

Attendees: President Mary Cliff, Treasurer Jerry Stein, Program & Events Chair Marty Summerour, Publicity Chair Katie Blaisdell, Newsletter Chair Roxanne Watts, Dance Chair Penelope Weinberger, Secretary Cat Tucker, At-Large Steve Roth, At-Large Member Hannah Platt, At-Large Sue McIver, Guest Dwain Winters

Absent: Vice-President David Shewmaker, Membership Chair Stephanie Kaufman

Mary officially called the meeting to order at 8:20 pm when we were all gathered.

Minutes for July – Need to change the beginning time to 8:40 pm. Add Sue McIver as helping with Membership. Motion made by Sue to accept the minutes as amended, seconded by Marty. All in favor

Treasurer's Report:

- Stats and new budget – Jerry making amendments
 - Can we add outreach category
 - Insurance and Board Liability – Agent is going to send around what our Directors & Officers insurance covers. What we currently have doesn't cover us. Each officer should have an umbrella policy to protect self from lawsuits. We have a \$3 million general liability policy which cost \$4,300. It provides coverage in case someone would fall or become injured at a dance or other event.
 - Actual budget spending usually isn't as high as budgets. Last year we predicted \$5 or \$10k deficit. We actually ended the year in the black.
 - Nowell Sing We Clear and the minifest would have generated even more funds if they could have been held. Both were cancelled due to inclement weather.
 - Penelope moved to approve the budget, Marty seconds it. Approved.

Membership Report:

- 760 individual members and 1061 families. Penelope has 3 memberships from the dance on Sunday night. We will have a table at the Takoma Park Folk Festival in September.

Newsletter Report:

- Deadline is August 10th.
- Reminder will go out to everyone that advertises to send us updated info. Will let them know that costs have increased and that we would gladly accept a donation for running their event listings. We don't require that they have an FSGW membership to run listings. We will be taking out the requirement that must be a member to advertize in the newsletter. Will run block ads going forward.
- 34 e-mails have gone out – responses have been very positive – Constant contact.
- Wouldn't it be nice to get GEPPAC's e-mailing list to use in our mailings.
- Roxanne has spoken to Maureen about regular updates on WFF as it develops.
- Roxanne will put a link to Facebook in weekly e-mails.
- Received a note from director of American Indian Museum. They would like us to put something in about a dance they are having in September.

Publicity Report:

- We are planning a meeting to figure out press releases, publicity strategy.
- House concerts are not promoted.
- Will Kaufman's presentation is only a month away.
- Katie is working on our Facebook page. She will get us connected to Twitter about upcoming events. Will get a list of places where we should put our table. It was suggested that we could have tables at local Farmers Markets and post flyers on bulletin boards at Whole Foods, etc.

Program/Events Report:

- Doing well in our planning.
- Have all but 2 or 3 events lined up

- 7 programs are scheduled
- Marty would like to work with Penelope for a combo dance and concert

Dance Report:

- Have 53 contra dances, 54 English dance, and 10 Family dances scheduled. There are lots of dedicated volunteers who do a great job. Contra dances are booked up to next May.
- Need to get proposal to GEPPAC for next year.
- Need to get proposal to Glen Echo Town Hall for Family dances.
- Are planning a big dance event for May 22, 2011.....3 bands – Swallowtail, Perpetual E-Motion and Giant Robot dance. Date can't be guaranteed until we get our program approved.
 - Using ballroom, doing a potluck.
 - Potentially will use wristbands
 - Donna Barker makes the decision for the GEPPAC board.
 - Publicity already started.
 - Will have to do a housing committee. Ballroom maxes out at around 400 people.

Old Business:

- Smithsonian Folklife Festival - thanked volunteers in the newsletter....it will be a week later next year; featuring Colombia, the Peace Corps, and the roots of R&B.
- LOC archives – no volunteer yet.
- Getaway report – from Charlie Baum. Expects it to be big. Pays out what it gets in.
- Is PayPal working?
- Washington Folk Festival
 - Audience down slightly.....about 9800-9900 attendees. Normal annual fluctuation
 - 2011 Budget – Fund raising letter in the fall to past donors letting them know we'll be doing an appeal in the spring. Will be able to do a donation in the calendar year 2010 if they want to receive the tax benefit this year.
 - Some of the anchor cooperators (puppet company, etc) suffer. Would like to have an adjustment on their annual fee to recognize that dedication. Puppet company loses \$6k of gross revenue over the 3 days.
 - Dwain did note that the losses by resident companies on WFF weekend are something they all knew about when they setup shop at Glen Echo Park.
 - Problem: smaller and smaller crew of core people. Team has gotten better and better at it. Dwain thinks the biggest challenge is getting enough sufficient staffing. Dwain has a lead on a potential co-chairperson. It is a fulltime job for 1 person for 3 months. Body of volunteers has dropped off some.
 - 2-3 positions are critical: 1. volunteer coordinators (will need help here) 2. publicity (new young blood) 3. Mia Gardner is stepping down from the program committee. We will want to recognize her for her pivotal contribution.
 - We weren't in the Weekend's Best.....critical for the walkins. Maybe we can try hard to be included next year.
 - We were in several other publications.
 - Mary asked if there was a list of volunteers that we could recognize in the newsletter. Dwain says that is tricky because you might leave someone out. There is a group of 15 people that work every weekend starting in March. Dwain will put something together
 - FSGW Newsletter (direct mailing)
 - We can each use our own personal contacts to distribute postcards
 - Send e-mails to everyone on GEPPAC (approx 6,000 e-mail addresses)
 - Banner on MacCarther Blvd is important
 - This year we produced post cards instead of flyers (spent about \$400 for 7,000 postcards)
 - More portable. Better quality photographically.
 - Will continue with postcards in the future instead of flyers
 - Maureen Andary designed the graphics.

- Will need to innovate related to publicity.....need to use the internet more in the future (Facebook, etc.) Penelope suggests that the Facebook page should be built now so that it's up all year. Can use it to solicit attendees and volunteers.
- Web Committee is asking for money – has ground to a halt. Hopefully they will be able to move along faster than they have been. They need design assistance. Still working on the redesign of the logo.

New Business

- 333 Coffeehouse – have begun to get questions from people who want to do concerts and vice versa. Maybe there is a way for us to include them without causing confusion.
 - Once upon a time, FSGW was trying to open up its website to fellow organizations, so we could include their events in our postings. Seems that 333 was the only one that accepted the offer and kept at it. In recent years, it has caused some confusion, with some performers approaching them, thinking they were part of us, or approaching us about them.

Midwinter festival – April Blum is leading this up.

Next meeting: Tuesday, September 7, 2010 at Glen Echo.

The meeting was adjourned at 10:30 pm (Motion to adjourn by Steven, 2nd by Penelope, all approved)

Respectfully submitted by Cat Tucker

