

1. Quorum and Call to Order

- a. The meeting was called to order at 8:00 pm by President April Blum.
- b. The following were present, constituting a quorum: April Blum (President), Charlie Baum (VP), Richard Aigen (Treasurer), Noel-Marie Taylor (Secretary), Liz Milner (Publicity), Roxanne Watts (Publications), Marty Summerour (Program), Mary Cliff (Past President), Janie Meneely (Membership), Steve Burnett (Dance), Tim Livengood (At Large), and Steve Winick (At Large).
- c. The following non-Board members were present: Leslie Barkley (FSGW Bookkeeper), Dwain Winters (Washington Folk Festival), and John del Re (shape note singer).

2. Approval of Minutes

- a. The Minutes of the meeting held June 11, 2013 (for June 2013) had been previously circulated among the Board members, and corrections were provided.
- b. ***Resolved: That the Minutes for June 2013 be adopted.***
Charlie Baum moved that the June 2013 minutes be approved as corrected. Steve Winick seconded. By voice vote, the Motion was unanimously approved.

3. Resignation Letter

Betsy O'Malley submitted a letter resigning from the Board to April Blum, Charlie Baum, Marty Summerour, and Jerry Stein (Past Treasurer). The Board accepted the resignation.

4. Appointment of Replacement Member At Large

- a. In response to announcements made at FSGW events, Molly Hickman offered to fill the At Large position created by the resignation of Betsy O'Malley (see Paragraph 3, above). Molly participates in a variety of FSGW activities, some of which are not currently represented on the Board.
- b. ***Resolved: That Molly Hickman be appointed to fill the vacant At Large position through June 30, 2014.***
Liz Milner moved that Molly Hickman be appointed to the vacant At Large position, for a term of office ending June 30, 2014. Janie Meneely seconded. By voice vote, the Motion was unanimously approved.

5. Clean-up/Clarification of Section XIV of Bylaws

- a. The last Section of the current bylaws states that it is to be removed once certain conditions have been met. The Board determined that those conditions have indeed been met.
- b. ***Resolved: That Section XIV be removed from all online versions of the Bylaws.***
Janie Meneely moved that that in accordance with its terms, Section XIV be removed from all online versions of the Bylaws. Liz Milner seconded. By voice vote, the Motion was unanimously approved.

6. Independent Audit

- a. Leslie Barkley and Richard Aigen led a discussion of the merits of having an independent audit done of FSGW's processes and bookkeeping.
 - i. An independent audit is an examination of the financial records, accounts, business

transactions, accounting practices, and internal controls of a charitable nonprofit by an independent auditor. "Independent" refers to the fact that the auditor/CPA is not an employee of the nonprofit but instead is retained through a contract for services, and hence is independent.

- ii. The audit's usefulness to the organization is twofold. First, it would give a better view of how bookkeeping is being done and what needs to be handled differently. Second, an independent audit is required of all organizations that wish to participate in the combined federal campaign; it is required for many grants as well.
- iii. The audit is done at the end of the fiscal year, usually started within 30 days.

b. Concerns & Solutions

- i. It may be difficult to find a firm to take on this audit, as it is considered a "small" audit. April suggested that we contact other local groups who have had audits done and ask for recommended firms. Mary suggested contacting the Cultural Alliance.
- ii. Leslie felt that our current internal controls for cash flow will be found not up to standard. However, she feels that we will still pass the audit with exceptions (ie, recommendations for changes to be made). April requested that Leslie provide a list of possible policy changes that could be instituted now, rather than waiting for the results of the audit.

c. ***Resolved: That a committee be established to engage an independent audit team.***

Steve Winick moved that an Audit Committee be appointed to engage an independent auditing firm to conduct an independent audit. Tim seconded. By voice vote, the Motion was unanimously approved.

- d. Richard Aigen was appointed to chair the committee. Additional committee members will be Jerry Stein and Jim Cole. Dwain Winters also volunteered to serve if either Jerry or Jim is unavailable.

e. ***Resolved: That up to \$10,000 be allocated to engage an independent auditing firm.***

Liz Milner moved that no more than Ten Thousand Dollars (\$10,000) be allocated by the Board of Directors to engage an independent auditing firm to conduct an independent audit. Janie Meneely seconded. By voice vote, the Motion was unanimously approved.

7. Washington Area Lawyers for the Arts (WALA)

WALA specializes in providing pro bono referrals for non-profits which spend under \$250K. This is a very useful resource when legal issues arise, as they have a wide range of firms to whom questions can be referred, and for small non-profits like us, there's usually no charge, even to talk to some fairly high-flyers in the field. April has emailed WALA to determine whether FSGW's membership is still active.

8. Washington Folk Festival Report, as given by Dwain Winters

- a. Electronic counters were not working on Sunday, so the old approach for audience estimates was used. Total attendance was about 1500 lower than last year, due to heat and Sunday's storm.
- b. Saturday's donations were similar to last year. Total attendance for weekend estimated at 7500 to 8000 – this is in keeping with past years.
- c. Anticipated income per budget, \$24,225. Current income in hand and promised, \$27,700. Anticipated additional income from Friends of WFF, \$15,000. Expenses, anticipated to be \$38,000, came in slightly lower, at \$36,000.
- d. So WFF currently still shows a deficit, but Dwain anticipates that the fund raising letter will generate enough additional income to offset the deficit. He expects final numbers by the end of August.

9. Membership Decline

- a. Declining membership numbers are of concern. Brainstorming on this topic broke into two main areas of discussion:
 - i. Membership bonuses./draws
 - At present we offer seven free concerts annually, and two free dances. This is not encouraging dancers to join.
 - Cross-marketing: have opening act at concerts be a storyteller, for instance, or have singing/story at dance.
 - Sampler event – show ALL the things FSGW does in one evening: storytelling, music, dance...
 - Create a sampler CD of performances, distribute with memberships. Alternatively, give out the old shape note singing CDs that are still on hand.
 - i. Tracking our membership
 - We need to figure out how members are coming to us, and why. Why do they sometimes opt not to renew?
 - Do people realize when their memberships have expired? 1149 expired memberships receive the weekly email blast – on average about 100 of these click through to at least one link from it weekly.
- b. Roxanne proposed the creation of a committee to investigate the changes in membership numbers. Janie and Steve Winick have agreed to serve on this committee. An invitation will be extended to the general FSGW membership as well, in hopes of attracting at least one more committee member.

10. Books-A-Million

- a. BAM has a program while gives organizations a percentage of sales income for purchases on a given date. This looks like a very low-key fundraising approach that should be pursued. It could tie in with storytelling. Further information will be forthcoming as April receives more information.

11. Screening Proposals to FSGW

- a. Roxanne presented a possible procedure to be followed in evaluating new events and programs.
 - i. Proposal should be in writing – by email or snail mail. Nothing elaborate, but a cogent and succinct outline of what is being asked for, by whom, and, if there's a cost to FSGW, some idea of the cost.
 - ii. This proposal should be vetted by the appropriate Chair for further analysis.
 - iii. The Chair will then schedule the presentation, not to exceed 10 minutes. A brief Q & A time may be included.
 - iv. Discussion of the merits and whether or not FSGW will fund or participate will take place after the presenter has left the room (unless the presenter is an FSGW Officer).
- b. After a brief discussion, the Board agreed that this procedure should be followed, but that as this is a suggested internal procedure, no Board resolution is required to implement it.

12. Special Fund for South Roscommon Irish Singers Concert

Charlie Baum stated that several donors plan to contribute directly to a fund to pay the honorarium for this concert, and he wants to confirm that this is possible. Richard Aigen says that it can be done, and he will work with Charlie to be sure the funds are allocated appropriately.

13. Creation of a Policy Page

Among the necessary modifications to the website, a Policy page is needed. It would be used to display all FSGW policies, including (if approved) the proposed nondiscrimination policy, the anti-harassment policy, and any others that are created. The Board agrees that this should be done.

14. Non-Discrimination Policy

- a. The following non-discrimination policy was presented, with a request for comments so it can be finalized at the August meeting:

The Folklore Society of Greater Washington does not and shall not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, in any of its activities or operations. FSGW is committed to providing an inclusive and welcoming environment, and making reasonable accommodation, for all members and non-members at all of its activities.

- b. Note that "reasonable accommodation" permits gender balancing and "no children" at Chesapeake Dance weekend.

15. Harassment Policy and Procedure

- a. The following policy for the handling of dangerous or inappropriately behaving dancers has been proposed, and a request made for emailed input so it may be finalized at the August meeting.

FSGW sponsors events which are intended to foster a pleasant environment and a tolerant community, and to provide a comfortable experience for all. As a sponsoring organization, FSGW has the responsibility to do everything it can to ensure attendees', participants' and performers' safety and security at FSGW events. Behavior which is disruptive, aggressive, threatening, harassing, dangerous, or inappropriate in any way will not be tolerated.

If you are an attendee at an FSGW event and you experience such behavior, please immediately verbally report the incident to the nearest FSGW representative, and, if possible report the incident in writing to the President and/or Vice President, or to the Officer responsible for the event (e.g., Dance@fsgw.org if the incident occurs at an FSGW-sponsored dance event). Please provide as much detail as possible.

- b. The following procedure for the handling of complaints about dangerous or inappropriately behaving dancers has been proposed, and a request made for emailed input so it may be finalized at the August meeting.
 - i. If a complaint is made during an event, the FSGW representative should gather information, including names and contact information of witnesses to the behavior, so that a written report can be made to the Board. If a complaint is made to any FSGW Board member or representative after the conclusion of the event, a written report shall be sent to the Board within 24 hours of receipt of the complaint.
 - ii. The immediate safety of attendees is of highest concern. If the complaint is made during an event, and if the FSGW representative reasonably believes that the safety of one or more attendees is at risk, the FSGW representative may ask the complained-of party to leave the event, and may take appropriate action if the complained-of party refuses to leave the event.
 - iii. The FSGW representative shall make written notes regarding the complaint, which shall be

- given to the Board for further action. The Board may gather additional information or may form a sub-committee to gather additional information, in the Board's discretion.
- iv. If the Board determines that further action is appropriate, the complained-of party shall be informed both of the existence of the complaint and the range of possible Board action being contemplated. The complained-of party may request a meeting with the Board to refute the accusations. The Board, meeting in Executive Session, shall determine the appropriate action to be taken, by simple majority vote. Actions may include, without limitation, issuing a warning in writing; banning the offender from a type of FSGW event (e.g., concerts), or from all FSGW events, for a specific period of time or indefinitely; or any other action, in the Board's sole and absolute discretion.
 - v. Minutes shall be kept of all deliberations, and these minutes will be made available to FSGW members pursuant to FSGW policy. The names of the parties shall be redacted and shall not appear in the public version of the Minutes.

16. Folklife Festival Hospitality

Mary Cliff reported that the hospitality area was greatly appreciated, as it gave staff and performers a chance to relax at the end of the day. She feels it is an integral part of the festival. Mary is looking for an apprentice to assist with and possibly take on responsibility for the area for next year.

17. Committee Reports

Committee Reports for Dance, Chesapeake Weekend, Program, and Publications were submitted and are appended to these Minutes.

18. Next Meeting Date & Motion to Adjourn

- a. The regular August Board meeting will take place on Tuesday, August 6. At this time meetings will remain on the first Tuesday of each month as permitted.
- b. *Resolved: That the July 2013 meeting be adjourned.***

Janie Meneely moved to adjourn, Steve Burnett seconded. By voice vote, the Motion was unanimously approved. The meeting adjourned at 9:59 pm.

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FSGW Program Work—2013/ Marty Summerour, Program Chair

Special event August 24

Group: New Century American-Irish Company,

Location: St. Michael the Archangel Catholic Church, 805 Wayne Ave. Silver Spring, Md.

Information: See current newsletter.

Special Event Dec. 21

Group: Nowell Sing We Clear

Location: Washington Ethical Society

Information: The Jonathan Eberhart Committee has agreed to pay the performer's fee (Andy Wallace, Susan Hills, Mia Gardiner). April Blum is graciously offering her home for lodging for John Roberts, Fred Breunig and Steve Voorhees. Tony Barrand will stay in the Courtyard Marriott in the handicap equipped room.

Two free-to-members programs have been set up.

Date: Oct. 19

Group: Big Medicine. Kenny Jackson, Joe Newberry, Bobb Head, La Nelle Davis,

Location: WES

Information: This is fine mountain music, early style bluegrass, traditional American music.

Date: Nov. 30

Group: KAPO, Karen Ashbrook and Paul Oorts, Belgian and French music.

Location: WES

Information: We can serve Belgian and French wines to make this a theme.

We have several other high profile performer requests.

- Peggy Seeger for March 15.
- Ginny Hawker/Tracy Schwartz
- Tim Eriksen and shape note singing school Feb. 11, 2014
- Brendan Mulivihill
- Others.

FSGW Monthly Dance Report - Steve Burnett, Dance Chair

Special Events:

Contra Stock 3 - September 22, 2013

Tickets and t-shirts are on sale now. Color flyers with an order form have been printed. The web site has been updated to accept online payment. Special thanks to the IT Team for getting the online ordering system working.

Dutch Crossing Workshop - July 28, 2013

Gaye Fifer will instruct a Dutch Crossing Workshop with the Coffee Zombies in the ballroom annex at 4:00 PM. We are taking registrations for the event now.

Regular Dances:

Sunday Night Contras are progressing as usual. Thanks to those who helped us coordinate with the Friday Night Dancers to bring STEAM! to Glen Echo in January. This has helped us make good use of sending someone down to the Catapult Showcase in Atlanta.

Wednesday Night English, The Family Dance, and The Monthly Squares are all progressing as usual.

Chesapeake Dance Weekend

Sargon deJesus

2013 CHESAPEAKE DANCE
WEEKEND

EXPENSE
SUMMARY

Camp	\$20,750.00
Expenses	\$613.28
Refunds (inc. schol.)	\$1,001.00
Performers	\$8,800.00
Sound	\$700.00
Travel	\$2,842.41
TOTAL	\$34,706.69
DEPOSITS	\$36,405.24
SURPLUS/(DEFICIT)	\$1,698.55

A more complete report will be provided at the August Board meeting.

Publications - Roxanne Watts

Newsletter ---

Planning for the 50th in progress ---am contacting our former newsletter editors to solicit their involvement and that should be a lot of fun! Response is very positive! Anticipate 28 page newsletters for that year, instead of 24 which are an additional \$400 per issue. We typically do go to 28 pages for about 1/2 our issues now.

Paid Advertising -- Goal is to sell \$150-300 in ads each month. Am working on a sample sheet with sizes and prices and will send to you when completed. Info shall be on the website also. Please spread the word

There will be a suggested donation of \$25.00 for ads that repeat continuously in the newsletter, ie the "listings". This isn't mandatory but appreciated.

Insisting on fresh copy for concert and event writeups -- not a regurg of what goes on the website or in other promotional copy. The entire writeup does not need to be original, but some aspect should be.

September issue --deadline is Aug 10th

We have extra copies of newsletters every month, they cost a nominal amount (just .15 each because we get so many printed, so are very inexpensive advertising) --- would like help defining locations for them and help distributing them. Currently they go to:

- Sunday Night Dance--Spanish Ballroom, the racks
- Glen Echo Park---classroom building
- Library of Congress
- House of Musical Traditions
- American Revival Square Dance
- Our Concerts and Special Events
- Reston Community Center
- Herndon Community Center
- Kingstowne Acoustic Music
- Fairfax County Library

Would like to have them go to college campuses in the area, coffeehouses, etc, YMCA's, etc... It is not cost effective to mail a quantity of them.

Am always interested in new ideas for features so feel free to suggest!

Blast --

Discovered something interesting...

Approximately **100 EXPIRED MEMBERS** open the e-blast each time...AND almost no expired members have unsubscribed from the blast over the past 3 1/2 years.

This suggests a blast campaign to remind and nudge folks to renew and to make it easy for them to renew

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with Paypal.

Goal for this year is 300 more subscribers, we've grown from 1150 to 1500 so far. Need signup sheets at every festival, and someone skilled in promoting. If no one suggests signing up, no one will!

With more events swinging into Maryland, I am concerned about the relevance of the blast and newsletter for Virginia residents.

Website

Web-Admin:

Report from Sandy Aubin --- Board transition activities should be completed within the next 3 days. These involve reassignment of fsgw email addresses and providing new chairs with access to the staff login tools they need. E-mail reassignment took considerable longer than anticipated because of a flaw in the software of the service provider. Based on our complaints, they were repaired.

Transfer of ownership of domains FSGW and FSGW2 (the archiving site) is in process and the contracts for hosting these sites are being transferred from Dennis Cook to FSGW. (Thanks to Will Strang for his part in this and to Sandy for paving the way.) Web Admin is continuing to document changes that need to be applied to the new website. Content on the site is the responsibility of the Chairs; Web Admin will assist in posting copy and will enter it occasionally.

Cookbook

No further update at this time. Goal -- to be at the printer in July 2014, and to be available in October 2014. This is a community building project more than a fundraiser.