

Minutes of the FSGW Board meeting, October 7, 2015

1. **Call to Order and Existence of Quorum.** Vice President Charlie Baum called the meeting to order at 8:15 pm. President April Blum acted as Secretary. Other Board members in attendance were Jerry Stein, Treasurer; Richard Aigen, Past Treasurer; Ingrid Gorman, Publicity; Janie Meneely, Programs; Judy Oppenheim, Membership; Steve Burnett, Dance; Steve Kaufman, At-Large. Absent were Steve Winick, At-Large; Tim Livengood, At-Large; Jeanne Kaplan, Publications; and Kim Gandy, Secretary.
2. **Approval of Previous Minutes.**
 - a. Draft September minutes were distributed electronically, and copies were also provided.
 - b. One minor correction (spelling of Cathy Fink). Janie moved to approve the minutes and Richard seconded. The Minutes were approved unanimously.
3. **Action Item Reports:**
 - a. Pending, no report
 - i. Legacies language (holding pending new website)
 - ii. New Dancer/Committee buttons (Kim will follow up with Steve about the button machine)
 - iii. November 2013 minutes
 - iv. By-laws revision – pending new website
 - v. Independent audit (See Federal Combined Campaign)
 - b. Senior centers outreach.
 - c. Washington Folk Festival final accounting has been received, showing a loss of about \$7000. There may be an additional donation which has not yet been processed.
4. **Old Business.**
 - a. *Web Migration*
 - i. April is working on content as it is moved to the new site, including landing pages and venues.
 - ii. April and Jackie Hogle have "clean up" lists of members whose data base listing is missing some information (usually an email address).
 - iii. The Committee has requested a simpler grayscale (black and white) logo for the new website.
 - (1) Ingrid will announce this in an email blast. Entries to be submitted to president@fsgw.org
 - (2) A lifetime FSGW membership will be awarded to the winning entry.
 - b. ***FSGW Archival Materials/Pat McGee***
 - i. The Board discussed helping to defray Kathie Mack's expenses incurred during her trip to Texas to attend Pat's memorial service and act as an FSGW courier – picking up and returning to FSGW the archival materials at Pat's home.
 - ii. Charlie Baum agreed to speak with Kathie and let her know that FSGW is willing to help with costs (gas, tolls, etc.)
 - iii. It is the Board's understanding that the materials should fit into Kathie's car.
 - c. ***Free Programs***
 - i. FSGW bylaws mandate monthly programs, but do not require that they be concerts, nor that they be free (although that has been the case for quite some time).
 - ii. The Board discussed re-allocating the free programs to allot some of them to dances. Dances have been regularly pulling in a surplus. The Board agreed that an occasional free dance (one per quarter? One every two months?) would be appropriate. The November 8 all-day event will feature a "challenge contra" afternoon workshop, but the evening dance will be free to FSGW members.
 - iii. Janie Meneely, Program Chair, hopes to make concerts more sustainable, by drawing more non-FSGW audience members.

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- iv. The Board anticipates that there will be complaints from long-time concert goers; Janie has asked that any complaints be forwarded to her. Janie volunteered to pay for any FSGW members for whom \$10 or \$15 would be a genuine hardship.
- v. Steve Burnett remarked that a few dancers are also sometimes unable to pay, and that the Dance Manager on duty at the door can offer free admission on an ad hoc basis.
- vi. Janie stated that her goal is to "break even" but that FSGW will continue to have some free concerts, including the Christmas concert.

5. New Business:

- a. ***Late Night Telephone Call from GEPPAC.*** April received a telephone call after 1 am from a GEPPAC Hall Manager because paperwork on the envelope which is turned in to GEPPAC was incomplete – something that could have waited until morning. Reuven Eitan of GEPPAC has spoken to the Hall Manager who initiated the call .
- b. ***Affiliate Criteria***
 - i. There should be a quid pro quo – usually "member rate" fees.
 - ii. The Board discussed additional cross-pollination with groups that are slightly outside the Greater Washington area, but within driving distance – Charlottesville, Norfolk, Richmond.
- c. ***Combined Federal Campaign.*** FSGW has never applied, but the Board agreed that acceptance is a useful goal. Jerry Stein will take a look at the forms and report back. It is likely that the application will require an independent audit be completed.
- d. ***Special Meeting for Publicity Planning***
 - i. Ingrid met with several of the Chairs just prior to the Board meeting.
 - ii. FSGW needs to establish definitions of "levels of promotion" – what is basic, what is middle, and what is "full tilt boogie" – press releases, interviews, interviews?
 - iii. FSGW needs a color-coded publicity calendar, accessible to staff only, with start dates for all events. This will also permit preplanning of ticket sales, marketing, etc., and should make it easier to avoid conflicting events.
 - iv. FSGW needs to clean up its Facebook presence.
 - v. Ingrid agreed to draft such a calendar.
- e. ***Miscellaneous Dance Issues***
 - i. The Board discussed several suggestions aimed at increasing Sunday attendance.
 - (1) The proposal to offer a "first half only" ticket was rejected, as it would probably further encourage people to go home after the break.
 - (2) There was interest in offering more "special occasion" dances.
 - (3) The proposal to lower prices was of interest. The suggested change would be to lower the FSGW member price from \$10 to \$8, and to lower the non-member price to \$10.
 - (a) We need to look at the spread sheets Dan Kahn has been keeping in order to get a base line against which to measure the success or failure of the price change.
 - (b) It needs to be offered for a reasonable period, but it needs to be made clear that this is a "trial period."
 - (4) Another proposal was to offer to run a shuttle from the nearest Metro stop to the dance – one or two trips. How can we attract people who do not have a car.
 - (5) There was general agreement that once the square dance restarts, a greater effort to recruit that audience to come to the contras would be appropriate.
 - ii. A dancer who has been banned from social dances at GEPPAC has asked permission to come to the Sunday Night dance.
 - (1) April suggested that this dancer be encouraged to come to the Greenbelt and Silver Spring dances (which are FSGW co-sponsored events). FSGW can then report back to GEPPAC.

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- iii. The 2016 Dance schedule omitted Christmas Eve, but Steve Burnett will follow up with Reuven about scheduling a free dance that night.
6. **Next Meeting and Motion to Adjourn.**
- a. The next regular Board meeting will be Wednesday, November 4, 2015.
 - b. Motion to adjourn by Janie Meneely, seconded by Steve Kaufman. Motion carried unanimously.