

## **Spring Board of Directors Meeting Notes (2012) Berkeley**

### **Attending:**

**Doug Allen**

**Dan Auvil**

**Erica George**

**Nancy Leeper**

**Ann Norton**

**Corinna Snyder**

**Demetri Tashie**

### **Treasurer's report - Douglas**

- Currently running slightly ahead of budget, as a result of reduced salary costs, but we have also had lower than usual donations.
- Review of where and how we store registration information, including personal and financial info, to ensure we are protecting personal data.

### **To Do:**

- Discussion re Paypal - improves the security of the registration process, however has a cost, and it is too late this year to change processes in mid stream. Propose to review again after camp.

### **Program review - Corinna**

- Mendo programming completed thanks to the excellent efforts of programming committee, and especially Lise and Belle .
- IS still in development.

### **Scholarships /Benefit Drawing - Ann**

- Discussion and acceptance of Will McClintock's offer of a one time scholarship, the Sally McClintock Scholarship, in honor of his mother.
- Goal is to give as many scholarships as feasible, while keeping some in reserve. Have always held one in reserve for camp the next year.
- Agreement to continue the benefit drawing.

### **Social Media -- Erica**

- Proposal from Lacy Cope received.

To Do: EG to review and send out two weeks after Board meeting. Plan will include a staged proposal for rolling out different aspects of the plan.

- Discussion about more actively creating relationships with the younger generation of our community - how can we engage them and help them find opportunities to lead.

### **Publicity report - Demetri**

- Discussion re the need for a comprehensive approach to communications and dialog and our multiple vehicles. Recognition that we have many needs (marketing - publicity - community outreach etc) as well as different channels (listserv, constant contact, website, social media, blog)
- Discussion re audiences / constituencies, what is the type / frequency for

communications, for pieces of information, roles and responsibilities. recognition that we may need two liaisons - one for internal and one for external.

### **To Do:**

EG can work this into the developing comm plan (which will include Lacey's social media plan)

- Publicity for camp -- Agreement to create postcards and hand outs.
- Discussion re t-shirts. recognition that we give a half work exchange for teeshirt production, so there are costs beyond production and shipping. Agreement to continue doing a location/date based teeshirt. DT will oversee the design process
- Ads -- Agreement to take out a Balkan Music Night program ad.
- Upcoming Events -- discussion re board presence at events in seattle, chicago, new york, arcata. Agreement to be as visible as possible. (Tables, flyers)

### **SideBar: Thanking teachers at camp**

- Agreement the Board can do more to thank teachers during and after camp. Discussion about ways to do that - DT to come back with proposal.

### **Update on part-time employee(s) - Nancy/Ann/Dan**

- Interviews in process.

### **Community communications/commitments update**

- Previous Board meeting notes now all posted
- Survey results completed and will be posted.

### **Hiring Plans for ED**

- Discussion re hiring process. Agreement to include some of the Board and members of community with expertise/experience in not for profit leadership in a small hiring committee. Ultimate hiring decision will be made by Board. Agreement that hiring process needs to be further defined and communicated.

To do:

- Nancy to complete a hiring process proposal .

### **Board Sustainability**

- Discussion re Board turn over and succession planning for Board sustainability -- this fall Dan, Ann, Demetri will leave board.
- Agreement to discuss what skills and experiences are needed on the board, and on our committees, later in meeting.

### **Mendocino Update**

#### **Registration Process**

- Recognition that because of online registration we now have a first come first serve process.
- Reminder that CS will talk to all parents and get signed forms before the workshops start.

- Management team at Mendo
  - - Administrative Coordinator Nancy
  - - Program Coordinator report - Dan
  - - Who's going and responsibilities (support for Site Mgr)
- Discussion re work exchange assignment process: are we being transparent enough?  
Answer: Helen is very upfront via listerv that new people are more likely to be in kitchen and bath crew at Mendo. agreement that we can do more at IS. CS to follow up .
- Discussion re cost of hiring for dish and bath crew. Much cheaper, but then we can't offer work exchanges that allow people to come to camp. Agreement to stay with current model
- Staff travel plans and reimbursement -- Dan will cut checks and send to people as they submit their airfare.
- GOB. Agreement to offer to Lanita this year.
- Agreement to invite Lily Kharrazi, from ACTA ,for a few days.
- Discussion re "policy" (or lack thereof) for staff bringing family members or 'significant others' to camp. Agreement that we let staff bring one adult companion 18 or over, no need to define what kind of family or friend they are.
- Discussion about different rates for different kinds of campers (e.g. we once had a babysitter rate) and whether we need to raise staff kid rates, as well as honoraria. Agreement that we won't change rates this year but could discuss for next year.

To Do: Corinna will reach out to staff with kids to get their thoughts

### **Iroquois Springs**

- Confirmed launch of registration
- Administrative Coordinator / Program Coordinator -- to be discussed in a few weeks.

### **Fundraising Discussion**

- Active discussion re appetite/ability to run a meaningful fundraising campaign this year. People said in survey they prefer fundraising to raised tuition.

To Do: Include message in upcoming community note (late march) that we do need more financial support.

- Discussion re the need to create better long time contributor program, create a culture of giving with younger members of community.

To Do: Corinna will drive with Erica and Doug.

### **Membership**

- on the agenda for after camp: redefining "membership."

To Do: Nancy will write up proposal

### **Auction:**

- Attracts an older crowd. In 10 years what fundraising model beyond tuition should we have?

To Do: CS to talk to younger leaders and get their thoughts.

### Benefits:

- Board can do more to hold/encourage benefits, house parties, could also cultivate more visible balkan music enthusiasts longer term to help us with fund raising. Will require a lot of work and we need a more compelling set of programs and vision than just the two workshops.

### Other Fundraising Ideas

- Template for running a Shout out in your town. Discussion as to whether this could be a model for partial work exchange. If the event hits a certain level of fundraising. To be revisited at later meeting.
- Idea of new CD: Perhaps live recordings from workshops?

To Do: CS to talk to teachers, musicians and get a sense of how they would feel about a CD.

### **Fiscal Sponsorship Discussion**

Agreement that we want to provide fiscal sponsorship and that we need to develop a policy

To Do: Nancy to lead, Erica to help.

### **ACTA grant - Nancy**

- Review of publication timeline - march launch vol 1 of folkloristica, put out 2 - 3 issues per year.
- Validation of Nancy as managing editor; need to create an editorial board. Discussion re need for more editors to get more articles through the review process.

### **Meerkat video**

- On track for a rough cut by the end of March.
- no restrictions on our use, it's work for hire.

### Day 2

### **Review of Board working principles**

- Reminder of "3 day rule;" response should be substantive or a pass/request for extension. Commitment to updating the To Do list once a week.

### **Discussion re communications**

- Recognition that we do not have clarity on the purpose and audience of our different channels; we can't clearly push the right messages to the right people. Need to do a better job of segmenting our audience, getting metrics to learn who comes to site via what source. Question: what are audiences that are valuable to us that we aren't communicating with directly, what do we need to change to be able to connect with them?
- We are not using full capacity of database to tag people by audience. Question: could we get an org dev grant to work on expanding the capabilities of the database?

To-do post-camp: clean up the database, add categories, make it better able to interface with CC segmenting (ie categories for people, categories for what CCs they get and if they opt out)

## Mission Statement

- What we have from before: “The mission of the EEFC is to educate the public about the *[folk]* music, dance and culture[s] of the Balkans.”
- **Agreement: The mission of the EEFC is to promote, celebrate, and educate the public about traditional and traditionally based music, dance, and cultures of the Balkans.**

## Board Sustainability

- We need 7 members, have ability to add more if we chose to.
- Skills we need on the board:
  - financial savvy
  - project management skills
  - people managing skills
  - marketing
  - fundraising
  - secretary
  - legal
  - strategic planning
  - liaison with public, with community - communication skills
  - group skills - consensus, diversity of perspectives and openness to such
  - not for profit experience
  - capable of deeply understanding mission statement which means understands Balkan culture/music/dance - cultural fluency
  - camp experience
  - execution-oriented / delivery skills / follow-through
  - change agile
  - capable of confrontation / having difficult conversations -> communicating difficult messages
  - ability to create trusting group environment
  - organizational skills
- Focus on in recruiting
  - more fundraising experience
  - marketing / outreach / communications
  - project management
  - NP experience
  - (structural preference: diversity of makeup - gender, geography, age)

CS to create public message: these are the capabilities we need, these are the attributes we need, here is where we really want to focus. Ask what their vision for the EEFC is: where would you like to see eefc in 5-10 years, what experience do you have that would be valuable to the eefc?

Sidebar: Agreement on need to create a board matrix; skills of existing board.

- Nancy will start one, we add to it.

### **Task forces - Corinna**

1. reducing cost of camp while maintaining quality
2. ethnic outreach
3. regional workshops

Agreement that taskforces will have to have clear sizes, roles, timeframes, work process and deliverables and be able to present ideas and accept that the board will take them under advisement (task force does not decide EEFC policy). Would like to ask past board members to chair. Taskforce will need a board liaison. Do we have capacity to do this now? Agreement to move forward with task force on camp cost reduction, in part to help us find alternatives to IS in the event we need one.

### **Strategic document work**

- Agreement that the organization needs:
  - updated by laws
  - updated policies and procedures,
    - financial, doc destruction, children, privacy, volunteering rights & responsibilities, fiscal sponsorship, website content plan & policy guidelines for it, employee policy
    - Procedures: manual on how to run camp, employee handbook
    - Strategic plan - initial form/first draft (then it becomes board work), business plan, what our committees are and how they are managed
  - ED job description, ED hiring process
  - camp staff, comps etc. (needed for 2013 season)
- Nancy's steps
  - Evaluate what we have
  - Clean up the easy stuff, maintain comments, fix things she knows, add in suggested material, then go to whole board for review.
  - Focus on materials we need to start ED search.

### **Contingency planning conversation**

- \* what if we didn't look for new board members? could the existing 3 stay on?
- we could also look to past members as interims, for contingency.
- \* what if we are too behind on ACTA? get more people to make more things happen faster. but we need to meet the end of calendar year deadline.
- \* what if we don't hire an ED by the fall? Does the org erode? is the PR damage to community too damaging? Is the load on volunteers including board too extensive and burnout?
- \* What about budget and fundraising? We can survive another year of continuing to deplete savings, if we get a good camp enrollment. Is there anyone in community we can ask to keep us out of the red? Difficult to forecast.