

Minutes of the Folk Dance Federation of California (North)
General Assembly and Board Meeting
Sunday, September 10, 2023, via Zoom Teleconference

In attendance:

Ulrike Narins (President)
Laura Richardson (Vice President)
Sabine Zappe (Treasurer)
Clem Dickey (Secretary)

Board members

Adony Beniares (Nominations)
Craig Blackstone (Parliamentarian)
Kevin Greek (Archives)
Marija Hillis (Promotions)
Betsy Moore (Scholarships)
Lon Radin (Institutes)
Cricket Raybern (Research)
Loui Tucker (Editor)

Statewide 2024 committee

Evan Chu
Catherine Mao
Rebecca Tsai

Members

Diane Baker
Bayle Emlein
Donna Frankel
Leanne Friedman
John Kast
Steve Himel
Eileen Hug
Bonnie LeMat
Sharon Meier

President Ulrike Narins called the meeting to order at 3:34 pm. A quorum was present.

- Minutes of the previous meeting

Minutes of the previous meeting, held on July 9, 2023, were provided in advance. Craig moved to approve the minutes; Lon seconded. The motion passed 12-0.

- Officers Ball

We will hold the Officers Ball in the Pleasanton Veterans Memorial Hall on October 21. Fliers and registration forms are out. Marian and Marija will cater the dinner, and Bill Cope will provide dinner and sing-along music. Lon has engaged six teachers: Denise Heenan, Craig Kuramada, Lothar Narins, Alan Rothchild, Marian Snyder, and Loui Tucker.

Kevin has found some Western-themed backdrops and Adony will provide stands for the backdrops.

We are about five weeks out and have eight paid registrants. Loui will publicize the Ball on the IFD Google group and will ask Joyce Clyde to do the same on the BBMDE group. Kevin will publicize it on Facebook.

- 2023 Mosaic Festival (Kevin)

The Festival will be held at the Mexican Heritage Plaza, 1700 Alum Rock Avenue, in San Jose September 30 and October 1. The Federation has a slot in the dance studio from 3:00 pm to 5:00 pm Sunday October 1. The studio holds about 60 people. Loui Tucker, Michel Hardbarger and Denise Heenan will teach, and Da Mozhem will provide live music. The Festival will reimburse Da Mozhem for travel expenses, but they will have to carpool as close parking is limited.

- Proposed ad campaign (Loui)

Clear Channel offers advertising on sides of bus stops. They have data which show that people will notice the ads and go to an advertised URL. They recommend ads at three stops per geographic area in order to reinforce the message. Three ads cost \$1000/month with a three month minimum. They have graphic designers who can help us create the ads. The ads can be static or rotating, but static is cheaper. Possible locations include Sunnyvale/Mountain View, San Francisco, Berkeley, and the South Bay.

Marija agreed that we should pursue advertising, as the promotion fund is little-used.

Craig suggested that we start with the most populous area, the South Bay or Peninsula.

We find that there is an uptick in interest in January, possibly due to the end of the holiday season or to New Years resolutions.

Loui moved to establish an ad hoc committee to explore putting up advertising on bus shelters starting mid-December at a cost of approximately \$3500. Lon seconded. The motion passed 10-0. Anyone wanting to join the committee should email Loui. The Promotion Committee funding limit is \$2000; the rest of the money will come from the Kaumeyer fund.

- Secretary (Clem)

For the benefit of the General Assembly attendees, Clem noted that past minutes are available on the Federation website, www.folkdance.com.

- Treasurer (Sabine) – written reports for July and August included
- Membership (Marcia) – written report included

We have 206 individual members, 72 family members, 67 group members and nine library members. Craig moved to accept the report; Clem seconded. The motion passed 11-0.

- Editor (Loui)

The October issue has been sent to the printer. Loui hopes to have the printer hold the issue to add a cover message concerning Yves Moreau's passing.

The new print house is a bit quicker because they include mailing addresses in the printing process rather than adding mailing labels in a separate step.

- Finance (Laura D) - absent

Ulrike reminded committee chairs to look at their expenditures in order to make requests for next year's budget. The current committee budgets are in every Treasurer's report.

- Statewide 2024 (Evan, Rebecca, Catherine)

Catherine asked for information from past years on the T-shirt: who was the designer and printer? Loui said that we have had a variety of designers. Marina Troost has information from 2022, and Susan Gregory has designed shirts in the past; every group has done it differently. We have had a number of printers. Cricket noted that the material used in the Statewide 2023 t-shirts was especially nice. The brand was Bella Canvas. Price will depend on the number of colors. Printing price depends on the number of colors. White print on a very dark shirt will cost more. T-shirts should be priced to pay for themselves.

Evan reported that the budget is about \$2500 in the red due to the rather expensive hall. The committee may have to find additional funding. The registration is not finalized. The hotel has not yet set their prices for 2024; we hope to have those prices before registration. (The 2023 price is \$120 for a four-person suite.)

Promotion is a recurring topic. The Redding convention hosted a flash mob, and Berkeley recruits during the annual Solano Stroll. But most Statewide attendees are already folk dancers, not new recruits.

The committee would like to meet with Federation members who have experience hosting Statewide or are interested in helping out. Ulrike and Loui suggested that Evan develop an agenda and propose three dates. Doodle (doodle.com) can poll people for their preferred dates.

- Scholarships (Betsy)

The committee has awarded nine scholarships this year at a cost of \$4500. All were for Stockton Folk Dance Camp. Participant's reports will be in the next *Let's Dance!*

- Parliamentarian (Craig)

The Board recently approved changes to the bylaws allowing electronic General Assembly meetings (this is the first) and two-year terms for officers.

- Research (Cricket)

The Research committee continues to work on dance descriptions. They are always happy to hearing from interested people.

- Archives (Kevin)

Kevin will evaluate Humantix for event ticketing. It is a little cheaper than Eventbrite. We might use it for Statewide.

Kevin is indexing the music (LPs and 45s) which we have in our archive.

Loui commended our web site as "phenomenal" compared to other folk dance web sites.

- Other items

Diane Baker reported that Statewide 2025 will be on the Central Coast, likely in Morro Bay, Santa Maria, or San Luis Obispo. The chairpersons are Margaret Lange and Billy Burke.

- Next meeting

The next meeting will be held 3:00 pm Sunday, November 19, 2023 on Zoom at <https://us02web.zoom.us/j/82142239442?pwd=c3dEbHNDOFRQK1dGUmxYZEdQbmJTUT09> (Meeting ID: 821 4223 9442, Passcode: 147746).

- Adjournment

On a motion by Sabine, seconded by Lon and passed 10-0, the meeting adjourned at 5:02 pm.