

# EEFC Board Meeting Spring 07

**Date:** March 23, 2007

**Location:** Home of Dan Auvil, Berkeley, CA

**Present:** Dan Auvil, Denys Carrillo, Emily Cohen, Matthew Fass, Gitry Heydebrand, Rachel MacFarlane, Linnea Mandell, Michael Sensor

## **I. Board Check in and Agenda Review**

## **II. General Manager Report (Rachel)**

### **A. Budget**

Rachel prepared reports showing progress so far this year on budget goals  
Rachel worked with Dan on membership drive which is going quite well

### **B. Publicity**

Dan has done a lot of PR work to update the image of our organization  
Rachel would like to learn web site content editing skills so Dan does not need to do so much of it

### **C. Database**

Rachel has done a lot of work by hand due to not having the new database ready to use  
There has been no recent progress on transfer of material from old database to new one  
Matthew will call Marti to get information about accessing information from old database

### **D. Kef Times**

The new pdf of the Kef Times is very beautiful and contains links and color photos  
Rachel will send postcards telling people it's online. She'll offer hard copies to anyone w/o computer access  
The online version has saved the EEFC thousands of dollars in postage and printing  
Suggestion: there could be a charge for hard copies  
The "From the Board" section should list the changes and money savings as a major accomplishment

### **E. Payroll and Taxes**

Payroll service is all set up and automatic payments are working well  
Rachel has submitted 2006 tax info to Lynette Garland who does EEFC taxes (tuition work exchange)

### **F. Recent Tasks & Workload**

Rachel has been working a lot on the workshops program, and it is going smoothly  
The camps have a stable work force  
Rachel is tracking her daily tasks in Ical, listing work activities by categories  
The camp brochure is almost ready and will go out shortly after the board meeting  
Rachel needs more ability to edit the web site. Matthew will provide training  
Rachel needs shelves for EEFC office. The board gave the OK to purchase them  
Rachel doesn't really need a fax machine now as she is using a scanner and sending pdfs  
Rachel recently purchased a new heavy duty shredder for the EEFC office

### **III. Program Committee Report (Denys)**

Committee members are Denys Carrillo, Rachel MacFarlane, Gitry Heydebrand, Belle Birchfield, Lise Liepman, Jerry Duke

Teaching slates are all confirmed except visa issues need to be resolved for some of the Bulgarian staff  
Laura Pannaman is working on the Bulgarian teacher visas

Michael would like copies of the legal files for the visas

The program committee did stay within the budget, but some teachers were too expensive to consider

This year invitations to teach were not turned down because of low honorariums.

Evan is willing to serve as youth advisor at Mendo. Goal is to make sure kids are happy and want to return

Evan wants to encourage kids to dance

Suggestion: ask Frank to introduce some dances and form a kids' line at evening parties

Board members will observe at camp to see who might be a candidate for an IS youth advisor

#### **Last day of camp – Should it be changed?**

There have been some complaints about spending too much time preparing for the concert

The committee discussed skipping the concert this year, but there was not consensus

The committee needs more time to discuss the issue and will work more including a conference call

Idea: present some scenarios and get input from the listserv. Concern: Will this strategy provide a representative sampling of community opinion?

Idea: put a question about the last day of camp on the evaluation

Idea: make a separate survey sheet with questions about the last day

The Program Committee will bring recommendations about the last day back to the board

### **IV. Development Committee Report (Gitry)**

#### **A. Membership**

The membership drive is going well. \$22,882 2652 in memberships has been collected so far

2007 membership income is more than last year in Dec. and Jan. by a couple thousand dollars each month

#### **B. Nests Egg Campaign**

This new campaign has been successful for its first year.

The Nest Egg campaign has not reduced membership income much.

Publicity Committee will make a graphic to show Nest Egg progress

Nest Egg Challenge Grant –challenge amount pledged is \$6400 (donors will match up to this mount. \$4510 has come in do far

The board should publicize how much is needed for the challenge grant to kick in

#### **C. Benefactors**

So far, we have not been successful at attracting major benefactors.

We have names or people to consider, but it's hard to ask people for money.

#### **D. Products**

Products \$26.01 income from Café Press so far.

Clocks crummy, hats, mugs, magnets nice.

Can bulk order our own items at cost to sell at camp.

Give job to the T-shirt vendors to add mugs, hats, magnets non-T items

#### **E. Grants**

This morning got NY tax ID number. Officially registered as a charity. Can solicit corporations and foundations

Now we can start applying for New York state arts grants

Emily meeting next week with Pete Rushevski director center traditional music and arts

Payola grant – in general grants for benefit of New York state low-income residents.

Grants to underwrite specific instructors would be very helpful  
Partially fund operations thru grants  
Should not look to grants as major income stream. Take a lot of energy and administration  
Airlines offer discounts and free fares. want to see audit sheet.  
Could avoid sales tax?

Barbara Babin develop outreach program partner with schools esp high school music teachers. Get them to come to camp and share it with kids. She was looking at a grant and is exploring it. Oct. deadline. Brass menagerie would play at schools

Many school districts will pay for teachers to go to continuing education. Next year will look into continuing education

## **F. Partnerships**

Larry Weiner approached us partner Plovdiv seminar. They'd offer discount, we'd help advertise.  
Ahmet offered discount to his performance for EEFC memberships. Would be great to have membership materials at the events  
Coop has community ties. Organizations who offer members discounts. perks for EEFC members  
Should we look into other activities like Plovdiv Camp? Greek seminars? Find people here who are connected with those programs. need to identify the programs.

## **V. Finance Committee Report (Michael)**

Thank Rachel for help in getting numbers  
Brian Cohen is giving us a credit for last year overpayment. Every day that we're at \$250 or higher he'll charge us the 250 rate. One day below 250, will charge us \$225 rate. \$5900 credit  
Over 1/3 of overrun was overpayment  
Should end year \$10,232 in black if budget is accurate  
at 57% of our membership  
fundraising 54% of our goal  
we are right on track in looking at variances so far  
Julie worked more hours than budgeted for. We pay her \$40 per hour  
Newsletter about 1.5 weeks of Dan's time. Dan will take comp to camp for work. Future, will do bid on it.  
Could justify a fall Kef Times, negotiate with editor how to stay within budget.

Confirmed our policy of it not costing people to be on board. Encouraged to cover costs as possible

### **Merchant Account**

Accept credit card directly rather than Paypal  
Fro registration, merchandize, at camp May increase revenue enough to offset the cost  
Need to run the numbers  
Charge 1.99% plus .27 per transaction. Just VISA, MC. Other cards more.  
\$20 monthly minimum. 2 year contract with \$90 early termination fee. Need to find out if it's fees  
Have to get a machine, or at camp can use hand one. Costs \$349 or lease to own at \$19.month  
Paypal  
Want to investigate what other non-profits do. may be better option. Could ask Shira about Kitka.  
Consensus: will continue to investigate and check with other non-profits  
Can also consider surcharge for using credit and debit cards  
Will be able to use Costco Am Express to buy flights and this will produce savings, (rebates)  
Need to push membership, but not in crisis mode

## **VI. Scholarship Committee Report (Emily)**

Kef-Crum Scholarship current balance is \$5257

There were 11 applicants for the Kef-Crum scholarship for Mendocino 10 for IS \$1534 in Kathy Mitchell current balance is \$1534

The committee will discuss whether to offer whole or half scholarships or both

## **VII. Publicity Committee Report (Matthew)**

Easy for Matthew to get digitally overloaded.

Have come up with some new designs.

Dan's video will go up next week.

It may be appropriate to reimburse Matthew for his services as web master. Will include a line items for this in next year's budget

Rachel wants more ability to work on the web site.

Proposal – Mathew will do design, Rachel and others can do updates

Add "From the Board" section – Gitry will write it

Will select a time to make list of things to do with web site – 30 minutes

Adam-MySpace he wants content. Tomorrow we should select some stuff and choose tunes from Balkanalia

Should consider a general brochure as a future project

We will get a reaction to this year's on-line Kef Times before making decisions about next one

## **VIII. Administrative Committee Report**

Working on general manager job description. Some issue to discuss at meeting. Development, strategizing projects need to be specific and clear

Next step is to develop performance review that is useful and makes sense

Goals for professional development

This is the first time we ever made a real job description

Should have final version by end of month.

Doing regular check-in now.

## **IX. Guests of the Board**

### **X. Board Member Terms**

We changed bylaws to say that people can continue terms one year at a time

Emily is on one year renewal on the fence

Matthew is on one year renewal on the fence

Linnea is ending 3 year term will continue

Denys is ending 3 year term will continue

Gitry is ending 3 year term will continue

Michael is in second year and has one more year

Dan is in his first year and has 2 years left

### **XI. Strategic Plan – Brainstorming and Discussion**

What we have achieved

Completed vision and mission statement

Not yet published 5 year financial plan

Not yet set financial goals

Have 421 members from goal of 450 for 2006

Have not yet been able to track lapsed members due to database

Have developed mechanism to send appeal letters to groups

Action item: add group affiliation to camp registration form  
Focus on lapsed members – need new database  
PR packet not happening yet, but can budget for it next year  
Add to the publicity committee? Publicity Committee needs to define its goals ACTION  
There is no publicity committee in current P&Ps  
Change so Google doesn't go to old site  
Video for web site is done  
Found Ari's video and Eli's Action item digitize Ari's ask Eli's permission  
Advisory Council not accomplished  
Asking people to download and take to events not really happening, but doesn't hurt to have it there  
Accomplished new york tax status Grants can now apply for New York Payola grant  
Benefactors – not ready. Need audit . Someone without ongoing relationship. Need local Action Item.  
Rachel will ask around  
Benefits – take off annual big ticket. Encourage people to have small benefit parties. Could help us meet nest egg  
Sponsors – Michael is working on contacting airlines – be more specific in short term goals  
Wish list in . Linnea ask Rebecca if they'd donate wine to be served at camp  
Action item ask Elizabeth Ryan to find someone to donate wine matthew will do  
Rachel will talk to Batya to ask her if she will ask for food donations, similar to Golden Products Establish line of Products done, register at Café Press done  
Balkanalia – Emily will ask Margaret Loomis about her ideas for marketing Balkanalia CD  
Then advertise for someone to market it  
Might like to have marketing director for all EEFC products  
Wendy Shearer has the ones on the East Coast  
Get volunteer list on web site  
Matthew will put Balkanalia on itunes store. Possible perk of membership for future  
Endowments – no inquiries. Mechanism is in place.  
**Action item Gitry prepare statement standard to go in Kef Times.**  
Put Nest Egg statement on web site  
Budget Allocation – find out how much more would cost to pay everyone \$800 for honorarium  
Finance Committee make some scenarios to share  
Consensus to make increasing honorariums a priority  
Technology upgrade office accomplished  
Connection website in process. Using myspace for networking with ethnic communities  
Education and awareness – remove CD#2. Revise songbook huge project. Include present songbook in marketing strategy.  
put list of accomplishments in from the board section of web site  
Gitry will revise strategic plan. Make new plan to put out in next month

Another way to increase honorariums is to decrease staff  
Could decrease number of teachers and have beginners jam

Action item: financial committee put together financial report for public  
If both camps have long waiting lists, that is time to consider another camp. For now, not  
Action item officers and committees revise own items by next board meeting  
Action item: Committee descriptions on web site  
Action item: membership pitches for time of year and campaign. Steve Ramsey is very successful fundraiser for his station. Rachel can put it on her calendar

Task force to investigate – catalog? Task force is temporary committee  
Lanita has offered to put together a handbook on how to do a tour like this one

Proposal for a sample tour

Proposal: Education Committee – outreach to music teachers, college credit, educational programs, Sarah Ferholt music teacher in schools and member of ZU as possible committee member

9:30 – 10:30 Publicity Dan, Matthew Rachel – membership campaign, committee job description

9:30 – 10:30 Denys & Emily scholarship, Michael scenarios, Linnea minutes, Gitry prep development

10:30 – 11:30 Finance Committee Michael, Rachel, Linnea

10:30 – 11:30 Development – strategic plan Gitry, Emily, Denys, Dan

10:30 Matthew database

11:45 web site

Finance Comm – scenarios for increased honoraria, web site maintenance, budget for PR packet, 5 year plan

### **Finance Committee**

Rachel will prepare pie chart report for public

Each dollar raise tuition increases income by \$274

Have to raise tuition 10-15 just to keep up with IS 3.5% increases

Increase honoraria to \$600 for next year

Move checking account to WaMu to interest-bearing checking account

Michael will contact airlines about donated tickets or passes for fundraising

New AmEx credit card gives cash back. Investigating having chefs use card too

### **Publicity Committee**

Quarterly reminders will write with Rachel

Will make generic flyer for audience outside our community

Lapsed membership message will do after database

Will make listserv easier to subscribe to

Will reach out to find additional tech experts. web people

### **Development Committee**

Quarterly conference calling because conference calling not working

Pursue big donors

Ask groups to have small benefit concerts for EEFC. Target benefit so goes to scholarship fund so

Membership benefits – explore discounts other organizations

### **Projects and Goals**

Audit – investigative phoning about persona and price now, do it after camp season

Someone external to board, review books, give us letter saying we have clean fiscal bill of health

Grants – Payola and Barbara

Emily and Gitry looking into New York one

Denys will do internet search for California grants

Archive Project – resource center

Database - Catalog of where to find source recordings

Dream of Larry's - Gitry just emailed him. Said appreciates that we checked in with him

Go into strategic plan that we are supporting it and checking in with it

Education Task Force

Outreach. Explore educational needs.

Dan will look into cost of mini tour  
Maybe contact Barbara  
Need to articulate what task is

Buy a Camp  
Establish separate business entity  
Take home and think about it. Talk to knowledgeable people

EEFC concert series

Marketing director – volunteer position or work exchange  
Linnea will write job description and post it to list to see if there is interest

Issues

IS 8 days  
too much. decided no for now

looking at other camps need  
keep up the research – Linnea, Denys, Mike Slama

GOBs – Kent Bailey and Joe Graziose

VIP guests – Letter from Ann Norton  
Denys invite him to drop in for an evening. Get info from Ann Norton

board size – agreed size good and get consultants when needed

staff CDs  
teachers are independent contractors – board doesn't have a policy, it's up to the teachers, encourage campers to talk to the teachers

membership reception  
will make banner and add names  
IS membership reception has not had good feel. IS feels cramped, musicians far away  
maybe just wine, enough  
membership reception committee to plan it and make it nice

lunch with the board  
questions not answered, didn't feel heard  
had ideas, no time  
preface it that there's very limited time, keep it short, give everyone chance to talk  
tell people what it is and isn't. we only have 45 minutes. Talk to us individually too

T shirt design – Batya happy to let it go to Dan. Dan will work with Margaret on production

confirm board members  
Matthew and Emily will decide by the end of May  
New terms begin Sept. 1

## **Agenda Items for Next Board Meeting**

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Next meeting Oct. 11-14 tentative

Hockessin, Delaware

Try to arrive Thursday afternoon so we start Thursday evening

No work on Sunday morning

Fly to Philadelphia or Baltimore. Baltimore is better.

Southwest non-stop from Bay Area