



Folk Festival

MINUTES OF POST-FESTIVAL MEETING, JULY 8th, 1981

ATTENDED BY: Dwain Winters, Jonathan Eberhart, Mia Gardiner, Carly Mackall, Debbie Hutton, Susan Schwelling, Carolyn Harrington, Jody Fitterer, Nancy Schatz, K.C. King, Keith Gardiner, Claudia Lampshire, Stan Fowler, Mary Cliff, Chris Turner, Al Taylor.

COORDINATING COMMITTEE: Super Festival-- lots of positive feedback from performers, public and Park. All chairmen who have not yet submitted their written reports please do so, as it is important to keep the festival files updated. There are still outstanding receipts -- please submit. What can be done to solve problem of delayed submitting of receipts since it prevents books from being balanced before end of fiscal year? 27,000 people attended the Festival (Park figures). There were 450+ performers, 25 craftspeople, 30 staff, 112 volunteers giving a total of approximately 620 participants. New staffing this year was Special Communities. Last year's new position of Administrative Assistant (helping the coordinating committee and program committee with mailings) was even more utilized and very helpful. Major need for staff next year is Transportation Chairman as the need for solutions to the ever-present and growing traffic problem increases the need for satellite parking and more public transportation. Also the possibility of either extending the job of administrative assistant or creating a new one for assisting the program committee with minutes, confirmation updates and other ongoing record keeping. Thank you letters for staff and performers have been mailed. Thank you letters to stage and sound crews, craftspeople, and volunteers should be sent out as soon as possible.

BUDGET: ^{Budget} Separate page attached. Even now, but will be minus because of late receipts. There will be an unexpected deficit of \$300 since Orpheus records was sold and the owner did not advise of this situation or feel obligated to follow through on his pledge. Last year a \$50 contributor did not follow thru. Therefore our experience leads us to from now on require payment from contributors before they are acknowledged in program book so that we are sure of our financial status. Suggestion made to oversubscribe to a greater extent than done this year. This would cover holes, provide for capitol expense, and any extra can be applied to next year's festival. In general community economic support, both in-kind services and money, was good. Request will be made to FSGW board to cover deficit.

PROGRAM BOOK: The typesetters contributed an extraordinary amount of time. The editor should attend as many program com. meetings as possible to be familiar with performers, scheduling etc. Blurbs should be written early and be of uniform length (20-35 words). Confirmations should be completed

presented by **The Folklore Society of Greater Washington**



with the National Park Service

before going to typesetter so there are fewer emergency typesetting changes. A better system for distributing programs at Festival is needed. The number of programs left over compared to the size of the audience show that we are far from maximum utilization of this excellent program guide. People distributing programs at festival, announcements from stage of their availability among solutions for this. *'Washington Folk Festival' on logo should all be same type face & size.*

SPECIAL COMMUNITIES: Letter sent out to 70+plus organizations. Apparently info. in letter very complete as no calls with questions received--tho it was apparent that quite a few groups responded. Signers were more utilized than last year, and there were several groups at the festival representing the visually impaired and other handicapped. A guesstimate would be 6 - 10 groups. Next year a feedback request to letter would be good so we know who did come. Claudia Lampshire has names of more groups. The Therapeutic Division of Montgomery Co. Rec. Commission should be contacted.

CRAFTS: Went well, with the amount of pre-planning being important to this. Craftspeople were well impressed with the response to them and many want to return. Volunteer help went pretty well. \$500 was turned over to Park representing 10% of sales made. The late lunch was too late for many of the craftspeople who had been there since early morning setting up on Sat. The craftspeople wanted more publicity. This is not the focus of WFF, the music is with crafts relatively "incidental". However had we had an appropriate photo of crafts (we didn't from last year) one would have been included in T.V. spot. One person did not demonstrate --was unable to come and sent family member instead who was unable to demonstrate. All others did outstanding job of demonstrating their craft. Suggest having more third world crafts in future. 10% of performers' record profits should go to park! This is not House of Musical Traditions responsibility (they are responsible for their income only) Therefore it is very important to notify performers whose records are being sold of this obligation.

OPERATIONS: K.C. felt there was a significant improvement over last year due to telephones, operations board, experienced sound and stage crew and the new set-up of the operations center. Suggests consolidating stage and sound into a formal operations group with minimal liaisons to all planning committees. This would provide a bridge between operations and programming so it can run even more smoothly. Administrative assistant might be useful as an information coordinator. Performer data needs to get to person doing computer listings earlier. Park Service; Sam Nichols did an outstanding job. Set-up was done early with good results. Plenty of volunteers were on hand to help. Requested that K.C. and Dwain put the description of new operations concept in writing by December. Still have a ways to go in how to best utilize performer information sheets. Stage managers did not have index cards with various announcements this year-- be sure to have again next year. Need more adhoc volunteers. Rain schedule good. Problem of late arrivals (mostly last minute) of performers due to traffic. (special parking passes of no avail if they can't get to parking lot) (letter to performer states to arrive 1 hour before performance time-- not enough). Need for capitol expenditure on coolers so there is adequate water at all stages. For next year-- further cohesiveness to operations center; data-base, performer and schedule information; work on performer information sheets. Sound training done in May this year. Performer info. sheets should be in archives and can be kept up to date so they need not be redone each year on returning performers. Festival set-up more complex-- more parachutes, backdrops etc. should start by 7 a.m. at., 9a.m. Sun. is fine.

SOUND: Rented system from R.C.I. for \$60 as opposed to normal \$600. Continue to pursue wherever Robin has contacts -- it's nice to have one good big system. The tape deck from Library of Congress was good but did require outlay of \$75 insurance and we could get one elsewhere free.

Mike Rivers states that all tapes of reasonable quality this year, so will plan to tape again next year (this refers to the poor quality of last year's tapes and the question of feasibility of taping at all that was raised at that time.) Adventure Theatre does not need a sound system and it would be important to identify groups amenable to having there. (ie: Indian music, sea shanties, mandoliers) without one and direct sound crew to turn sound off for them. The Fort Dupont system at the Overlook Stage was poor. Park service systems either don't show up or aren't in good working order, so let's not use them again if we have other alternatives. Cuddle-up stage too loud? Taping machines could be borrowed from members with repairing assurance in writing. Logging for tapes would be desirable.

MEMBERSHIP: Many more memberships should be obtained from an audience of this size. Membership booth info. announced from stages, sign-up sheet for receiving info. and one free newsletter in mail at a later date, tent-show type person promoting membership in an attention-getting way among suggestions for improving. WHACO membership forms were not at desk as requested.

VOLUNTEERS: Over 100 volunteers. Suggestions for next year: Stage volunteers stay near phone so that stage managers can find them easily; Tell all volunteers even more fully beforehand about the importance of their "waiting until needed" role; Have a pool of "waiters" in the office; Informal stage work crew from A.M. kept together for other jobs throughout day (ie: piano moves) Have a crew chief or two, (Volunteer chairperson would get the people lined up but crew chief would organize and have pre-festival meeting with them--Bill Day was a functioning crew chief in this manner this year); office will need fewer people next year.

COMMUNITY RESOURCES: Seen as a cumulative project, 70%-75% repeats from previous year. Three categories: 1) resource - for specific needs--need personal, individual contacts; 2) financial -from folk-related places such as record shops, instrument repair shops, restaurants, interested individuals, (again individual contacts); 3) Institutions - timing and not giving up over the years --they have money committed to community events. (examples: 1- in-kind services of type-setter and printer; 2- Food for Thought, Kelly's Irish Times; 3- C & P Telephone (they didn't last year and contributed this year). Next year the job should be divided into two areas, one for in-kind contributions and the other for cash contributions. Keith will write up a notebook. Question of whether a notice in newsletter that people may contribute as individuals or through their businesses as tax-deductible contribution a controversial one and tabled for further discussion.

PUBLICITY: Report was read verbatim. More posters and flyers need distribution - should make this need known to volunteer chair. well ahead of time. At beginning of festival planning, Kathy suggested going to FSGW board for the costs of festival publicity as this is major event of year. Coordinating Com. voted to stay with community resources for all expenses. Board offer would not be turned down, but Coord. Com. did not see need to go to board with this request. Festival is supposed to be a self-sufficient entity financially, if possible (as are all special events). Kathy restated her proposal. Comments addressed to this point included: Board budget should not be obligated to festival expense if it is self-supporting event; since this is major publicity event perhaps publicity should be a special case; all special events are self-supporting with a back-up and festival should be no different; not inconsistent to go to board if there is a need for financial aid; board would be obliged before possible need; what if board doesn't have money and festival is not kept a separate entity financially; Discussion tabled and sense of staff was this was something to be brought up at a board meeting. Claudia wondered if it would be possible to get a copy of the VOA broadcast to listen to. Mia will check this out. *The Press Kits send out were excellent.*

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FOOD: Major problem was chairman did not ^{have} enough time during week before to get things done that could only be done that week and there was no way of his having known that when he took on the job. It is not a one-person job. The Reston Community Center was used to cook this year. Fraser House was again most helpful in letting us use their cutters. Cold cuts seem like more work than a prepared meal, as it is hard to calculate how much will be needed or control portions. Volunteer situation good for serving and could have been better for clean-up.

SIGNS: Lots of them. Remember next year-- big wet paint signs can be disastrous to clothes. No banner this year, old one disappeared, work on new one for next year. Tire signs worked out well. Signs for both sides of Cuddle up would be good.

OFFICE: Saturday's big problem was parking passes (performers wanting more than given, performers who were not given one wanting one, passes forgotten etc.). Problem alleviated some by getting permission from park for office staff to handle passes instead of coord. com. More communications with Park police - letting them know how we have the situation set up and where they can find someone if a problem arises, and having them barricade police spaces since signs are not evident. Name tags - different colors next year to differentiate between those who can give general info. and those who can't. Had no photographers' names in advance this year. Did well on recording outgoing phone calls but list disappeared. Mia will send check to Chautauqua School for last year's amount plus \$2 more to cover. Performers and staff there on both days still need to be briefed on signing in each day-- add this to letters to performers. If performer is significantly late is it fair to carve out a later time slot for them? - one incident of this nature occurred. Having large operations board is great, new systems getting better. Fewer people than total number of performers and staff actually there signed in. Computer will be used more next year by Dean.

PROGRAMMING: Performer info. sheets done by program com. this year by phone. Needs to be revised and rethought as well as, as previously noted, better and more efficiently utilized during festival. Cross-listing done as programming progressed throughout the months was very valuable. Be sure to ask performers how they would like to be described in program. Confirm spelling early. Hosts are necessity for children's concerts. Children's concerts should be in Adventure theatre. Of the 26 workshops 10 were new or different permutations than before. We had 3 no-shows, 1 late and one leaving park before set! (dinner plans!) Since we had over 450 performers, that is an excellent track record. Special thanks to the performers that filled in at the last minute for the few no-shows and our latecomer. Performer's times should be reconfirmed before going to typesetter. A later deadline than this year's for typesetter would be good. More info. would be finalized and save them time too. A liaison person from programming to operations is needed. Outside sound system for dance didn't happen-- bad cable, rain and didn't need it. Also good spontaneous jamming was going on outside. As everyone hears potential festival performers throughout the year inform Carly, who will keep a list that will be available to the program com. when they start next year's programming. A blurb to that effect will be in the newsletter. A start was made on guides for workshop leaders this year by sending them the names and phone #s of workshop participants. This needs to be expanded.

DANCE: No report. Apparently things went well in the ballroom. Sound problem better than in past years.

PARK SERVICE: Park reports that, as usual, the park was in better shape after the festival than before. Positive feed-back from the Superintendent and Assistant superintendent. Park artists were happy with festival this year (even some of the original ones that were so opposed years ago!)

Public was happy too according to Park. We may lose Chautauqua School space as proposals are being sent out for another resident for that space. However, there is no reason to assume the new residents would not be willing to lend us the space. Next year the Park will have some Park radios available to us and will give radio training to those who will be using them. (Our communication among ourselves were good but we could not reach the Park Service people). Mutual praise and thanks were exchanged. All went phenomenally well except for the size ~~which~~ of the audience, which leads to the major problem to be dealt with.... there is plenty of room in the park but what to do about the traffic jams, 2 mile beltway back-up, parking availability etc. We could say that that is the park's problem, but it needs to be ours too if we want to continue using this site. Park Police and Montgomery Co. have a jurisdictional dispute as to whose responsibility it is, but police are needed outside the park for traffic control. Therefore, a transportation chairman who will work on satellite parking and public transportation in cooperation with Park people is urgent. The suggestion of cutting back publicity to lower the crowds was ruled out by staff since our objective is to reach as many people as possible with the music (though more than what was done this year is not needed). It would be more in sync with what we're all about to help find a solution to the problem and be sure our publicity publicizes the public transportation and satellite parking that hopefully will be set up. Weather is a factor out of anyone's control in determining attendance figures, and we had good weather this year (finally!) Cody Pfanstiel, D.C. Metro, is a valuable resource. Shuttle buses, angles to finance shuttle buses, lot locations such as Little Flower School and Defense Mapping Agency lots, Montgomery Co. planning commission etc. among ideas to start with. Glen Echo on priority list of Park Service spending--asked to keep WFF in mind.

MISCELLANEOUS: Questionaire for public next year (how did you hear about WFF, why did you come, what did you like) Can be done in program book or by volunteers with clipboard as short on the spot interviews. Be sure to check out with staff members how they want to be listed in program book.

This year's coordinating committee will present to the FSGW board for approval the names for next year's coordinating committee at the August board meeting.

Respectfully submitted,

Mia Gardiner
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