

Attendees: President Mary Cliff, Vice-President David Shewmaker, Treasurer Jerry Stein, Program & Events Chair Marty Summerour, Membership Chair Stephanie Kaufman, At-Large Steve Roth, Past-President Charlie Baum, Past-Treasurer Dennis Cook, At-Large-To-Be Sue McIver, Secretary-To-Be Cat Tucker

Absent: Dance Chair Penelope Weinberger, Newsletter Chair Roxanne Watts, Publicity Chair Linda Goodman, At-Large Member Chris Bracken and At-Large Member Hannah Platt.

Motion was made by Jerry to open the meeting at 8:20 pm.

Introductions were made.

Minutes for May – not available

Treasurer's Report:

- Continue to operate in the black – still \$8K up this year...primarily due to fundraiser letter where we took in \$10K.....had originally budgeted for \$6K for the fundraising letter. Are ahead of where we thought we'd be.
- Haven't paid for any Washington Folk Festival (WFF) expenses, yet.
- WFF leadership intended to send limited fundraiser letter to past members...not sure if it went out
- Need to decide When and Where we will have our annual budget meeting in August. Tries to take into account the fact that everyone wants to spend more and bring in less. Should decide by next meeting where it will be held.
- Mary asked about the Financial Advisory Committee – is it active? Who knows anything about this committee? Dennis says that it has been dormant. Idea was to have longstanding members who had been past treasurers participate to create a knowledge bank. It was suggested that we need to regroup and try and reactivate this committee.

Membership Report:

Since May we lost 9 members: we added: 45 families and 34 individuals) but lost enough such that the net total was minus 9 members. Total: 2,030 people. 1,065 family memberships (parents and their children. 782 individual memberships. Stephanie suggests that we do some kind of special recognition of individuals who have been members for long lengths of time. Dennis indicates such an effort would be difficult since we aren't able to accurately track the distantly past history. There is no real corporate memory. The database was created so that we could attempt to track such data.....however pre-database it is nearly impossible to track.

Sue reminded us that we aren't just an organization that puts on events, we are a community. Marty agreed and suggested that we need to think about ways to welcome new members. The biggest impediment for bringing in new members, for some, is that they don't feel as though there is a place where folks can really connect and get to know each other. It was suggested that Board Members wear nametags at events so people can identify the Board members so that they can readily approach them and become acquainted with them.

Outreach suggestions:

- Takoma Park Street Festival – can we get enough people to man an FSGW Booth? Steve said that he would volunteer to man the booth. It is FSGW's Getaway weekend, but the Street Festival could reach other potential members. Stephanie asked the Board what items were needed for such a booth. David suggested: c.d.'s, t-shirts, just like Stephanie had available at the booth last year
- Discussion followed on other opportunities for outreach, e.g., Eastern Market, Kingman Island Bluegrass Festival, Columbia Heights & other farmers markets, Del Ray festivals, Fairfax County summer concerts.
- David said that City Paper is going to write an article as to why there isn't more of a folk community in DC.....Dave was insulted that someone would imply such a thing. The author of the article has talked to Mary, Dwain and others. Dave mused as to whether the author had talked to the dancers, a vibrant part of our local

folk community. It was suggested that we need to educate the individual who is authoring the City Paper article.

- Contact the Local media about various upcoming events. Dave said that outreach is great and we should definitely do the street festivals, etc., but he wondered if there are areas of the press that could be approached.
- It was suggested that in the new year we need to focus on two fronts.....looking at new members and increase the advertisement of our events. Dave says that at events it is important that we encourage attendees to join.....he has found that it helps to have all members raise their hands and be recognize at FSGW events. Dave said that he made the member/nonmember differential greater at the dances....there needed to be a value proposition.
- We will have the opportunity to increase our membership this coming weekend at the WFF.

Newsletter Report:

Nothing new on the promotional video, as expected. Roxanne spoke to Doug, the videographer, and as agreed upon, it will be a several months before we see anything. Again, the work was almost pro bono, so it was understood from the start that his paid professional work would come first. He does feel he has plenty of footage for a great clip. We would like to have this for the debut of the new website and we are not near to having the new website ready, so there is time.

Roxanne had been thinking about some filming of WFF, and has discussed this briefly with Mia Gardiner, who has the same idea. She might have a student from GMU who would be able to volunteer to film and edit---the school has a great lab for this and Roxanne is going to explore those possibilities. If anyone knows of anyone willing to create some video, please let Roxanne know. Apparently, WFF has no budget, not even for audio.

Since the June/July issue is combined, Roxanne feels it's especially important to keep in touch with folks in July via email updates, so if you have any announcements please send them on over. The whole list was updated for the last couple of emails blasts.

Extra newsletters have been printed for the WFF, to be placed at membership, information, and scattered around.

Roxanne would still like to work with publicity on the distribution of those 600 extra printed newsletters throughout the area.

Related to the direction of the newsletter---we will continue with human interest features, and are looking for topics of interest to the membership, perhaps beyond music and dance. What about spotlighting interesting new members or current members doing important work? It can't hurt for everyone to get to know each other a little better!

It was suggested at the Board meeting that we need the newsletter to point to the website and vice versa....we don't do enough of that.

Charlie brought the extra boxes of newsletters and encouraged folks to take as many as they need for their various upcoming events. What people don't take Charlie is going to leave somewhere here in the park and not take home with him. What's important is that folks who need to have them know where they are. Probably the best place to put them is to put them in the Hall of Mirrors where the FF admin will be. Stephanie Kaufman has volunteered to pick them up going forward.

July 10th is the next newsletter deadline

Publicity Report:

Mary hopes that Linda, Marty, Mary and David can meet with the new publicity chair to decide what the Publicity focus will be for the upcoming year. We need to move into the 21st century related to how we get the news out. We have an overall image of who the FSGW is.....shouldn't there be that overriding image for everything that we sponsor? All agreed that yes there should. We should always contact the Washington Post and City Paper and in addition should figure out all of the appropriate websites and community papers to which we can make contact related

to our events. It was suggested that the FSGW needs a new model that combines Publicity and Program in the same effort.

Solicit Publicity volunteers in the newsletter – every event should have a publicity liaison who would take the lead for publicizing for that event. As such we would basically create a publicity committee. This is necessary because the fact of the matter is that program chairs are spread too thinly.

Stephanie suggested that we focus on the concerts right now related to publicity...let's get that system down to a well oiled process and then we can translate what we do to other events that we sponsor.

Program/Events Report:

- Shape Note Singing school went well.....55 people were present....\$340 went to Singing School Master, Tim Eriksen. There was no need for a sound system. Refreshments were part of the donations. Rent was \$50. There was no profit. There was no guarantee to Tim.....we took out the money we spent for rent and he received the balance..
- Tim Eriksen and Riley Baugus Concert – 55 people in attendance - \$292 each to the performers. Space rent: \$150. We didn't have to pay sound and food.
- Magic Foot concert was not well attended. It was suggested that they were overscheduled in the area, playing several dances the same weekend. We paid them \$50 each, we were charged \$225 for sound. We lost \$70 on this event.
- Norman Kennedy / Jonathan Eberhart Memorial Concert – at the Lyceum, on e-mail blast in newsletter – 30 people in attendance – Eberhart fund is a separate account, board-directed with an advisory committee that requests specific performers. We lost over \$1,400 on this concert. Lyceum was \$375. Norman's payment was \$875. It was suggested that it shouldn't have been a "special event". Problems may have included promotion, a new concert location, and a very busy music season.
- Going forward, we need to expand publicity efforts to a committee, whose members will concentrate on individual events-
- We are working on improving the sound system at the Washington Ethical Society Auditorium, where we schedule most of our concerts.
- Sponsoring a Folk Film series was suggested. If we decide to sponsor this, we would need to find the right person to lead this charge.

Dance Report:

No report given

Web Committee Report:

A meeting of the website committee was held – so far there has not been a huge amount of forward progress. The committee has been looking for alternatives to the current database. Dennis has been looking at getting the database ready to go "open source".....members can go to myorgnet.com to see the open source site. Dennis tries to keep more or less the latest version going there. Is also status info, documentation of things, etc. A lot of things are becoming simpler to focus on. Question from the floor: is it possible to put a search function on the website? Dennis says no, not in that form – it's not a "google-like" setup. In July the website committee is suppose to have some kind of final report as to where we are.

The Web Committee is working on branding.

- Mary has suggested to web committee that we have a page available for lists of members who are working on various committees. The recognition of names on those lists might spark interest from others for participating on committees if year-long commitment is not required.

Old Business:

- FSGW Contracts: Holding
- LoC (Library of Congress) acquisition of FSGW archives (from Pat McGee)

- Still need coordinator for organizing/overseeing those who will log recordings and those who will archive newsletters, etc. Announcement in August newsletter (Pat). We need a “people” person for this.
- Pat has a college age intern to help with the web stuff.
- WFF – Charlie, Mary and Mia were interviewed. Program committee has done its job. Dwain is handling everything. Not sure if Montgomery County Community Service Volunteers have been contacted.
- Minifest – Montgomery County kept deposit for the festival site and will apply to next year’s event. Application date in July and won’t receive the confirmation until late in July or even August.
- Glen Echo Gala attended by many board members – was a lovely evening. GEPPAC gave the Washington Folk Festival & FSGW an award honoring WFF’s 30th anniversary. They ran it as a swing dance afterwards.
- Smithsonian Festival needs Spanish-speaking volunteers Mexico is the featured country. We host evening hospitality for Festival participants and staff. The Festival runs on the National Mall June 24th through the 28th and July the 1st through the 5th. The Asian Pacific Americans and Smithsonian Behind the Scenes will also be featured at this event.
- We need to discuss and re-establish various advisory committees.
- Marty suggested that we have a thank you party. Dennis reported that in the past we had a picnic every year, however for the last three years very few people have attended. It was suggested that if we had something, such as a show that was attractive to everyone, then we might have more people show up at a thank-you party.
- Sue McIver agrees that we need to know all of our volunteers in order to be able to successfully apply for grants, etc., which will need to know the kind of volunteer hours we generate.
- Mary suggests a Board page where the minutes reside. Also discussion blogs could exist on this site so that board members could share ideas. Dennis says that all of this is already present on our website. Charlie said that minutes were “cleansed” in the past before posting and everyone just got out of the habit of cleansing and posting them.

New Business:

Members at Large – On which committee would you like to work?

- Sue McIver - Program
- Steven Roth - Dance

Next meeting: Tuesday, July 6, 2010 at Glen Echo.

The meeting was adjourned at 10 pm (Steven, Charlie)

Respectfully submitted by Cat Tucker

