



Board Meeting Minutes (Approved 12/5/23 by the FSGW Board of Directors)

BOARD MEETING – November 7, 2023

Charlie Pilzer called the meeting to order at 8:01 PM as an online Zoom meeting. Quorum (at least 8) was established.

Attendees Present:

Charlie Pilzer, *President*
Jamie Platt, *Vice President*
Alyssa Hemler, *Secretary*
Jackie Hoglund, *Treasurer*
David Shewmaker, *Membership*
Chris Lindsay, *Programs*
Jim McRea, *Publications*
Caroline Barnes, *Dance*
Will Strang, *Past Treasurer*
Lucia Schaefer, *At-Large*
Lynn Baumeister, *At-Large*

Absent:

Lynn Bayer, *At-Large*

Guests:

Mo Brachfeld (office staff)
Maya Pierick (office staff)
Dana Best
Dean Clamons
Carly Gewirz
Charlie Baum
Fred Stollnitz
Jane Gorbaty
Timothy Foley
Liz Milner (starting at 9pm)

Approval of Minutes:

- MOTION: To approve Minutes from the October 3, 2023 Board Meeting.
 - Vote: Caroline Barnes moved; Jackie Hoglund seconded. One abstention.
 - Resolved: The minutes of the October 3, 2023 meeting are approved and entered into the Society records

REPORTS:

President's Report and State of FSGW:

- There were two large successful events this past month: the Getaway and Contrastock.
- Charlie and Jackie have hosted two discussions to brainstorm about FSGW's bottom line. Charlie has learned a lot about the value that FSGW brings to different people.
- Charlie is anxious to find someone to chair the elections committee and to find candidates for next year's board.

Treasurer's Report:

- Version 3 of the budget has been entered into QuickBooks which allows Jackie to run reports that show how our revenue and expenses are tracking against the budget throughout the year.
- The final accounting for the Washington Folk Festival and the Getaway is complete. An additional \$20,000 was paid from the checking account to cover WFF expenses, and \$5,000 in revenue was deposited from the Getaway.
- Jackie is working to clean up QuickBooks and make sure everything is entered and tracked accurately.

Office Report:

- Mo continues to work on contact cleanup in Wild Apricot and advertise upcoming events.
- The recent cosponsored square dance at Rocklands Winery did not promote FSGW enough. We need to do better about getting FSGW advertising at cosponsored events.
- Maya is working on data cleanup of membership data and will talk with David Shewmaker about a strategy for contacting recently lapsed members. They will also create a list of lapsed members to help inform future member-retention discussions.

Webmaster Report:

- Will has begun to evaluate one potential replacement product for Wild Apricot. FSGW has a test copy and Will and others will explore the features including the API/ Paul Lieberman has volunteered to help with this project.

OLD BUSINESS:

COVID Review:

- There have been no reported covid cases at recent events, including the Getaway. No changes are needed to the FSGW policy.

Getaway:

- The week leading up to the event was hectic but once camp started, everything went smoothly. 128 people attended and Dean and Carly received positive feedback from attendees.
- The event made money and several people offered to help with organizing a 2024 Getaway. There is no official Chair for next year, but Dean and Carly are confident that someone will step up.
- The same venue is reserved for the last weekend of September 2024 and a contract will be provided in January. At that time, the board will need to approve the venue deposit.
 - MOTION: *Will Strang moves, David Shewmaker seconds to authorize Dean Clamons and Carly Gewirz to begin organizing the 2024 Getaway event. Unanimous.*

Concerts:

- October: multiple successful events including a house concert with Genticorum, a well-attended concert with Cillian Vallely at the Lyceum in Alexandria, a concert at a new venue in Friendship Heights and some shows with Julie Henigan following the Getaway.
- November 27 there will be another house concert, this time with Danish folk music by Gangspil.
- In December, there will be a holiday extravaganza with Karen Ashbrook and Paul Oorts and special guests. The event will be hybrid- both in person and streamed online.

- Chris is working on a couple of shows in late January including a house concert with Dick Hensel and a Bruce Molsky concert at the Lyceum.

Dances:

- Contraststock had 179 attendees, which was slightly smaller than last year, but there was still positive feedback from attendees. The event broke even. Next year's Contraststock is scheduled for October 20th in the bumper car pavilion.
- The New Year's Eve contra dance is the next big event. Publicity is underway and Cat Tucker is working on recruiting volunteers.
- Caroline reserved the dance halls for all 2024 dances at Glen Echo Park and is awaiting a final contract from the park.

Payments for Open Band and Sound Technicians:

- The current payment for sound technicians at the Friday Night Dance is a flat rate of \$150. The board discussed whether the sound technician should be included in any part of the profit sharing and whether the payment should have a cap and/or the minimum should be raised.
 - *MOTION: Jackie Hognlund moves, Will Strang seconds to include the sound person at the FND/FSGW Friday Night Dance equally in the profit sharing split between the caller and the band, up to a cap of \$25. 3 votes for, 3 votes against, 4 abstentions. Motion fails.*
 - *MOTION: David Shewmaker moves, Will Strang seconds to raise the sound technician guarantee payment for the FND/FSGW Friday night dance to \$175 with no share of profit, subject to approval by FND board. 6 votes for, 4 abstentions. Motion passes.*
- The Friday Night Dance board voted to pay the Open Band the equivalent of a 2-person band. This means there is a \$300 guarantee plus profit sharing of the remaining overage amounts, after all guarantees and the hall are paid. The Open Band will decide how to split this amongst the members.
 - *MOTION: Jim McCrea moves, Will Strang seconds to follow the FND plan to treat the Open Band as 2 musicians for the purpose of compensation.*
 - Discussion: There are two issues at hand: how much the Open Band should be paid and how the money should be divided. It was decided that the vote would only cover how much the Open Band should be paid; the Open Band would be responsible for dividing the payment as they see fit.
 - *9 votes for, 1 abstention. Motion passes.*

NEW BUSINESS:

Additional Venues:

- Liz Milner is looking for guidance from the board on how to interact with potential new venues. Many venues want formal agreements.
- In general, whoever is chairing an event arranges for the venue. The appropriate board chair (programs, dance) can help arrange formal agreements and be the point of contact for new venues.

- Liz is willing to build/update a venue list for FSGW if there's an example to work off of. Charlie will look for the old list, which is now outdated, and Jackie will provide the list of venues where FSGW currently has insurance coverage.

Brainstorming the Bottom-Line Review:

- Jackie summarized the two recent brainstorming discussions. The first was about ways that businesses in general add value to people's lives and why people choose to donate to the places they do. The second session was about how FSGW specifically adds value to each of our lives. A heartwarming takeaway is that FSGW really does provide a lot of value and one main reason people enjoy being part of FSGW is the community aspect and friendliness.
- One recurring idea is that FSGW could be a clearinghouse for all folk life events in the greater DC area. We publish a lot of events in our newsletter and have a comprehensive calendar, but most people don't receive a mailed newsletter anymore. Consolidating and advertising many different events is an opportunity for the organization.
- Jackie will schedule another session to discuss specific strategies and tactics for fundraising.

Meeting Adjourned at 10:09 pm.

- Will Strang moved, Jim McRea seconded.

Next meeting will be Tuesday, December 5, 2023, at 8pm on Zoom.