

Minutes of the Folk Dance Federation of California (North)  
Board Meeting  
Sunday, July 24, 2016  
at Grace Covell Hall, University of the Pacific, Stockton, California

In attendance:

Kevin Greek (President)  
Cynthia Lambert (Vice President)  
Clem Dickey (Secretary)  
Loui Tucker (Treasurer)

Board members (in alphabetical order)

Joe Croco (Archives)  
Laura Douglass (Finance)  
Susan Gregory (Publicity and Communications)  
Marija Hillis (Promotions, Statewide)  
Bill Lidicker (Parliamentarian)

Federation members

Louise Lidicker  
Vick Vickland

President Kevin Greek called the meeting to order at 9:33 am. A quorum of the Board was present.

- Approval of the Minutes

Minutes of the last meeting, held on April 24, 2016, were provided in advance. They included corrections submitted by several Board members before the meeting. Board members received copies to review on May 3, which provided sufficient time to review them.

Loui made, and Craig seconded, a motion to dispense with the reading of the Minutes and to approve the Minutes. The motion passed on a voice vote.

- Interim Board Action

The Board took one action since the April 24, 2016 meeting. On May 5, President Kevin Greek reported that the Internet motion to approve the FY 2016-2017 budget was approved with a vote of 12 ayes and zero nays.

- Proposal to change of the Federation Fiscal Year to match the Calendar Year

Laura noted that several budget items are typically split across two Fiscal Years, which begins on July 1 (on paper) or June 1 (in recent practice). These include Statewide expenses and scholarship expenses. Book closing for FY 2015 took a long time. Laura and Loui agreed that a calendar Fiscal Year would split much less activity across years; the only likely split item would be the mailing house bill for an issue of *Let's Dance!* Marija, noted that a calendar Fiscal Year would be split across Board Officers' terms, but Loui replied that budget approval process is already split across terms: the target for budget approval is six months before the start of the Fiscal Year.

Laura made a motion, which Bill seconded, to modify the by-laws to align the Fiscal Year with the Calendar Year and to start the next Fiscal Year on January 1, 2017.

At the next Board Meeting, Laura will present an adjustment to the current (FY 2016-2017) budget which will end that budget on December 31, 2016. Bill will develop by-laws wording to be proposed by the Board, published in *Let's Dance!*, and then voted on by the Board. The first Board vote will probably be conducted by e-mail; the second Board vote may be held no sooner than one month after publication of the proposed change.

- Jim Kaumayer Endowment

Kevin reported that Jim Kaumayer has donated \$25,000 to help the Federation promote folk dancing.

The Board discussed which promotions might be effective, with respect to content, media and target audience.

Suggestions for content included video of dancers followed by short talking-head testimonials, and use of the written testimonials, (Marija had collected some written testimonials at Statewide 2016; we might use those.)

Proposed media included YouTube, billboards, and Facebook ads. Newspapers were considered ineffective at reaching a younger audience.

Loui noted that our ads need to be regional, and should target other dancers and young people. Attracting younger people might be done in stages: lower our collective age by bringing in 40-year-olds, then 20-year-olds.

East Bay and San Francisco have Balkan bands which attract a young audience, but there are none in the South Bay or Sacramento. The Federation could sponsor Balkan band events in the South Bay; the bands are willing to travel. Kevin has talked to Greg Jenkins, who is interested in doing this. Loui noted that Balkan bands tend to have loud music and typically play in conjunction with a liquor bar, which would not work with our usual venues.

Bill recommended that we to establish a procedural structure, that we formally set this up as an endowment, and that we establish a committee to administer it.

Laura suggested that a professional ad agency might help us appeal to our target audience. Loui suggested putting an item in *Let's Dance!* asking members for input.

Laura suggested modifying the Publicity Committee's role from funding publicity to actively developing it – given ideas. Perhaps the Committee could execute proposals, rather than simply funding them as it does today. Loui suggested publishing an item in *Let's Dance!* asking (1) do you have ideas, (2) would you like to work on it, or know someone who can?

Bill made a motion, which Loui seconded, that we set up an endowment fund named "The Jim Kaumayer Endowment" for the purpose of promoting folk dancing generally. Laura noted that he might not want his name associated with the fund. There was general agreement that we might change the name later or not use his name in promoting the fund. Loui, Susan and Kevin will work on the wording. The motion passed on a voice vote.

- Book Publishing Proposal

Kevin reviewed the book proposal from Human Kinetics which he had introduced at the April Board Meeting. The book would describe movement and styling, but the bulk would be dance descriptions with web links. Laura intends the book to accommodate a spectrum of students from children to seniors. Dances would be chosen to be easily danceable, comprehensive in geography and style, and learnable from text or video. Loui characterized it as an update to *Dance A While*, but smaller. Stockton syllabi would be the preferred source for dance descriptions.

Kevin asked for ways to get more people involved in the book. Clem said that Jean Marie Hughes might be interested. Laura has talked to Bruce Mitchell, but his current priority is the impending relocation of the Lawton

Harris Collection in the University of the Pacific Library. Laura proposed doing some work on the structure of the book before recruiting additional people. Kevin agreed, and will work with Laura on the structure.

- 2016 Officers' Ball – October 15 in Palo Alto

Loui reported that the format will be similar to previous years. The Institute committee is working on teachers and dances. The details will be announced in *Let's Dance!* October issue, or possibly in the September issue. Loui and Lucy need to determine the cost before the announcement.

- New home for Stockton's Lawton Harris Collection sought

The Lawton Harris Collection of folk dance material, currently housed in the University of the Pacific Library, is looking for a new home; The Library wants the space which it now occupies. Adony has volunteered his warehouse for the vinyl records, and Laura noted that the collection could conceivably fit in somebody's house. Loui warned that an institution will not accept a collection unless it comes directly from another institution due to worries about pilferage and physical contamination, and that Stanford has already deaccessioned some material.

Loui noted that one lady had suggested a two-story (dance floor plus library) Federation building financed by crowdsourcing, As precedents Loui cited the dance hall used by the NFO in Orlando, Florida (Whirl and Twirl Square Dance Center) and the Avalon Ballroom in Boulder, Colorado. Laura noted that the Bay Area real estate is particularly expensive, that maintenance costs are an additional expense, and that placing the Lawton Harris collection with the Federation would likely end the chain of custody with us.

- President's report (Kevin)

As written in the last President's column, 20 people started "Mountain View Dance Workshops" group on meetup.com. The group has grown to 400 people. The members study a dance on YouTube and then meet up to learn it. Kevin now runs the group. He is looking for people who will help introduce newcomers to dance, and is looking for other groups which dance in the Mountain View area. He takes the group to a different location each meeting; meetings frequency is roughly monthly. Loui noted that meetups must typically provide variety and the opportunity to meet new people, as opposed to simply hosting an activity.

- Statewide 2016 (Bill and Marija)

Statewide made \$5087 net, plus an addition \$30 as more t-shirts have been sold since that accounting. Over 200 people came. Over 100 paid in advance; another 100 made some appearance. Eileen Kopek gave Statewide a nice write-up in the latest *Let's Dance!* Marija cited Chubritza as a big draw, and Cynthia noted that Berkeley's more central location drew more people than would a Peninsula location such as Palo Alto.

Loui made a motion, seconded by Joe, to thank the Berkeley Folk Dancers for their time and organizational skills by making a donation to their treasury of \$500. The motion passed on a voice vote.

Bruce Mitchell has inquired about holding 2018 Statewide in Sacramento, but has not yet submitted a proposal to the Sacramento Folk Dance Council.

- Archives (Joe)

Loui reported that material from Zora Mae Torbun's collection and Mel Harte's collections – mostly costumes – had been donated to the Stockton Folk Dance Camp.

Treasurer (Loui) – written report distributed

- Membership (Alicia La Fetra/absent) – written report included

Kevin read the names of the new members. Clem made, and Marija seconded, a motion to approve the report. The motion passed on a voice vote.

- Institute (Lucy Chang/absent) – written report included

- Vice President (Cynthia)

Cynthia brought flyers for the Camellia Festival, to be held March 18-19, 2017. Richard Powers and Jaap Leegwater will teach. Iliana Bozhanova and Todor Yankov (Bulgarian) will teach in Sacramento on August 31, and Cristian Florescu and Sonia Dion (Romanian) will teach in Sacramento on September 17.

- Parliamentarian & By-Laws (Bill) – no report
- Promotions (Marija) – no report
- Secretary (Clem) – no report
- Communications and Publicity (Susan) – no report
- Insurance (Ken Kaye) – written report included
- Next BOD meeting

The next Board meeting will be probably be held in November.

- Adjournment

Laura made, and Marija seconded, a motion to adjourn. The motion passed. The meeting adjourned at 11:57 am.