



Boulder Dance Coalition

Music, Dance & Folk Culture

6185 Arapahoe Road

Boulder, CO 80303

Minutes of Board Meeting 30 June 2016. Called to order at 7:05 PM

Attending:

Larry Utter
Susan Smith
Joseph Snowhawk
Bill Johns
Caroline Stepanek
Radu Popescu
Rick Thomspson
Jim Borzym

Minutes: Minutes of the Board Meeting conducted on 29 May 2016 (conducted as part of the 2016 Board Retreat) were approved.

Record of Board Retreat: Received and accepted.

Treasurer's Report: Received via email. There is \$14,300 in the current account. \$1,300 of outstanding Festival expenses are to be paid soon.

Avalon Management Committee: Nothing to report.

Avalon: No report.

International Festival 2016: Mixed reviews were given; listed here in the order reported. Bev Baker did "an amazing job." Saturday band with Sandra Wong was "amazing". Collaboration with the Romanian Festival seemed to work well; layout of booths was good. Some Romanians were "shy" about attending; perhaps due to new arrangement including the collaboration with our Coalition. Food sales were okay on Saturday, but poor on Sunday. The Romanian dances were thought to be repetitive. Radu opined that this was "a great" first collaboration between the Coalition and the Romanian community. No report yet from Festival Coordinator, Jim Schwartzkopff. Finances are thought to include an overall loss due to the smaller grant amount this year. \$900 in fishbowl donations was the most ever. A \$500 gift was on offer from a folk dancer but that opportunity was missed due to insufficient communication. Jim S gave very valuable service. His fee was \$1,200. There were some reports of unsatisfactory or late communication response from Jim S. The request for volunteers to the community went out very late. Two of the three Festival Committee members were out of town for the festival weekend. There were major timing problems with the delivery truck, which impacted Radu significantly.

The Daily Camera newspaper was thought to give too little promotion both before and after the festival; disappointing for a named sponsor. Summary discussion of the International Festival: 4 of 10 Board Members strongly supported continuing the Festival. Volunteers continue to be a problem; compounded by late coordination by Jim S. The Committee needs to be more proactive, including identifying how to help Jim S., and to identify who does what. A summary report is wanted by the Board from Jim S.

Report from the new Communications Committee: First committee meeting conducted at the home of Do Verdier on 29 June. Six people attended and/or participated: Do, Radu, Marshall Shapiro, Chuck, Kaylie Haynes. Kyle McGowan participated via Skype. Most discussion concerned the website. Branding was discussed; there is a desire to make our graphics consistent. There was considerable discussion about how to organize our graphics. There was consideration of CRM, "Customer Relationship Management" protocol. There was discussion about using "Slack" for intra-committee communications. The consensus about the name seems to be that "Avalon" should be up top and most prominent, and that "Boulder Dance Coalition" should follow. The crux of the dilemma right now is how to conflate and prioritize "Avalon" and the "Coalition".

ACTION ITEM: The Committee requests that every board member provide input, specifically three comments about the current websites, either pro or con. Send these to Do. Board discussion of Communications: Rick suggests that "The Avalon" be the name that we promote when talking to people who don't know us (the general public). And that "The Boulder Dance Coalition" be the name used when we talk to people who do know us.

Membership: General discussion of benefits of individual membership. Building the total number of individual members seems important. Having a large number of supporters that we could contact and depend upon for assistance was especially important in our past when we presented our Avalon proposal to the County Commissioners. Emphasize that membership is free, gives information about our community, and build support for dance. We want to have control of ("the ability to utilize"?) our membership list; therefore email addresses are more valuable than friends on Facebook.

Meeting Adjourned

Submitted by Jim Borzým for Susie Reisser