

1. **Call to Order and Existence of Quorum**

The meeting was called to order at 8:02 pm by President April Blum. Board members present: Charlie Baum, Vice President; Jerry Stein, Treasurer; Kim Gandy, Secretary; Richard Aigen, Past Treasurer; Ingrid Gorman, Publicity Chair; Jeanne Kaplan, Publications Chair; Steve Burnett, Dance Chair; and Tim Livengood and Steve Kaufman, both At Large members. Judy Oppenheim, Membership Chair, participated via Skype. A quorum was present. Absent were Steve Winick, At-Large, and Janie Meneely, Program Chair. Incoming board members Penelope Weinberger, Dance; Mike Livingston, Program; and Heather Livingston, Publications, were also present.

2. **Approval of Previous Minutes**

- a. Draft May Minutes were distributed electronically, and copies were also provided.
- b. With edits to the names of members who were present, the minutes were approved.

3. **Action Item Reports:**

- a. **Independent audit/Combined Federal Campaign** (Jerry) No report this month
- b. **Web Migration progress** (April) No report this month.
- c. **Pat McGee archival materials retrieval.**
  - i. It has been more than a year since Pat's death, and we are no closer to retrieving the irreplaceable archival material he took to Texas.
  - ii. April has left several telephone and email messages, with the same lack of response.
  - iii. April has left a message with a Probate attorney who may have been hired by Pat to deal with the probate of another estate. She will follow up by telephone.
  - iv. April noted that it is likely the attorney requires a retainer and some sort of written agreement, so some sort of financial resolution will be necessary.
- d. **Glen Echo Maintenance of Ballroom Floor.** Steve Burnett will hand over this issue to Penelope, as the incoming Dance Chair. Several members noted that the floor situation has improved.
- e. **CDSS Scholarship.** April is still awaiting the information from CDSS. Per email, they were trying to compile the information before the 15<sup>th</sup>.
- f. **Reston ECD Co-Sponsored ECD Dance.** Steve Burnett has talked to them and they've been busy – they will get back in touch with us when they are ready to start. This may be in honor of Barbara Harding, who will soon be celebrating her 94th birthday.
- g. **Hope and a Home** – Tim Livengood reported that he and Shirleta Settles told stories at the most recent program, and there were 19 participants, including the youngest so far, age 2. They may be on summer hiatus.
- h. **Grapevine/Busboys and Poets** – Tim reported that the last Grapevine performance had 36 enthusiastic people in the audience and collected \$270 in donations. Storytellers were Jessica Piscitelli Robinson and Diane Edgecomb.
- i. **Publicity Committee** – Ingrid has submitted a written report, which will be attached to the minutes. There were a lot of challenges in getting coverage for WFF, in part because WAMU is no longer a media sponsor. She tried very hard to get us into Going Out Guide, and is trying to find out how to get in there for next year. Will look at a budget for next year that could include the minimum buy of \$2000 on WAMU, among other things.
- j. **Membership** Judy and Ingrid designed a beautiful large membership sign (with QR code that goes to the membership page) for the Washington Folk Festival (see photo in Publicity Committee report) and for future use, as well as business cards "become a member today."
- k. **Program Committee** – Mike reported that all planned programs are now on the website and he is working on scheduling a meeting of the committee.
- l. **Problem Dancer #5** – April has emailed PD5 again to ask for a meeting time. Still no response; she will try calling. Neither PD5 nor the complaining dancer have been at a dance April has attended recently, so April has not been able to speak with either of them.

- m. **Proposed Scholarship.** April has not been able to talk to Coco Glass to get further specifics about the proposed scholarship.
- n. **Praline Café and Their Request for FSGW Dance Committee Member to be Stationed at top of Café Stairs.** April has spoken with Reuven and with the Friday Night Dancers (FND), and all parties have agreed that it is NOT necessary to post anyone at the top of the Café stairs for either the Friday or Sunday contra dances. FSGW and FND have pointed out that the doors to the playground are not guarded, and that "sneaking in" does not seem to constitute a problem. Praline staff have been told that any concerns they have should be taken up with the GEPPAC hall manager, and not with the user organizations.

#### 4. **Old Business**

##### a. **Elections.**

- i. FSGW thanks Board members who are rotating off as of the end of June – Richard Aigen as Past Treasurer, Steve Burnett as Dance Chair, Jeanne Kaplan as Newsletter/Publication. THANK YOU!
- ii. Richard noted that he is leaving the Treasury in good shape and good hands; Jeanne and Steve thanked everyone for their support over the past year.
- iii. FSGW welcomes new Board Members Mike Livingston (Programs) and Heather Livingston (Publications/Newsletter), and thanks continuing Board members April Blum (President), Charlie Baum (VP), Kim Gandy (Secretary), Jerry Stein (Treasurer), Judy Oppenheim (Membership), Ingrid Gorman (Publicity), and Tim Livengood, Steve Kaufman, and Steve Winick (three At Large members).
- iv. Agreed to keep monthly meetings on Wednesday for the time being.
- v. The Newsletter and the Website need to be updated as of July 1. The Webmaster has already been asked to switch emails as necessary.

##### b. **Re-branding of FSGW – Membership Benefits**

- i. Explanation of the goals and issues to new Board members – "levels of membership" and moving away from "what can FSGW do for me" and toward "what can I do for FSGW." Table until next month after brief discussion.
- ii. Also need to discuss and decide whether to use "FSGW" (just the letters) vs "Folklore Society of Greater Washington." Do we want to redesign letterhead and business cards (Mike's request)?

##### c. **Chesapeake Dance Weekend**

- i. Sargon de Jesus and two CDW committee members talked with the Board about CDW, and he provided this year's financials and a list of issues/concerns. They made specific requests about inclusion high in the email blast on certain dates, and on the front page of the newsletter for certain months, as well as a possible a tip-in in December.
- ii. April had some specific suggestions regarding programming and putting dancers' needs first, and she will provide her suggestions directly to the committee.

#### 5. **New Business:**

##### a. **Washington Folk Festival issues**

- i. There is an elaborate Memorandum of Agreement between GEPPAC and FSGW outlining the terms under which the FSGW WFF may proceed.
  - (1) It commits FSGW to a substantial cash payment.
  - (2) It permits amendment or changes provided they are requested timely.
  - (3) It needs to be signed by the President.
  - (4) April received this Agreement on the Monday before the FSGW WFF. This is unacceptable.

- (5) April has requested that in the future, ALL drafts of Agreements between any FSGW entity and GEPPAC be provided electronically to the President and Treasurer of FSGW as soon as such drafts are available.
- ii. Although signs appear to have been placed on some stages, the letters "FSGW" are much smaller than "Washington Folk Festival" and this must be changed next year.
- iii. April has reminded Dwain that last year he did not provide FSGW WFF Financials until September 21 – more than four months after the event – and that she expects Financials to be in hand no later than July 15.
  - (1) The Memorandum of Agreement (see above) requires that "an accounting of all festival income and expense is to be provided to GEPPAC no later than August 31, 2016. Payment of the \$7,500 minimum fee must be made no later than June 30, 2016. Payment of any additional monies owed will be made no later than August 31, 2016." This should be done by the Treasurer, with a copy to the FSGW Bookkeeper, not by Dwain.
- iv. There is still no written outline of the steps necessary to set up and run the FSGW WFF, although the FSGW Board has repeatedly asked for such. As a sample, the attached "How to Mini-Fest" timeline was provided to the board. The board discussed how this might be accomplished through working with the volunteers who have assisted Dwain for years.

**b. Budget Meeting**

- i. The fiscal year ends on August 31. Prior to that time, a new budget should be compiled and approved.
- ii. Budget meeting will be in addition to usual August meeting, because the budget should be approved by the full Board at the September meeting.
- iii. April offered her house for the last Sunday in August, from 11am to 2pm.
- iv. Jerry can send out last year's financial numbers. Projected budgets need to be submitted by the respective chairs for:
  - (1) Dance
  - (2) Concerts
  - (3) Festivals
    - (a) Washington Folk Festival
    - (b) Getaway
    - (c) Mini-Fest
  - (4) Newsletter
  - (5) Membership
  - (6) Publicity – will we include a print advertising budget?
  - (7) Wild Apricot
  - (8) Admin (Treasurer)

**c. Takoma Park Street Festival**

- i. The Takoma Park Street Festival takes place Sunday, October 2, 2016, which is the same day as Contrastock. Agreed that this will not be promoted over Contrastock.
- ii. FSGW can rent a table for \$140. Extra newsletters? Other?
- iii. Jeanne moved and Tim seconded that *FSGW rent a table space at the Takoma Park Street Festival, and that an amount not in excess of One Hundred Fifty Dollars (\$140.00) be allocated for such space.* Motion passed.

**6. Next Meeting and Motion to Adjourn.**

- a. The next regular Board meeting will be July 6, 2016
- b. Motion to adjourn.

## **April's Basic Guide to How to Put on the FSGW Mini-Fest**

### Timeline:

1. Early July of the PREVIOUS year:
  - a. Sign up and pay for the facility through Montgomery County.
  - b. Currently this is being done by Carl Mintz, a former FSGW President. Carl puts the charge on his credit card and gets reimbursed by FSGW promptly.
  - c. Montgomery County needs to know
    - i. Which classrooms (we copy from year to year, unless we add/subtract)
    - ii. When each room opens (we ask for 9:30 for the Cafetorium, 10:30 for everything else). In actual practice, the security staff will unlock everything as soon as enough people arrive.
    - iii. When we plan to be gone (classroom side and Aux Gym and Room 184 close up at 6:30; gym and Cafetorium at 11).
2. Late July
  - a. Put the date on the FSGW calendar.
  - b. Although it is usually on the first Saturday in February, when that has been Feb 1 I have moved it to Feb 8, because the Newsletter is sometimes not delivered until after the 1st.
3. No later than September 1
  - a. Get programmers lined up.
  - b. Make announcements at dances and concerts asking for volunteers and performers
4. No later than October 1
  - a. Set up the webpage for Mini-Fest (this will change once we switch to Wild Apricot)
5. No later than October 10
  - a. Newsletter article for November issue – teaser
6. No later than November 1
  - a. Start bugging programmers to get their tracks complete
  - b. Make sure the Crafts Coordinator has gotten started
7. No later than December 10
  - a. In-depth article for the January Newsletter
    - i. It is especially critical if the MiniFest date is EARLY February that the in-depth article be in the JANUARY newsletter. If, however, the date is the 6-7-8, then placement in the February issue works just as well.
    - ii. Get the performance grid in rough shape and post it on the website.
8. Entire month of January
  - a. Make announcements at FND and FSGW dances, and at FSGW concerts.
  - b. Sign up volunteers for both Group 1 and Group 2. Get a "floater" and last-minute substitutes if possible.
9. No later than January 10
  - a. Full schedule should be set, up on the website
  - b. Write the article for the February newsletter – this is either the "don't forget" one-page reminder (if the big article was in January) OR the 2-3 page article, if MiniFest is after the 5th.
  - c. Call the Subway vendor and let him know the date.
  - d. Get a list of crafts people from the Crafts Coordinator
  - e. Order buttons (Half Price buttons has the logo).
  - f. Create email groups
10. Two weeks prior:
  - a. Confirm all email addresses, scheduled times, members of groups for check-in
  - b. Update the grid and website information daily as necessary
  - c. Make sure the school piano will be tuned on the "day of"
11. During the final week:
  - a. Generate the check in list
    - i. Once all names have been collected, three versions:
      - (1) Alpha by last name
      - (2) Alpha by GROUP name
      - (3) By track and group name
    - ii. Make sure all corridor/hallway signs are ready

- iii. Check the supplies for the Room Captains
    - (1) Pre-number post-its for desks
    - (2) Graph paper, regular paper, pen, pencil, marker
    - (3) Supplies for the Instrument check-in room – double tickets, floral wire and masking tape
  - iv. Order Boston Market dinner for Saturday delivery
    - (1) Pack extra plates, napkins, tableware (there's never enough)
  - v. Treasurer needs to bring cash box with enough \$1 for change
  - b. Membership Chair needs to be reminded to staff his/her table and have stuff ready.
12. The next day:
- a. Post a list of "Lost and Found" items on the website.
  - b. Change the website to say thank you.
  - c. Write up the "thank you" that goes in the Newsletter.

## **FSGW Publicity Report**

**From Ingrid Gorman**

June 14, 2016

- 1. WFF: Press release sent to 100 people. Facebook event created; various online calendars and bulletin board posts; Twitter; radio media buy.

There was coverage in:

- Patch.com
- Bethesdamagazine.com (calendar entry)
- Whofish (dwain)
- City Paper summer guide to outdoor events
- Blue Grass Country (14 paid spots on air)
- Culturespotmc.org (what happened to story?)
- Glen Echo Park
- World Folk Music Association
- Facebook paid boost (43,000 reached, 2000 viewed the WFF event)
- Culturecapital.com (<http://culturecapital.com/event/46487/washington-folk-festival-2016>)
- BFMS
- IMT
- WETA (under Jubilee Voices event)

A special email plea went to all performers with call to action (Facebook, Twitter, their own online outlets). The FB "event" got shared widely.

WAMU pulled out as media sponsor after 17 years but this wasn't communicated to publicity or programming committee. Ingrid discovered by accident when checking the WAMU online calendar and complained to Dwain that it wasn't listed. This was just ONE WEEK OUT. We scrambled to purchase a spot buy on Blue Grass Country (about \$400). A minimum on-air buy on WAMU is \$2000 so we can consider for next year. To do: investigate how one gets listed on the website calendar. About 3 attempts were made to get listed to no avail, even though there is a special PSA section.

WASHINGTON POST: Again, at least two attempts were made to get listed in the Going Out Guide. I even had an exchange with the person at GoG -- asking which category WFF goes under. But it wasn't covered. I circled back post festival and inquired about what it takes to get listed and got no response. To do: attempt to connect with a real person at Wash Post via a friend of Ingrid's who works there to acquire intelligence about what it takes to get listed. And what it costs to purchase in ad in the Weekend Section.



Judy and I designed a beautiful sign and got business cards printed for the info booth.

2. Logo – April had wanted a cleaner B&W logo for Wild Apricot website but since B&W versions of current logo exist wanted, Ingrid wanted to clarify to if a brand new logo is what the board wants. Do we vote on this? And then.... Can we please hire a professional to design one, if that's the case. Ingrid does not feel equipped to design.
3. Publicity Team Creation – next idea: Ingrid emailed Blair high school to ask if FSGW would be considered legit non-profit, for which students could get SSL hours.
4. RE-Brand, membership tiers – Judy and Ingrid will continue to work on recommendations for verbiage that describes the mission, in hopes of emphasizing preservation, as opposed to freebies, and also in hopes of expanding membership, especially to more diverse DC cohorts. The sign above is a start toward that goal. We probably need some guidelines for timing, per the new website roll out.