

Folknet Board Planning Meeting

20 February 2016

In attendance: Charlie Mosbrook, Rick Feinberg, Wanda Finley, Larry Bruner, Mike Harris, Joanne Laessig, Joe Troyan, Becca Rhoades, Bill Schilling, Red Chrosniak, Kerry Kean

Called to order: 10:35am

Normal Business Portion:

1. **Opening remarks:** Charlie
 - a. By way of agenda for today's planning meeting, we will run through normal order of business (minutes, treasurer's report, membership report) then follow that up with an opening of the floor for ideas and discussion.
2. **Meeting Minutes:** Red
 - a. Minutes from the January meeting were approved with
3. **Treasurer's report:** Bill
 - a. Update current standing of financial accounts
 - i. detailed report was sent to the board via email
 - b. Mike and Bill will sit down to complete paperwork for tax information - this could possibly be added to the budget meeting that we're looking to have.
 - c. Larry noted that on a recent Amazon.com purchase he was able to select Folknet as part of their charitable giving program. Through the Amazon smile program Amazon will donate 0.5% to registered 501(c)3 organizations. We publicize that to the membership.
4. **Membership:** Mike
 - a. Current membership is around 102
 - i. looking at around eight that will expire this month - contact and encourage them to renew their membership

Planning Portion:

5. **Membership**
 - a. Possibly look at coordinating membership, which is annual, being tied to a calendar year and not just be annual (i.e. being a member for 2016 instead of being a member for one year from the time you start).
 - i. This might make it easier to do a bigger membership drive each year and easier to do focussed membership reminders.
 - ii. Prorated memberships are a pain in the but.
 - iii. New members joining mid year could get 1 year plus (rider for the rest of the year, plus the upcoming year - join in November 2016 get membership for the rest of 2016 and for 2017).
 - iv. Add a lifetime memberships? *This would require a change to the bylaws.*
 - v. with this it would make it much easier to do a membership card that could be emailed out to new members

- vi. Membership would start May 1st and go to the following April 30th.
 - 1. Membership drive starting
- b. Benefits for membership
 - i. Folknet picnic/hootenanny
 - 1. In the past Folknet events (like rootstock) have not been terribly well attended. Could we design an event that folks would want to attend?
 - a. move away from the concert type feel of the old rootstock and more toward a community event - song circles, picking parties, open mic
 - i. Online survey that we could get membership feedback about what they would like
 - 2. Would be great to have this at a semi-private rural type of setting - possibly at like a farm where we could end with a campfire and maybe even have camping available
 - 3. Some sort of door prize raffle for at the picnic (CDs would be very easy, maybe some other smaller but still cool things - strings, capos, etc.)
 - ii. Wineries list/pub list
 - iii. Local music shops discount?
 - 1. Contact local area music shops about discounts that they would be willing to offer:
 - a. Heights Music (Darrell Branch and Rick Szekelyi)
 - b. Lodi Music (Andrew Zeager)
 - c. Music Emporium (Tim Johnson)
 - d. Woodsies
 - e. Family Learning Center for Music
 - iv. Featured members on the website - why are they members of Folknet, tell their story.
- c. Membership drive/raffle
 - i. Membership driving beginning April 1st and running through the month. Raffle for prizes to be held after the drive is over (April 30th).
 - ii. Raffle prizes:
 - 1. Mandolin (Charlie)
 - 2. Folknet quilt (R&B)
 - 3. Guitar strap (Red)
 - 4. Dance g/c (Dale/Dance community)
 - 5. Acoustic Harvest CD
 - 6. Board member CDs
 - 7. Dulcimer (Bill)
 - 8. Contact local manufacturers (SIT strings, AT)
 - 9. Local music shops make donations/gift certificates

- iii. Make sure we send tax deductible letters to folks who make donations to the raffle

6. Calendar:

- a. Larry mentioned that there is a need for an information gatherer for the lake county area. The current person isn't able to do it any more.
- b. Eventually we will need to look at some other way to compile and construct the calendar
 - i. Move to a database style format for inputting information?
- c. Advertising as part of the calendar/website?

7. Technology:

- a. Have multiple people who know how to do the stuff so that if something happens, we're not stuck without being able to do the things
 - i. Calendar
 - ii. Website
 - iii. Treasurer's reports
- b. Making sure that we have backups of information
 - i. Having a redundancy list
- c. Having a technology get together?

8. Music in the Valley:

- a. MITV is July 9-10th
 - i. Send out specific promotional information during May
 - 1. announce it as part of the membership info during the membership drive
 - ii. recruitment for volunteers for the registration table

9. Workshops:

- a. Incorporating these workshops as part of the house concerts and other events
 - i. workshop before the concert potentially led by the concert performer
 - ii. workshop before contra dances
- b. Spaces:
 - i. libraries
 - ii. local music shops
 - iii. local venues
- c. Focus on education/building of skills
 - i. Look into some sort of take away that would accompany the workshop - whether that be a product (i.e. humidifier for humidity workshop, harmonica for harmonica workshop) or information sheet (i.e. list of session etiquette for how to play in a session)
- d. Topics
 - i. Chord progression/theory workshop
 - 1. Kerry Kean
 - ii. Harmonica workshop
 - 1. Hal Walker
 - iii. Foot percussion

1. Charlie Burton
2. Travis Paul Anderegg
- iv. Playing spoons/washboard
 1. Check with Jen Mauer from Mo Mojo
- v. How to play in a session/jam
 1. Sam Stelting McNamara, Becca
- vi. Meet your luthier
 1. Dave Rice
 2. Jim Kozel
- vii. How to play dance (contra) music
 1. Heather Malyuk
- viii. Songwriting workshops/songwriter panels
 1. 2-3 songwriters involved
- e. Potential workshop leaders (Folks who could lead a good workshop - freedom with the topic)
 - i. Dave Rice
 - ii. Tina Bergmann
- f. Budget for honoraries

10. Concert series:

- a. Do we regularize when we do the concert series
 - i. standard day? (i.e. third Saturday of the month)
 - ii. This could help us create some sort of master calendar
 1. one big event a month or something like that
 - iii. Still the potential of having special events
- b. Look at a spring series and a fall series
 - i. Fall series: Sept, Oct, Nov
 - ii. Spring series: March, April, May
 1. would be great for publicity to be able to promote an entire series instead of just one concert.
 2. Possible themes for the series
 - iii. Ticket for the series
- c. Be clear about the type of concerts that we're looking to do
 - i. we're not looking to bring huge acts
 - ii. Small/medium - geared toward a 20-40 person audience

11. Grant writing:

- a. Causes to write grants for:
 - i. concert series
 - ii. workshops
 - iii. dances
- b. Places to write grants to:
 - i. Cuyahoga Arts and Culture
 - ii. Summit County Arts
 - iii. CDSS

12. Dance:

- a. Summer Dance Series
- b. Investigate with local dance community on how we can better partner/support
- c. Ethnic affiliated halls

13. Merchandise:

- a. Stickers - guitar case/bumper stickers
- b. T-shirts?
 - i. Red and Becca own a t-shirt printing press

Potentials for master calendar:

- Community Sings
 - Spring Sing (May)
 - Summer sing? Part of the Picnic?
 - Fall Sing?
 - Wassails and Whatnot (December)
- MITV @ Hale Farm (July)
- Picnic/Hootenanny
- Dances
- Concert Series
 - Fall Series (Sep, Oct, Nov?)
 - Spring Series (March, April, May?)
- Workshops
- Possible day long events (a la FARMette)

1. January
2. February
3. March
 - a. Concert Series
 - b. St. Patrick's day (no bar type of event)
4. April
 - a. Concert Series
 - b. Membership Drive/Raffle
5. May
 - a. Concert Series
 - b. May Day Sing (Spring Sing)
6. June
 - a. Summer Dance Series
7. July
 - a. Summer Dance Series
 - b. MITV
8. August
 - a. Summer Dance Series

- b. Folknet Picnic/Hootananny (Summer Sing)
- 9. September
 - a. Concert Series
 - b. Harvest Harmonies (Fall Sing)
- 10. October
 - a. Concert Series
- 11. November
 - a. Concert Series
 - b. Folksgiving
- 12. December
 - a. Wassails and Whatnot (Winter Sing)
 - b. New Year's Eve Dance

Submitted by Red Chrosniak