

Minutes of the Folk Dance Federation of California (North)  
Board Meeting  
Saturday, January 14, 2017  
at the Croco/Douglass residence, Redwood City, California

In attendance:

Kevin Greek (President)  
Clem Dickey (Secretary)  
Laura Douglass (Treasurer)

Board members (in alphabetical order)

Lucy Chang (Finance, Institutes)  
Joe Croco (Archives)  
Marija Hillis (Promotions)  
Memo Keswick (Past President)  
Alicia LaFetra (Membership)  
Bill Lidicker (Parliamentarian)  
Loui Tucker (Editor)

President Kevin Greek called the meeting to order at 10:43 am. A quorum of the Board was present.

- Minutes of previous meetings

Minutes of the previous meeting, held on November 11, 2016, were provided in advance. They included corrections submitted by Lucy, Kevin and Bill before the meeting. Board members received corrected copies to review on November 27. Lucy made, and Joe seconded, a motion to approve the revised minutes. The motion passed 9-0.

- Interim Board Action

On December 19, 2016, President Kevin Greek notified the Board that Vice President Cynthia Lambert had resigned for health reasons. Kevin wished her a steady and quick recovery.

On December 29, Kevin Greek called for a discussion and vote on the 2017 budget as proposed by Finance chairwoman Lucy Chang.

On January 4, 2017, Kevin reported that the Board had approved the 2017 budget by a vote of 9-0 with five abstentions.

- Proposal for Federation event free admission for attendees 18 and younger

Lucy and Loui proposed that the Federation offer free admission to attendees 18 years old and younger. This weekend's Heritage Festival has three young dancers coming from Willits and will not charge admission to children. Memo noted that Chico offers a family price, and he often includes a raffle for a free ticket to a future event. Memo asked if the policy would extend to Federation clubs and councils. Lucy answered that the policy would be only for solely Federation-sponsored events, though others could use it as a model. Marija suggested that we change the proposed age limit to "21 and under" and the Board agreed. Lucy, Loui and Memo agreed to collaborate on a *Let's Dance!* article. Lucy proposed, and Memo seconded, that the Federation offer free admittance to solely Federation-sponsored events to attendees 21 and under. The motion passed 9-0.

Kevin noted that we have to avoid parents dropping children off and leaving, and Memo noted that we should check with Ken Kaye about insurance ramifications. Clem noted that the issue of unaccompanied minors existed regardless of the admission policy. Bill noted that any discussion would be too late to affect the admission motion, which had already passed. Kevin will put the discussion of unaccompanied minors on the next meeting agenda.

- Proposals for compensation of *Let's Dance!* printing costs in the 2017 budget

Loui projects that printing costs for *Let's Dance!* in 2017 will exceed the budget by about \$4000. A 10 issue contract might reduce the difference to \$3000. She has cut the page count from 24 to 20 by removing listings available on the Federation web site. We could further reduce costs by reducing the number of issues per year, by replacing color printing with black and white, or by finding a lower-cost printer. We could increase revenue by raising dues or by soliciting monthly sponsors (clubs or individuals) the issues, or by obtaining more advertisers..

Loui discovered that Minuteman Press in Sacramento will print for about the same price as the lowest cost San Jose printer (also Minuteman Press), but would not incur the \$50 shipping charge to our bulk mailer, who is also located in Sacramento. She chose not to use the Sacramento Minuteman Press as she would have no way of viewing a proof copy before printing. Cricket Rayburn's son-in-law has expressed interest in bidding on the printing but has not yet done so. Laura and Loui noted that we might poll members to determine their preferences. Such a poll might determine whether time-sensitive information – ads in particular – or “long-term” information was more popular.

More ad revenue would be hard to achieve. Clubs receive a 50% discount for ads, and businesses tend to prefer Internet advertising.

Loui proposed that we continue with the current format for now, and revisit the rate of expenditure in two or three months, after Loui and the Board have had time to further investigate the options. Bill and Memo agreed. The Board took no action.

- Officers Ball 2017

Loui has been unsuccessful trying to contact Chuck Bachmann of the Albany Veterans Hall. He is only scheduled in the office 3 hours per week, and his wife has cancer twice. Marija offered to drop by.

Lucy has had trouble contacting First United Methodist Church since the death of our regular contact, Bernadette Harland, in December. First United Methodist has not cashed our \$250 deposit check for the canceled Officers Ball 2016. They did cash our later \$100 donation.

Kevin noted that facilitron.com exists as a clearing house for rental venues, and particularly for school facilities.

- President (Kevin)

Kevin has filed a promotional plan with Marija for Bay Area Dance week, and is soliciting listings from clubs.

The “North American Excellence Award” from Corporate America News mention at the previous meeting seems to be a commercial solicitation; Kevin will not pursue it.

Kevin has reappointed Vice President Cynthia Lambert; she is doing better after surgery and can attend meetings in Berkeley.

Craig Blackstone has agreed to serve as ad hoc Nominating Committee chairman.

- Treasurer (Laura) – written report submitted.

Loui passed around a copy of the Federation “Come Join Our Circle!” ad as it ran in the San Jose Mercury News on January 7. The ad ran seven days covering two weekends in early January. The ad was white text and color pictures on a black background. Loui suggested flipping the colors (to black text on white background) and using fewer, larger pictures. Loui reported one contact who specifically mentioned the ad – a former dancer – and an uptick of about 200 clicks per day for four days at folkdance.com. She also noted that it was hard to establish a causal relationship between the ads and the web clicks.

- Finance (Lucy)

The proposed 2017 budget was approved online.

- Institutes (Lucy)

Lucy invited everyone to the Heritage Festival, which started Friday in Palo Alto and continues this afternoon in Belmont.

- Editor (Loui)

The January issue, which was delayed due to mis-addressing by the printer, is now starting to appear. Members in Sacramento, Shingle Springs, and Santa Rosa have received their copies.

The February issue will have an article on the Willits group.

- Archives (Joe)

Joe has not heard from David Vinokur regarding Marcel's collection.

Loui reported that many dolls from the June Horn collection are the kind from tourist shops. Jean and Kim from San Diego may want to look at or repair the dolls. There are at least hundreds of dolls, some as small as salt and pepper shakers. Laura reported that similar dolls sell on eBay for \$3 to \$10. Loui noted that we still need someone to take care of the doll collection – someone who likes dolls, or who would sell them for a commission.

- Promotions (Marija)

Marija received a proposal from Kevin for up to \$200 spending for Bay Area Dance Week. The registration fee is \$68, plus \$12 per listing. Marija will ask the Promotions Committee to approve it.

Marija has received no receipts yet from Vick Vickland, due to health issues.

- Past President (Memo)

Memo is trying to bring a Bulgarian trio to Northern California on tour. He needs 6 gigs at \$600-\$700 each to finance the trip. Joyce Clyde, Nadav Nur from Kopachka, Sonia Kirova from Ripni Kalinke, Ginny Snyder, and Bill Cope were mentioned as possible contacts. Memo has already contacted Bill Cope, and may also look into gigs in Southern California. Lucy noted that Bulgarika is also coming to tour.

- Membership (Alicia LaFetra) – written report included

We have 10 new members thanks in part to Loui gifting some memberships, and four dropped members.

- Adjournment

Memo made a motion to adjourn, seconded by Lucy. The motion passed 10-0. The meeting adjourned at 12:03 pm.