

Minutes of the Folk Dance Federation of California (North)  
Board Meeting  
Sunday, January 14, 2024, via Zoom Teleconference

In attendance:

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

Board members

Craig Blackstone (Parliamentarian)  
Marija Hillis (Promotions)  
Betsy Moore (Archives)  
Betsy Moore (Scholarships)  
Marcia Rosenblatt (Membership)  
Marian Snyder (Past President)  
Loui Tucker (Editor)

Statewide 2024 committee

Catherine Mao  
Rebecca Tsai

President Ulrike Narins called the meeting to order at 3:02 pm. A quorum was present.

- Minutes of the previous meeting

On a motion by Laura, seconded by Loui, minutes of the meeting held on September 10, 2023, were approved by a vote of 10-0. Minutes of the meeting, held on November 10, 2023, were provided in advance. On a motion by Craig, seconded by Laura, those minutes were approved 11-0.

- Bus Shelter Advertising Campaign (Loui)

The bus shelter advertising was more expensive than we originally thought. We expected \$1000 per month for three shelters. It is actually \$900 per month per shelter with a minimum of six months. Kevin tracks who visits our website through the QR code on shelter advertising. We have had eight or nine visitors, all but one of whom spent less than one minute on the site. One spent a minute and a half. Loui noted that it takes repeated viewings for an ad to register with viewers.

The budgeted cost was \$3500; the expected actual cost is \$5400. Laura moved to allocate \$2000 from the Kaumeyer account to pay the extra, unexpected cost. Clem seconded. The motion passed 11-0.

Loui has distributed a JPEG of the shelter poster.

- Statewide (Rebecca)

The Committee needs help.

Friday will be special workshops; Saturday will be normal teaching. Loui noted that we don't need to list the dances being taught, so we don't need to get that from the teachers. The square dance caller scheduled for Sunday afternoon has a conflict. The committee is looking for another square dance caller. Loui noted that they might also consider a contra caller.

We need to find a restaurant for meals, but it is still too early, and we don't have a head count.

Loui thinks that registration is going well considering the time. It would be a good idea to send a PDF of the registration flier to clubs; Marcia has a list of clubs. The deadline dates can be highlighted.

Catherine showed a number of t-shirt designs. The Board liked a version with words and image on the front, and no words on the back. The image of Cesar Garfiaz and his partner had low contrast in their clothing. Catherine has asked Cesar for a higher-contrast image. As a back-up, Loui offered to Photoshop the image to improve contrast. Marija noted that the images are close to the bottom of the shirt. The images should be in the waist area but high enough to be seen when one tucks the shirt.

Loui knows a shop in San Jose which can print proof shirts which can be inspected and revised.

- Treasurer (Sabine) – written reports for November and December

Craig noticed that we ended the year with a positive cash flow. We will not have to cover a loss.

- Past President (Marian)

Berkeley Folk Dancers are working on Festival of the Oaks. It avoids Super Bowl Sunday but falls on Chinese New Year.

- Statewide 2024 (Rebecca)
- Treasurer (Sabine) – written reports for July and August included
- Membership (Marcia) – written report included

“Membership reminder” letters are not getting responses, perhaps her name is not recognized or going to spam. Letters from friends (or Loui) are more likely to be read. Marcia has had three responses from nine letters. Loui and others offered leads on several non-renewing individuals.

Clem moved to approve the membership report; Loui seconded. The motion carried 11-0.

- Editor (Loui)

The February issue will feature couples who met through dancing. It is 32 pages, the largest Loui has ever produced. March will feature an article by Aaron Alpert on folk dance in Taipei. A lady in Rocklin has started a group called “International Dance Arts Collective.” She has brought dancers in costume to Guatemala, and hopes to bring students to Stockton. Loui hopes to have an interview article with her in April.

Half a box of copies of the December issue were damaged in shipping from the mailing house to the printer. The printer reprinted those copies at no charge, and forty of the reprinted copies will ship Monday, November 20. UPS has denied the claim for damages.

- Scholarships (Betsy)

Betsy hopes to make the application a fillable form. Kevin can help with that. Loui suggested a Google Group notice. Loui noted that the Stockton age requirement is 16 but is somewhat flexible.

- Web site (Kevin, absent) written report submitted

We are using ticketTailor with Stripe for ticket processing. The non-profit rate 52 cents per ticket, Stripe charges 2.9% for credit cards. Stripe bills the event host, so we have added a bit to cover the charges.

- Other announcements

Changs has moved the week of the Blossom Festival to avoid Passover. It will be April 20, before Bay Area Dance Week and not technically part of it.

The Secretary should advertise General Assembly meetings on Google groups. Clem noted that it is too late

to make the Festival of the Oaks meeting a General Assembly, but in the future we should make the announcement early enough to hold a General Assembly there.

- Next meeting

The next meeting will be held Sunday February 10 at Festival of the Oaks. The following meeting will be held at 3:00 pm Sunday, March 17, 2024 on Zoom at <https://us02web.zoom.us/j/82142239442?pwd=c3dEbHNDOFRQK1dGUmxYZEdQbmJTUT09> (Meeting ID: 821 4223 9442, Passcode: 147746).

- Adjournment

On a motion by Marcia, seconded by Clem, the meeting adjourned at 4:24 pm.