

EEFC Spring Board Meeting March 21, 22 2014  
Home of Emily Cohen and Eric Frumin, NY, NY

**Attendees**

**Board members**

Doug Allen  
Elena Erber  
Biz Hertzberg (Treasurer)  
Nancy Leeper (Vice President)  
Amy Mills  
Ann Norton (Secretary)  
Eva Primack  
Jay Samios (Executive Director)  
Corinna Snyder (President)  
Demetri Tashie

**Infrastructure Efforts**

- Goal this year is to update our bylaws and create an employee handbook (to replace the outdated policies and procedures document)
  - Re P&Ps: Corinna working with Catchafire to get an HR professional who can help us put together a good handbook. <https://www.catchafire.org/> (they match professionals who want to volunteer their skills with nonprofits who need their help. )
  - Re Bylaws: Nancy reviewing and will propose changes to board for discussion, e.g. clarifying that we are a board-only organization, defining which committees need to be led by board members, and proposing changes to term limits.
- Once these are done the admin committee will take on leading an IT review, via Catchafire. will revisit at our fall meeting.
- Discussion re creating different advisory panels for the EEFC:
  - generational: “trusted elders”, young adults
  - community: foster EEFC & ethnic community connectivity
  - professionals: arts organizers, event planners, etc.
  - emeritus board
  - agreement there was value in the idea, and that it was not something we needed to tackle in the next 6 months. Will revisit at fall meeting.
- Need for a volunteer coordinator
  - Jay needs a volunteer coordinator - board needs to help her find that person.
- Need to revisit the Guest of Board process now that Jay and her team run the organization, shouldn't it be their decision if/when to have a GOB (recognizing that it costs us a significant amount of money)

**EEFC Marketing/Communications**

- The top 3 goals for marketing this year are:
  - help fill camp (top priority)
  - reach out to “new” people who can use our resources, then turn awareness into participation

- be consistent, keep information updated
- We are being more intentional with our ad placement - different ads for different publications, to increase awareness of the EEFC in communities where we think we can grow participation.
- Marketing and Development committees are working together on messaging.
- Going forward, there is a need for a comms leader - a “channel manager/calendar master” who can make sure we get messages out regularly

### **Workshop Programming**

- Goals are to align programming with other EEFC efforts (e.g. marketing, community outreach), improve transparency of programming process, and work towards longer terms plans and goals, e.g. planning slates more than 1 year out.
- Achievements this year were:
  - regular all-committee conference calls
  - active board member leadership of the committee
  - more efficient approach to programming - formed 2 sub committees for east coast & west coast, who developed proposals and brought them to entire committee for review and acceptance
  - grew the size of the committee to prepare to transition new members in and older members out
- Going forward, goals are:
  - create written structures/policies/processes, including a comms calendar for letting teachers know as early as possible what the themes for upcoming workshops are, and regular updates on the progress of the slate development process.
  - Include ad hoc advisors to the committee, based on proposed themes
  - assess the feasibility of moving programming from being a board led committee, to an EEFC function.

### **Scholarships**

- Scholarship page on the website has been updated with more details on what we're looking for in recipients
- more outreach is needed -- announcements ask recipients to spread the word
- need better coordination with opening of registration -- very few applications come in if the faculty hasn't been announced

### **Publications committee**

- Update on the Mavrothi videos - they will be completed by next summer.

### **Instrument lending proposal**

- Bill Cope would like to support the development of a next generation of 'old' instrument musicians. A significant barrier for new students is the cost and difficulty of finding instruments to learn on. Bill has offered to fund the creation of 5-6 gajdas that can be used by new students at, and after, camp, to help overcome that barrier.
- Vassil Bebelev will build 5-6 student gajdas that we hope will be ready for loan at the 2015 workshops
- Instruments would be split between the 2 workshops, and beginning gajda classes would be taught at each location

- details of the loan program will be worked out by the 2015 workshops
  - terms of the loans
  - contracts
  - “tech” support
  - experienced players to house the instruments between loans
- In addition, the EEFC owns 2 gudulkas (housed with Barb Babin) that need work to be playable
  - Bill is talking to Vassil about working on these instruments
- Jay will be in San Jose in July to meet with Ann, Bill and Vassil to work on instrument loan program for gajdas
- This is a great opportunity for us to document “success stories” that we can use with potential funders and grants.

### **Fundraising Update**

- EEFC is at 45% of our fundraising goal for the year
- Will launch a spring fund drive - “Deep Roots & Spring Shoots”
  - goal of \$15,000
  - campaign will launch April 5, end May 4
  - target is people who know us or are 1 degree removed
- Goal of the committee is to do a better job telling the great stories about the connections our organization creates (e.g. Mensur and Ljubo, Ivan Velev) so that we can reach out to communities and organizations that see the value.
  - We need a documentarian - why is what we do important?
- Amy and Jay are re-working the member/donor program
  - a letter will be sent to campers after camp inviting them to join/donate while they are still basking in the magic of camp
- Goal is to improve the auction process again this year, including doing a better job of thanking those who contribute their items. This is our biggest fundraiser of the year.
- Jay is working with Catchafire to develop a more robust fundraising plan, as well as a pitch deck that will help her tell our story to prospective supporters.

### **Board development & function - discussion**

- As we move more and more of the operations of the EEFC to Jay and her team, the board sees that it needs to redefine its purpose - what is the board’s role, now that we have an ED?

- **Current state of the board: (brainstorming session)**

cooperative, open minded, divided loyalties, bi polar, conflicted, over committed, hopeful, over ambitious, free labor, transitioning, concerned, analytical, meandering, creative, committed, supportive, dreamers, controversial, looking for guidance, scattered, unsure how to best help the organization financially

### **Where we’d like the board to be in 5-10 years: (brainstorming session)**

focused, determined, balanced, diverse, organized, fun, accountable, respectful, confident & articulate, leaders, supportive, solvent, supported, connected, strategic, translucent, sustainable inspiring, successful, manageable, compassionate, adaptable/flexible, well-defined roles, good fundraisers, respected, good storytellers, proud

### **What’s standing in the way of getting to the future board: (brainstorming session)**

- limits on our ability to contribute the time needed to deliver on expectations
- expectations are unclear, unrealistic or plan free
- lack of or unclear priorities
- slow ramp-up for new board members
- disorganized information (google docs)
- insufficient infrastructure/lack of tools
- no clear separation between the board and the organization
- tenure-based (age-stratified) respect culture
- enmeshed in community
- stuck between founding & stewardship
  - millennials: teens/20s - heavy in musicians
  - gen X: 30-48 - most disconnected
  - boomers: 49 & over - heavy in dancers
- under resourced
- not comfortable talking about money

### **Opportunities: (brainstorming session)**

- immigrants/children of immigrants: engage them with the board
- stakeholders: engage them and shepherd them into new roles
- succession planning: build an infrastructure for the next generations to take over
- community members have skills to volunteer to the organization
- coaching for the next generation: coach them to honor those who went before them
- redefine our role so that we are right for new funding venues (humanities, education)

### **Vision statement -- redefinition**

We envision an inclusive, celebratory, and welcoming global community of passionate amateurs and professionals, respectfully sharing in the richness and complexity of Balkan music, dance, and cultures.

### **Recognition of Board terms:**

- board members rotating off:
  - 2014: Doug
  - 2015: Nancy, Demetri, Ann, Biz, Eva
  - 2016: Amy, Elena
  - 2017: Corinna
- new board candidate qualities:
  - change agile/change agents/change leadership abilities
  - fundraising skills/willingness
  - management skills
  - teamworking skills

### **Board communications:**

- Conference calls will now be monthly on the first Monday of every month
- Committee reports will be sent in 3-4 days before the conference call

### **Fall board meeting:**

September 18-20 or October 9-11, probably on the east coast  
 May 1st: deadline for setting the date & location