

Minutes of the Folk Dance Federation of California (North)
Board Meeting
Saturday, January 20, 2018
at Milagros Latin Kitchen, Redwood City, California

In attendance:

Joe Croco (President)
Marian Snyder (Vice President)
Laura Douglass (Treasurer)
Clem Dickey (Secretary)

Board members

Craig Blackstone (Nominations)
Lucy Chang (Finance)
Kevin Greek (Past President, Archives)
Marija Hillis (Promotions)
Bill Lidicker (Parliamentarian)
Loui Tucker (Editor)
Sabine Zappe (Scholarships)

President Joe Croco called the meeting to order at 11:21 a.m. A quorum was present.

- Minutes of the previous meeting

Minutes of the previous meeting, held on December 9, 2017, were provided in advance. Lucy made, and Craig seconded, a motion to approve the minutes. The motion passed unanimously.

- Online/publishing survey

Marian has discussed the survey with Marija, who has done a survey for Dance on the Water. It can be run as a page in *Let's Dance!*, and online through Google Forms or Survey Monkey (linked from folkdance.com). Sabine and Loui recommended keeping the questions simple, short, and direct: Should *Let's Dance!* be published electronically or retained in printed format, and if it is published electronically would you retain your membership? Laura and Lucy noted the need to provide background information: we cannot manage both formats, publishing costs have increased, and the loss of the bulk mailing rate precludes economical production in both formats. Marian and Marija will develop the survey.

- 2018 Officers Ball

Lucy noted that arrangements for a 2018 Officers Ball, particularly the hall reservation, need to be made soon. The Board agreed that we should host an Officers Ball in 2018. The preferred date would be October 20, avoiding pre-Halloween weekend and a West Coast Swing convention. Alternate dates are October 13 and November 3. The Hayward Veterans Memorial Hall is the preferred location, and the Albany Veterans Memorial Hall is a backup. Loui will consult with Lon Radin (Institute Committee chair) about the format. Loui asked if the Board would prefer a master teacher or local teachers. Clem, Laura, Joe and Marian responded that they preferred local teachers. Lucy and others saw benefits to both approaches.

- Scholarship Fundraiser

At the December 9 Board meeting Loui suggested holding a Scholarship Ball fundraiser, perhaps in conjunction with The Moveable Feet. In response Lucy reported that Moveable Feet would be excited to offer a Scholarship ball in conjunction with the Federation. The Moveable Feet has offered to co-sponsor the event by paying for the hall. Moveable Feet usually has underwritten the cost of the hall for two events each year. In 2017 they sponsored the Angel Tam Memorial and a fundraiser for Second Harvest Food Bank. The Board informally accepted Moveable Feet's offer. Loui noted that money raised would supplement, and not replace,

current Scholarship funding.

- Statewide 2018

Loui reported that the prices for Statewide 2018 will be \$100 in advance and \$110 at the door for the entire event. Participants can pay for individual workshops and parties. Kevin is arranging the online registration through Brown Paper Tickets; he is waiting for their approval. The registration form will run on the March, April and May issues of *Let's Dance!* Marija asked if we should encourage Bruce Mitchell to set the at-the-door price to \$120 to encourage advance registrations. Loui noted that we need to keep the at-the-door price below the cumulative price of the individual items.

- Institute Committee (Lucy, for Lon Radin)

Lucy reported that the Committee would like to introduce and coordinate touring teachers and bands, as the Committee is no longer asked to assist in the workshops for festivals that are run by Councils.

- President (Joe)

No report. Bill noted that he has missed one meeting notice, and that another had the wrong date. Sabine noted that she was not yet on the email list for Board meetings.

- Treasurer (Laura)

We are over budget on publicity due to spending through the Kaumeyer endowment, and under budget on the Editor's fee, as Loui still declines it. Year-to-year mailing costs are inconsistent due to varying arrival time of the December bill.

Marian asked if the survey background information should report the *Let's Dance!* costs, and asked what those costs were. Clem noted that Federation finances, in general, should be available to members. Loui reported that Gary Anderson's printing charge had been about \$800, and the current printer charges about \$1000, and increase between \$200 and \$250. Laura will send Marian the cost information. She is working to increase revenue and decrease costs. Marija asked if the survey should suggest a dues increase. There was agreement that the survey could include that question.

Joe asked if a membership increase would reduce the *Let's Dance!* shortfall. Loui replied that more individual members would not, but that more couple memberships would.

Marija asked if there were a way to limit secondary distribution of an electronic *Let's Dance!* Loui said that such limits were not practical and could always be circumvented.

- Vice President (Marian)

Festival of the Oaks will be held February 11. Loui noted that the Board will meet there, and will cover lunch for Federation members who attend the Board meeting.

- Past President (Kevin)

Kevin asked the Promotions Committee to fund club participation in Bay Area Dance Week. The Committee agreed to do so. The Federation covers the cost of club ads in the BADW program; clubs need to create the content. Razzmatazz and Santa Rosa Folk Dancers are joining this year. Berkeley Folk Dancers will again participate. Deadline for ads in the printed guide is February 1. Five groups have joined so far. Kevin solicited additional registrations. Loui noted that it is too late to tell the clubs, and that next year we should put notices in the December and January *Let's Dance!*

Kevin asked if the Scandi subgroup of a member club (Nordahl Grieg go Spelemannslag) is considered a member. Sabine replied that a subgroup with a different name would not be considered a member, and would therefore not be eligible for a subsidized Bay Area Dance Week ad.

- Membership (Alicia La Fetra, absent, written report)

Craig moved, and Marian seconded, that the membership report be accepted. The motion passed unanimously.

Joe reported that an online motion on December 19 to approve the July, October, and December membership reports, had passed.

- Editor (Loui)

The February issue will be 24 pages, not 20, due to additional ads. We had 11 pages of ads and five fixed-format pages (covers, etc.), which required additional pages to be allocated for feature articles.

Loui noted that everyone wants color ads, and we might want to consider changing the ad rates. We charge more for color ads, but the printer charges as if the entire issue were color if there is any color content. And gray is considered a color. The Board agreed that we should drop the separate black and white ad rate. Sabine moved to change the ad rates to \$20/\$30/\$75 (for quarter/half/full page, respectively) regardless of color use; Marian seconded. The motion passed unanimously.

- Scholarship (Sabine)

The Scholarship Committee members (in addition to Sabine) are Lucy Chang, Joe Croco, Wendy Ellis, and Gary Anderson. Sabine has also asked Cornelia Garfur, who has not yet responded.

A question on the scholarship application which referenced "furthering the goals of the Federation" has been changed to remove specific mention of the Federation.

- Promotions (Marija)

Besides Kevin's request for Bay Area Dance Week funding, the Committee received a request from Vic Vickland to subsidize young people (23 and under) attending Statewide 2018. Loui noted that we provided funds for a similar subsidy for the Arcata group for their festival several years ago, and it was a good use of the money. Marija will encourage Vic to advertise at Sacramento area universities and to provide subsidies, limited to \$1000.

- Archives (Kevin)

Kevin has added a widget with photos to the bottom of the web site. Loui will be selling dolls from the Max and June Horn collection at the Heritage Festival. Laura has a box of books for the archive.

- Insurance (Ken Kaye, absent, written report)

Loui reported that a notice in *Let's Dance!* will describe the insurance company's provisions for an alcohol rider on our insurance policy.

- Nominations (Craig)

Craig repeated the announcement he had made at the December meeting that all the current officers have agreed to be nominated for another term. Loui reported that she will run short biographies of the candidates in *Let's Dance!*

- Upcoming events

Craig reported that the Blossom Festival is scheduled for April 29, pending approval by City College of San Francisco. The Federation General Assembly meeting is scheduled for 10:30 a.m. Craig requested \$150 to cover lunch for General Assembly attendees at the Blossom Festival; Laura replied that the expense was already in the budget.

Changs Family night will be moved in April to accommodate Bay Area Dance Week, and Changs first Friday in May will be all mixers and easy dances.

Craig reported that Changs 80th Anniversary celebration will cost \$10 (free for ages 21 and under), feature two live bands, and run six to seven hours.

Bill Lidicker distributed fliers for Festival of the Oaks.

- Next BOD meeting

The next meeting will be held on February 11, 2018 at Festival of the Oaks, Live Oak Park, in Berkeley.

- Adjournment

The Board thanked the Federation for providing lunch at this meeting. The meeting adjourned at 12:51 p.m.