

FOLKLORE SOCIETY OF GREATER WASHINGTON

Minutes of Executive Board Meeting

December 1, 1982

BOARD PRESENT: Cliff, Fink, Fitterer, Hickerson, Hutton, McCracken, Nichols, Shapiro, Turner, Winters, Woods, Day

BOARD ABSENT: Olive

OTHERS PRESENT: Bruce Olson, Nancy Schatz.

The meeting was held at the home of Joanne Turner. The minutes were approved as corrected with a motion by Hutton; 2nd by Winters; PASSED. The order of the meeting was changed to allow Bruce Olson to make an announcement, concerning the closing hour of the Ethical Society. The closing hour for the Ethical Society is midnight. We have not always held to this, but a recent loud party of another group brought the local people to complain. Also, the number allowed is 150 ppl. The fire marshall's number is 330ppl. our max. number is 250 with rented chairs. We've had 275 on 2 or 3 occasions in our history of use of the Society. Bruce is on the Ethical Society's committee for use of their building and will keep us informed.

MEMBERSHIP: 64 new + 63 renewals = 127 - 162 expired = -35 = 1801 total. 19% growth each of TREASURER: Absent; no report. last 4 years.

NEWSLETTER: Hickerson stressed the urgency of the 15th deadline saying that items not in the hands of the editor will NOT be printed. The January issue will have an insert on the dance weekend; the February insert will be the questionnaire for volunteers help for the activities of the Society. Turner moved that we buy an electric heavy duty stapler for use in mailing out the newsletter. Winters 2nd. PASSED.

PROGRAM: January 14 will be Ian Robb, Grit Laskin and Kate Murphy. On Sat. Jan 15, FSGW will sponsor a step-dancing workshop at Takoma Park Jr. H.S. from 1 to 3 p.m. by Kate Murphy with Ian Robb and Grit Laskin playing. The Canadian Embassy would distribute 300 flyers on this concert. The Armenian Ensemble will play for February. Embassies will be invited. Roy Bookbinder will perform for May.

DANCE: Dance weekend has been changed to the 2nd weekend in April - the 8th, 9th, and 10th, since Easter is April 3. There is another group at Camp Letts that weekend, but it will not interfere with the space we need. This does reduce our costs. Publicity- needs an article in January newsletter; a special flyer inserted in the February newsletter, and enough flyers to put out at dances. Pat asked for guidelines on registration and any information that would be helpful. Hutton offered to give him information needed. Pat said that he had the income and expense numbers on Sunday night dances ready for Dave.

SPECIAL EVENTS: Fitterer reported that the spring is full. For the Libba Cotton concert Winters will coordinate the sound with Dick Derbyshire.

PUBLICITY: We will use a full strategy for the Benefit concert in March. McCracken brought up the weekend trips book in which we appear. We will try to get into the Weekender section with the Caroling, the Minifestival and the WFF.

WFF: Winters said that the Cooperative Agreement is in the Word Processor. We will have a space 20' by 20' for our Archives. It is warm and dry and available for 3 years. It can also serve as an office space for the Festival. There are two new things: now we are "Residents" of Glen Echo; also, we need a liability insurance policy - this will cost \$25 per year. We need file cabinets; desk and table for our Archive. Winters will loan a light table and slide file to the Society. We can teach classes, have workshops, etc. We can book the adjoining classroom ahead of time when we want it. Turner moved that we change the Board meeting in June to the 2nd Wednesday; Woods 2nd. PASSED. Winters reported that we will be able to use the Crystal Pool Area for the festival. It has better sound than the Overlook stage area which will become the children's area. We have arranged to have the Dance studio for our rain stage in exchange for the Ballroom on May 21. Things are going well at the park. The Ballroom has a new outside. The WFF meets Dec. 14 - a skelaton crew meeting. In general WFF meetings will be held on the 2nd Tuesdays of the month.

DANCE WEEKEND: There was some concern over the fact that this is a potential \$8200 gamble. It was stressed that the committee needs to figure their expenses so as to break even with an 80% turnout. With this assurance, the Board agreed to take the risk.

BYLAWS: Schatz presented a Draft Job Description paper. She thinks it is a pretty good job done in 6 weeks time. The committee has not looked at this final draft; the Board will read it and discuss it at the January Board meeting.

MINIFESTIVAL: Publicity will be written up tomorrow. All going along smoothly.

OLD BUSINESS: Hickerson brought up the selling of performers' records and moved "that we announce in the Newsletter that members of FSGW who wish to sell their own record/or publications at FSGW events may do so upon prior permission of the Board member responsible for the event or their designee. Separate permission must be obtained for each event at which a person wants to sell records/publications, and that permission will not be granted in cases where a featured performer of a concert intends to sell his/her own records."

Woods 2nd. Discussion brought out that selling in competition with the performer usually results in lower sales by the performer. The Board agreed that FSGW should not take on the responsibility for selling performers' merchandise because it is hard to keep track of inventory and the varied costs of different publications/records; hard to assure staffing; limited benefits when whole membership is considered; and that we probably do not want to be responsible for a clearly profit-oriented thing. The idea was suggested that we consider having a special area at the Mini-fest and at the WFF selling only featured performers records. We could call attention to it, and promote it, and note the number of performers who have records/publications available in our releases to the media. It was noted that performers' items tend to get lost in the shuffle at the general House of Musical Traditions booth. A third suggestion was made that we give some thought to submitting a feature story on local recording folkies to one or more newspapers; the same idea could be submitted to the electronic media. About half of our performers sell their own records. Motion was PASSED. Fink reported that there have been many positive comments about the signers, by those who can hear. She wants to give one or 2 free tickets to organizations who will guarantee that hearing impaired people will come so she can get feedback. She suggested 10 tickets to 5 organizations for the next couple of concerts. All agreed. Cliff reported on the considerations that must be made in the Society's sponsorship of large concerts. First is whether there is a realistic audience potential in FSGW, the general population and special communities who would be interested in hearing this performer. We must consider extra costs vs. extra benefits; e.g. if we buy advertising, how much are we increasing ticket prices vs. how many extra people are we reaching? What is the best advertising use? Could/would/should a commercial promoter do the event? Do we need the income or P.R.? What are the staffing needs in areas of promotion, tickets, and events (box office, sound, staging, ushers, door, cleanup)? Are there specific knowledgeable people willing and able to handle the event? Special promotion - What "handle" can we get on the event? Can we get newspaper/video/radio coverage? Are we sure performers are interested, and their schedules permit this coverage? Is there possibility of National promo? Do we know the procedured and contacts? Is there a specific person available to coordinate a promo campaign? Reasons for our doing large concerts are to expose good performers to wide audiences, to make a popular artist available to the largest number possible, to make money, and for public relations for FSGW. Cliff then reported on the Archive Benefit to be held at Lisner in March. Pricing of tickets was discussed and it was agreed to have two prices of tickets, \$7 and \$10, and all seats reserved. There will be a reception downstairs after the concert if the Library of Congress organizes it. FSGW will have a membership booth at the concert and will be announced from the stage. Winters announced that the auxillary sound system is now complete and ready to be used. It has 6 microphones.

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