

11-22-20 **Eugene Folklore Society Board meeting minutes** draft

**Both headings and action items are in bold.** Board motions and decisions are underlined.  
Corrections are in blue.

**Attending** a Zoom video conference were President Bekah Staten, Secretary Mark Cashion, Jacque Klas, Treasurer Larry Hill, Bob Fraley, Mary Grace Brogdon and Kris Topaz.

Bekah started the meeting at 6:03pm.

The minutes from the September meeting were approved. **Mark will resend email to Directors with a link to the October online minutes and instructions where needed.**

The next meeting is December 13th at 6pm. The January meeting was set for 1-10-21 at 6pm.

## **Reports**

### **President/Bekah**

Bekah is puzzling over what was, and what is, for EFS, and how to put that into a big picture. She also has been working on the Safe Dancer Policy with Kris.

### **Treasurer/Larry**

He is posting his reports in the Google Drive folders for each meeting. This will be a repository for historical financial reports. This last month there were a few small transactions. Bank accounts are in good shape, and if funds are needed for website development, the camp checking account has almost \$3000 not being used for this year, plus we can cash in the 7 year CD for \$5450 if needed, and another \$9000 interest could be withdrawn from the annuity with no penalty.

### **Secretary/Mark**

For access to minutes and Treasurer reports etc, all Directors have viewer permission in the EFS Board folder and its subfolders, all shared with Directors. They can be found in the Shared with Me menu item in Google Drive. **Mark will work on a way to have bank statements online without displaying account numbers**, that could be targets of fraud attacks. **And he will find out why Bob cannot see the EFS Board in his Google Drive menu.**

## **Communicating Vision**

Bekah is focusing on a vision for the group. We are in a period of transition, which creates opportunity for change.

An invitation only opportunity with Schar School for non-profit management improvement is available through their survey. This includes reviewing best practices, benchmarks etc. Stay tuned.

Mark related experience with 'coasting' vs continual promoting of a similar non-profit dance group.

The Board went into quasi-committee for Discussion of the new website.

## **Website Report** (from quasi-committee discussion, within Board meeting)

Kris reported that Steve has now declined to continue work on the new website. Both Kris and Bob commented that they had individually expressed to him that we needed a full website, but he has informed the Board through Kris that he is not willing to do that, but would develop an app for us. Kris reported that she thanked him but informed him that that was not what we needed.

What do we need from the person who builds our website?

Bob: We could start by duplicating the current website. Determine things to change, before or after the new website is up and running.

Larry: Website is a point of sale, education tool, information. Outline is complex. Publicity, what is contra, opportunities to participate, communication from board to members, and sales, recruitment, camp, other activities.

Jacque: A web presence is essential for communicating info re dances, camp

Current website has a lot of wording that can be duplicated. There are current web pages that need rewriting. Safe dancer, pamphlet content, about us. Newsletter signup was never used fully. We need to manage it once it is built. So it must be user friendly enough for a non techie to do updates. Wordpress is not average-user-friendly, but what Wordpress builds can be. Our current system is also not update friendly. It is going down in September 2021.

Roy and Robert Albano have skills that could be useful.

Newsletter capability was never used on the current website.

EFS has a Facebook page, a meetup page, and Morris has a separate meetup page. The facebook page is not updated. Crosslinks are needed. Volunteers for all these are needed, with clear expectations set. Accountability: volunteers need to be reporting to the Board monthly. Volunteers need to have clear expectations, but too much will fail, kindness is important. Clear job descriptions, not open ended.

A public relations officer/role with the ability to delegate is important. Rich Klopfer was good, Laura was a possibility. Kris interjecting in reviewing the notes - Kris as past president has been informed by both Leora and Laura that they are not interested in more involvement. Leora does not want any involvement in publicity, and Laura Gonzalez-Dodd will probably continue with her one task of putting our dance announcements in the Eugene Weekly only. Both were mentioned in the Board conversation of people to ask for more help with publicity. Also, Rich has made it clear that he has served and while he will do backup, is not interested in having a long term role. Some board members commented that this should be a Board position (or at least someone who is willing to attend Board meetings). The more people involved the better for the organization. Nikki formerly did Facebook.

We brainstormed the following requirements and desires for the new website, not in order:

- Welcome
- Online payments with a shopping cart. We have a Stripe account to use with payments.
- Camp registration, membership application, merchandise.
- Mobile friendly and widescreen display friendly.
- Library of photos and videos.
- Cyber security considerations
- Buttons at top: Tell Me More, Calendar, About, Links.
- Covid-19 safety
- Announcements including next dance
- Maintain domain name and email contact to officers

## Concrete Steps

**Let's all go to the old website, find 3 things we like of highest priority, 3 we don't like/low priority within 2 weeks. Post them on Google Groups [under the New EFS web site topic]. Bob will help Larry with any web outline issues. Mary Grace knows a web developer in Eugene.**

Jacque has a web developer whose guestimate is \$1700-2000 to design a site.

We need 3-4 developers to bid, and look at their previous work. Maybe \$3000. After that just would be the Wordpress subscription fee ongoing.

Bekah knows someone.

**Jacque will contact Frank at Corvallis for their developer.**

**Kris will contact South Coast group's developer.**

**Mary Grace will contact someone she knows.**

**Bekah will compile a list of web site requirements and send to the Board for then showing to the web developer candidates.**

**Jacque will look at the Welcome page for rewriting.**

Board directors info needs updated with phone numbers securitized or not displayed by choice.

**Larry will attempt to update director info on the current web site. Jacque will provide access to numerous photos for the new website.**

By next meeting

**Have developer bids done and ready for voting, or at least by January.** New site by May or June.

Show them the old site and some of the changes we want. And we want to maintain it.

Camp registrations need to start by June, it may sell out fast. We want to say go/no go by 2nd week of December for the band, caller, and caterer. Venue is reserved for mid-October.

**Larry will outline the current website by the next meeting.**

Advantage of Dreamhost gives all Wordpress options for free to non-profits. Propose this after developer selection.

[\(end of quasi-committee website report\)](#)

## Look Forward

- Jacquie: mailchimp to list of CDSS virtual events.
- Dance organizing and volunteer coordination, January meeting.
- In January or February Larry will have tax return info to review.
- Define public relations person role for recruitment by February.

Mark moved, Jacquie 2nded to adjourn. Passed unanimously 7:56pm

Submitted by Mark Cashion in draft 11-25-20