

# Minutes of the Federation Meeting

## Sunday, September 13, 2014

### at the Radin residence

#### In attendance:

Memo Keswick (President)  
Kevin Greek (Vice President)  
Loui Tucker (Secretary)  
Sabine Zappe (Treasurer)  
Susan Gregory (Board member)

Hollis Radin (Board member)  
Denise Heenan (Board member)  
Alicia LaFetra (Board member)  
Laura Douglass (Board member)  
Bill Lidicker (Board member)

The meeting was called to order at 4:37 PM. A quorum was present.

#### Approval of the Minutes.

Minutes of the prior meeting were provided in advance, corrections were submitted and made. All present received copies of the minutes in advance of the meeting. Bill Lidicker made a motion to dispense with the reading of the minutes; Denise Heenan seconded. The minutes were approved and will be posted on the website.

The minutes of the October 13, 2013 telephone conference have been approved but have not been corrected by the former secretary so they have not been posted.

#### President's Report:

Statewide. The committee to work on the Statewide Festival for 2016 is supposed to be created 18 months in advance, which means approximately November 2014, a Statewide Committee needs to be formed. The Board discussed several possibilities including Chico, Petaluma, Sacramento and Monterey.

Amazon Smile. Memo reported on the Amazon purchase program called Amazon Smile that runs parallel to the regular Amazon.com. Under this program, 0.5% of an individual's purchases goes toward the non-profit organization of his/her choice. [A \$100 purchase would theoretically generate 50¢.] Loui has registered the Folk Dance Federation as a charity able to receive funds and both Loui and Memo have signed up personally for the program. Loui and Memo explained how the program works for those Board members who were unfamiliar with purchasing items through Amazon.com.

Loui wrote an article for *Let's Dance!* magazine explaining how the program works. It is hoped that Federation members will create accounts on Amazon Smile and their future purchases will create a funding stream for the Federation.

It was also suggested that we should be looking for similar opportunities. For example, SaveMart, FoodMax, and Raley's have similar donation programs.

Club Growth/Decline. Memo is still working on gathering data, as he mentioned in his last President's Message. He is still seeking information from club members and leaders on club growth and decline.

Standard Operating Procedure. Memo is still working on gathering and updating the Federation's collection of SOPs.

#### Treasurer's Report:

Sabine submitted her report which covers slightly more than the first quarter (June through mid-September). The \$350 in income for Statewide was explained as being the return of the entire building deposit. There were some donations made that were earmarked for scholarships. Loui was reminded that, although no taxes are owing, she needs to file the Federation's e-postcard for tax purposes.

#### Secretary's Report

The current secretary reported that minutes of Federation Board meetings going back to 2008 have been posted on the Federation website. She plans to email Federation past presidents to see if any of them kept hard copies of the minutes of Board meetings. If so, she will obtain them, scan them, and add them to the collection on the Federation website. She will add the minutes of Board meetings in the future, as soon as they are approved.

Loui also explained her use of MailChimp. This is a web-based marketing program that allows a user to maintain an email contact list of up to 2,000 members for free. This is different from the Federation's yahoo group, which anyone can use to send email to the group. MailChimp is designed for one-way communications, from the Federation to its members. Loui successfully uploaded the names and emails of approximately 300 individual and family members (not the libraries or institutions). Loui plans to use this program for occasional but significant informational emails to members, such as one in late October to encourage members to sign up for the Officers Ball. On a motion by Laura Douglass and seconded by

Sabine Zappe, the Board formally approved the use of MailChimp for communications with Federation members. Loui and Susan will work on the first Officers Ball publicity.

#### Past Presidents Report

Lucy Chang was not present but provided a written report. There are two New Dancer Festivals on the calendar one in the North Bay and the other in Livermore/Pleasanton. The Officers Ball is on calendar for November 15. Only 7 people are signed up for the Officers Ball to date, but it is very early.

#### Vice President.

Kevin Greek was present. He did not have a report. He mentioned that the Silk Road Festival in which he is involved has been moved to October of 2015. The organization needs to find a new location and needs time to do that. This will no longer present a usual conflict with the Federation's April General Membership meeting.

Kevin was reminded by Bill Lidicker that he is supposed to appoint a Nominating Committee Chair. Craig Blackstone is currently the Chair of the Nominations Committee (appointed by Loui when she was Vice President), and Craig may be willing to continue in that role. Kevin will contact Craig.

#### Insurance Committee

Ken Kay was not present, but he provided a written report. All of the Federation's member clubs have paid for their share of the insurance and the insurance premiums have been paid.

#### Membership Committee

Alicia La Fetra was present and her written report was provided. There are 409 database entries, which includes 25 libraries.

#### Publications (Communications-Outreach) Committee

Hollis Radin reported she is focusing on coordinating the groups currently listed on the Federation web page of Federation clubs. That list is now on Facebook. She plans to contact all Federation groups to encourage them to (1) connect their Facebook page, if they have one, to the Federation's page and (2) create a Facebook page for their group if they don't have one. She plans to offer help in setting up a Facebook page if groups don't have one, as well as helping them create a Meetup group. She will be suggesting that groups that want to start a Meetup group to apply to the Federation's Promotion Fund for \$75 to pay for the first six months fee. She plans to coordinate with Promotions Chair Marija Hillis so she will be aware of possible in-coming applications. The clubs can assess the success of their Facebook page after six months to see if they want to continue funding it themselves.

Hollis had been working on an ad-hoc committee with respect to an outreach program originally suggested by Diane Baker. This outreach committee was supposed to coordinate with physical education departments and their teachers to promote international folk dance as part of a schools physical education curriculum. It was hoped that we would be able to get a representative to attend state and local teacher conferences, but we had been unable to find out about the conferences far enough in advance to become part of the planning. Similarly, Hollis has not found anyone willing or interested in working on this project with her. She has a copy of Billy Burke's book that she will give to Memo.

Memo believes this is a worthwhile project, especially if we can extend it to private, charter and home schools, and he will look for someone who would be interested in pursuing it.

#### Institutes Committee

Denise Heenan provided a written report. Officers Ball teachers are not all confirmed, but that list is close to being finalized. George and Irina Arabagi have been confirmed as the teachers for the Institute that is part of the Heritage Festival.

Denise also provided the results of the survey of dances taught at Stockton Folk Dance Camp. She will submit this list to *Let's Dance!* magazine.

#### Promotions.

Marija Hillis was not present but submitted her report. Setting up a booth at the most recent AARP conference was a possibility, but there was not enough lead time to fully prepare. We will need to check in AARP magazines to see when the next conferences are going to be held and where.

#### Archives Committee

Adony Benaires was not present but Loui reported on the Committee's project of scanning and digitizing back issues of *Let's Dance!* magazine. To date, 164 issues have been scanned and are available for viewing on the Federation website. Loui wrote a short article about this project that will appear in *Let's Dance!* magazine. At the July meeting, Craig Blackstone offered his collection of back issues and those magazines are in the process of being scanned. Laura Douglass offered to provide additional back issues from her parents' collection.

#### Parliamentarian

Bill Lidicker reported that he is in the process of reviewing the Federation's Bylaws. He has several points of concerns, two of them being that (1) the list of standing committees needs to be revised and (2) there needs to be clarification of the number of votes a family membership has. Bill needs to meet with his committee before making specific proposals for changes in the Bylaws.

#### Publicity/Advertising

Susan was present but had no report. She has prepared preliminary advertisements for the Officers Ball, but anticipates needing to finalize that once the teachers and the dances they will teach are finalized.

#### Fundraising.

Loui provided a written report. The original \$1000 authorized for this project has been recouped, taxes have been paid on sales to date, and the small amounts spent on print advertising in dance-related magazines paid off in sales. The project shows a clear profit of almost \$400 and any sales from this point forward will be additional profit and no further expenses other than taxes are anticipated.

#### Events

Memo provided a list of upcoming events taken from the Federation website. Hollis made one change to a date for the Peninsula Council party that is on a Sunday, not a Saturday, in November.

#### Next Board Meeting

There was a discussion about planning the next Board meeting around a dance event or holding a telephone conference. There is no time for a Board meeting before the Officers Ball.

One possibility is holding the meeting after the North/South Dance Workshop, perhaps meeting after lunch on Sunday, October 12. Susan is working on the North/South event and will check to see if we can use the lunch room or the dance hall after the event is over.

Another possibility is holding the meeting on Sunday, November 9, before the Peninsula Council party.

A third possibility is holding a meeting before the Palomanian's party on December 6.

After those dates, the next potential meeting date would be the Heritage Festival, on Saturday, January 10.

The meeting was adjourned at 6:20 PM.