

SPRING 2013 EEFC Board Meeting - Brooklyn NY April 5-6

In attendance:

Biz Hertzberg - Treasurer

Erika George (saturday only) - Secretary

Corinna Snyder - President

Eva Salina Primack

Doug Allen

Nancy Leeper - Vice President

Ann Norton

Demetri Tashie

Jay House samios - ED

Saturday: Guest of the Board - Jerry Kisslinger

Organizational Update from the ED

- Community outreach efforts -- In NYC, Seattle, Chicago, NYC and the Bay Area, Jay has been working to 1) represent the EEFC at balkan music events and introduce the EEFC to people who may enjoy balkan music and dance but do not know about the EEFC, 2) get to know, and talk to, local community members, many of whom do not regularly attend camp, 3) meet with organizations that we believe are good potential partners for us to work with in the future, and 4) get to know individuals who could become significant financial donors in the future.
 - a. Two particularly interesting organizations for us - Manhattan School of Music, which has established a very effective distance learning program, and Chicago's Old Town School of Folk Music
- Staffing update - Workshop Manager and Administrative Assistant working well. We have contracted with a bookkeeper on a part time basis to help us migrate to the Unified Chart of Accounts for managing our books. She will work with Traci and do the monthly bank reconciliation.
- ED will provide a 6 months in update to our community via listserv/constant contact by end of April

Finance Committee Update

- The forecasted budget for FY 2013 was shared and approved. The organization is on track to meet its financial goal, which is to break even or be in the black by the end of the fiscal year.
- Committee members were asked to review their estimated committee effort costs, and share any major differences with the Finance committee by the end of the month.
- The Board reviewed the budget in some detail, and noted that at present only 3% of the

organization's budget is being invested in non-workshop activities.

- Based on an assessment of costs and resources dedicated to providing the workshops, the Board agreed that the actual cost of workshop attendance for an individual is \$1235.

Operational Activities/Transition planning

- The Board assessed how much work they currently do for the organization that could be done by a volunteer or staff person who is not on the Board. The total was ~ 1500 hours, the majority of which was spent supporting the website, and producing Forum Folkloristica.
 1. Immediate and Longer Term to dos were defined - Board members to work with ED to identify a cost-effective way to transition these operational efforts over to staff, volunteers, or contractors, and to put policies and guidelines in place so that staff, volunteers and contractors can achieve the organization's goals.
 2. Agreement that committee models/membership/criteria should be revisited on a regular basis, and changes need to be proposed to the Board - ratified changes will need to be integrated into P&P documentation

Future State of Committees

- The Board agreed that in the future, we expect the Board-chaired committees to be
 - Admin/Governance
 - Finance
 - Development
 - Board Development
 - Long term planning
 - Outreach and Education

Current state of fundraising

- The Board reviewed the most effective ways we currently raise funds and discussed ways to increase the amount we raise. We agreed that the ED would develop a fundraising strategy proposal for the Board to review and support.
- The Board discussed improving the Auction, initiating a lapsed Membership campaign,, growing individual contributions,hosting regional events (house concerts, dinners).
- Discussed the value of creating more targeted scholarships: named scholarships that are designed to foster the development of the named person's personal interest/passion; scholarships dedicated to educating educators (e.g. K-12 dance/movement teachers); scholarships for entire bands, scholarships for first/second generation kids from balkan communities who are disconnected from the musical/movement roots of their own culture; exchanges for students in the balkans to come to the US, working with arts and culture organizations in the balkans; paired scholarships for dancer and a band, to foster the development of live music opportunities in underrepresented regions;

Strategic Planning

The Board worked through a series of exercises to help clarify where the organization should be focused and what kind of course the Board can chart for the organization. We clarified the following:

The value of the EEFC - what we do best

- The Board worked on better defining what are we most proud of, what the EEFC does best, what makes the EEFC distinctive. The Board agreed on the following:
 - the quality of our staff
 - the community that we create - amateurs and professionals, old and young, ethnically diverse
 - our ability to give greater context to the music - the dance, the kefi, the culture
 - providing a cornucopia of music and dance - regional diversity and depth

Top Three Goals

- Based on what we do best, and what will best sustain the organization and let it continue to deliver on its mission, the Board agreed to keep our focus on three top goals:
 - Transition the Board out of operations - Chart the Course
 - Demonstrate reach beyond the workshop programming - More than Camp
 - Raise the profile of the EEFC - EEFC = The Source

Pilot Programs

- The Board discussed new programs that build on our mission and help us achieve our vision. Discussion pulled forward that our best opportunities were:
 - Online Resources (a robust and definitive online resource site that curates content already out there, and makes more available the content we have internally)
 - Interactive Instruction (supporting distance/online learning)
 - .Arts Education (reaching out to communities we do not reach well via the workshops, e.g. seniors, K-12, music/movement teachers, ethnic communities, learners who don't have access to instruments, people who are looking for a shorter/differently located workshop, pairing dancers and bands)
 - Co-Branding (opportunities for us to partner with other organizations, and raise the profile of the EEFC)

Short Term/Long Term Priorities

- The Board identified 30/60 day priorities, identified metrics that we will use to assess the success of our efforts against our goals, and agreed to continue to meet via conference call twice a month, and face to face 2 times a year.