabine was not able to attend the meeting due to Stockton Folk Dance Camp business, but her report through the end of the Federation's fiscal year (May 31, 2014) was provided. There was a brief discussion about fees charged by Paypal, and whether we should we charge \$1 or \$2 to cover those fees. It was concluded that it was too small amount (\$1.32 on a \$35 membership) to worry about, and that if using Paypal meant that members paid yearly membership on time with less fuss, it was worth it.

Since it was only about six weeks since the end-of-fiscal year report, Sabine did not provide a to-date report. There have only been a few bills, such as one for editing, printing, and mailing *Let's Dance!* magazine, and some membership dues that had come in, and a donation or two.

Past-President's Report

Lucy's report on the New Dancers Festival has been widely distributed. She considers these festivals a long-term investment. She is working with dance leaders in various areas to hold a NDF this year.

The Officers Ball planning is on track.

- The Institute Committee (Lucy is a member of the committee) has a list of potential teachers and a partial list of dances.
- The Dinner Sub-Committee (Ellie, Loui, and Sabine) are working on an upgraded dinner that will be \$15 instead of last year's cost of \$10.
- Bill Cope has agreed to play music again during dinner but diners can expect to see song sheets so they can sing along if they want to.
- The Officers Ball Registration form needs to be finalized so it get to Gary Anderson for printing in the September issue of *Let's Dance!*

Vice President's Report

Kevin was not able to attend but he provided a report on the Silk Road Festival. Next year this festival will be held on May 2, 2015, so it should not conflict with any other Federation event.

Insurance Committee

Ken was not able to attend but provided a report. Loui explained what happened to delay the payment of the last club's insurance payment. It will be paid shortly which will bring all member clubs current. The insurance premiums were paid on time. Member clubs either have insurance or an email/letter on file stating they either don't need insurance, or they have insurance through another provider.

Membership Committee

Alicia's report was reviewed and she explained the changes in membership. She shared the story of a man who renews every year without fail even though he can no longer dance. She wrote to thank him and he wrote a very long note back to her. It was suggested that Alicia turn this correspondence into an article for *Let's Dance!* magazine some time in the future.

Institutes Committee

Denise reported that the most recent New Dancers Festival in Sunnyvale was a success, the dance workshop for the Officers Ball is on track, and the dance workshop for the Heritage Festival is on track.

Promotions Committee

Marija reported that, despite efforts on her part to advertise the existence of the promotion fund, no requests for funds have been received. She does, however, have a recently-assigned new task: to reach out to the AARP to see if folk dance events or a booth can be set up at upcoming AARP conferences.

Research Committee

Cricket announced that Lone Coleman has been added as a new member of Committee. She probably will not be active at Stockton Folk Dance Camp, but will work with other Research Committee members to prepare dance descriptions for publication in *Let's Dance!* magazine.

Scholarships

Connie Hull was not able to attend the meeting, but it was noted that, despite extensive advertising, no scholarships were given out this year.

Archives

Adony reported that he hopes to re-organize the Archives in storage during the fourth quarter of this year. Loui explained her efforts to get *Let's Dance!* magazines scanned and posted on line. There is currently a selection of 163 issues available on the Federation website, and she hopes to add 200 more issues over the next year. There are funds in the Archives Committee budget to pay for scanning, and Loui is holding onto receipts.

Parliamentarian

Bill reported that he has been involved with a major by-laws revision for the NFO (National Folk Organization) and that it took a lot of his time this summer. He plans to work on the Federation bylaws update soon.

Nominating Committee

Craig had no report.

List of Future Events

The List of Events coming up at the end of the meeting agenda was mentioned. Memo recommended checking the Federation website for a list of events on website. They can be viewed as events on a list and events on a calendar. Loui commented that she will shortly be reworking the event listing so that monthly or quarterly parties are not relegated to the bottom of the list with a small note at the top to look there for monthly parties. They need to be incorporated into the list instead - and they will be.

Next Board Meeting

There was a discussion about the location, date, and time for the next meeting. Memo will check with Elsa Bacher about having a meeting in conjunction with the Sonoma Fest if it is held this year. Another possibility is that it can be held in the South Bay or Peninsula on the afternoon before a dance event sponsored by the Peninsula Council or Moveable Feet. Peninsula Council parties are currently scheduled for September 13 and October 11. The Moveable Feet parties are probably too soon to be useful.

Memo plans to send out an email poll to see who is available for what dates for an upcoming the Board meeting.

The meeting was adjourned at 12:05 PM.