

## 12-13-20 Eugene Folklore Society Board meeting minutes

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

Attending the 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 6:00pm.

Mark moved, Mary Grace seconded to approve the agenda, passed.

The minutes from the October meeting were approved. **Mark will correct the November minutes to reflect Leora not Laura in Kris's correction.**

The next meeting is 1-10-21 at 6pm. The February meeting was agreed to be the 7th at 6pm on Zoom.

### Reports

#### President/Bekah

We are trying to stitch together the big picture for EFS, and I have been contacting other groups re their web transitions. And I have been working on the advisory committee proposal.

#### Treasurer/Larry

He posted his report in the Google Drive folder for this meeting. Starting in January the reports are in a new PC format not the Mac format. Debit for the month was \$160. Net worth is \$126,190.

**Mark will send a link to Larry's website outline to Board.**

#### Secretary/Mark

He explained Google: Groups, Drive and Docs. The tree structure of Drive is invisible on a smartphone. He wrote instructions for sending an embedded link to a file, rather than sending the file to everyone, in the Drive folder EFS Board. He explained that Google Drive is a cloud storage place for files. He has made Drive folders for the New Website, Old Website and Developers.

#### Website

Kris invited her neighbor Lloyd to speak.

He has worked in IT and software for over 30 years and has been on NPO boards and volunteered. He recently started a nonprofit company to provide accessible professional services: IT, accounting, and marketing. He is in early stages and wants to help us as a beta client for free. Our EFS website type is his forte. He is a developer, not a programmer, a lifecycle manager. He sees failure or challenges when an organization jumps to a solution before well defining the problem. He looks at overall marketing strategy. He brings expertise and best practices and he wants to volunteer. A good goal is to not build a dependency. It's best to spend most time upfront on requirements. He will ask

questions and report requirements based on our answers.

Bob has 6-7 developers, targeting local ones. The strongest is **Dreamhost Pro Services**, they know all the technology and plugins etc for our needs, have a wide span of personnel, would be \$2000. Could finish in 60 days from our final handoff. They will train our people for web maintenance.

Jacque found **Bob Z**..... would be \$1500-2000. And she contacted Frank in Corvallis who has **Bekki Levien** who did the Corvallis contra site. She is local, a member of that dance community.

Bob said his local developers ranged from \$800 to \$13,500. **The Brilliant Digital** in Eugene, is a small local company, quoted ~\$3000.

Bekah moved to exclude Julia from consideration as our developer, Bob seconded, since she only works in her application, and her rates are high. By consensus of Directors, it passed. Hum...shouldn't this be seconded and then "by vote" passed?

Bob found a North Carolina guy, **Wendell DanJan**[sp], can do Wordpress for \$2000. Bob concludes that Wordpress is favored over Wix by local developers.

Larry found **Emerge Web Design**, a local company who has a website showing a portfolio. Also **Wild Apricot**, not local but they did the Willamettans site, a nice one (not naughty ;).

Bob found **Eugene Web Design**, a local guy. Uses app builder for Wordpress called Avada[sp]. Offered \$800, but uses less up to date technology.

The purpose of a website advisory committee would be to sift through the details of developers and their capabilities and portfolios, and recommend one or two. Then we will develop our requirements in advance of hiring them.

Our priorities are: High quality work, local people favored, known ongoing costs, can complete within \$2000-3000 budget, meet our timeframe, April 1st, and of course meet our complexity requirements. Training is needed for adding new pages in addition to maintenance of updates, etc.

Mark moved to form an advisory committee to look further at developers given our requirements. Bob seconded. We will have a special Board meeting before the January Board meeting to evaluate committee recommendations. Passed.

**A special Zoom Board meeting date will be December 27th at 6pm.** Larry, Mark and Bob volunteered to be the web developer advisory committee. Kris will join too if Lloyd is included. The committee contact will be Bob for any further developer info. Lloyd can be included after the developer is chosen. Also, as of now we know our requirements for a website.

The first task of the committee will be to combine Larry's outline and Bob's outline, for narrowing the developer search. Then to narrow the field while viewing their portfolios and capabilities.

## **Blog**

A public relations manager job description would entail overseeing things such as a blog/newsletter on the web, safety, and publicity: press releases, Eugene Weekly, Register Guard, radio releases, Facebook, meetup. It's a big job, and volunteers may balk, unless it is broken up. **Jacque will write a history of this for EFS. Kris will send her memories of the subject.** The current website blog feature could be used to update members on what is happening.

## **NORP**

Mark researched and concluded that the Nonprofit Organization Research Project from Schar School is targeted to NPOs with budgets of at least \$100,000 and much more. It appears that their work would be of little value to us as a small all-volunteer NPO. Lloyd may have more value to us than NORP.

The Cascades Contra committee reserved Sky Camp for October 15-17 tentatively. They will meet again in February to determine the safety of even holding the event vs. the pandemic and vaccination demographics, and postpone if necessary.

Lloyd can review our work on the website when we get further, and do some high level planning later. **Kris will inform him.**

Bekah moved and Mark seconded to adjourn, passed. 8pm.

Draft Submitted by Mark Cashion 12-15-20

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 - Leora has clearly stated to Kris several times that she is not interested in more of a role than just the one publication which she maintains, which is the Eugene Weekly. Also, Rich has made it clear that he has served and while 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

- Jacque: 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, Jacque 2nded to adjourn. Passed unanimously 7:56pm

Submitted by Mark Cashion in draft 11-25-20