

TEXAS FOLK MUSIC FOUNDATION
Board Meeting Minutes
Sunday, March 8, 2009
2525 Wallingwood Dr. #1503, Austin, Texas

Board members present: Thomas Chapmond, Chuck Lesniak, Theresa Tod, Therese Spina, Michael D'Eath, Jon Charles

Board members absent: Julie Davis, Bill Stacy, Steve Gillette

Others Present: Lee Green

The meeting was called to order by Thomas Chapmond, Chair.

Minutes – Theresa T.

Theresa Tod, Secretary, presented the minutes of the November 23 meeting and the December 10 conference call meeting as emailed, having incorporated corrections submitted previously. Chuck moved to adopt both sets of minutes as circulated; Therese S. seconded, the motion passed unanimously.

Treasurer's Report – Steve C.

• Approval of 2009 TFMF Budget

Steve went over the proposed budget, item by item, noting that most budget items didn't change from last year's budget. The Jimmy Weston fund was set up in his honor; the funds are undesignated. Jon suggested that Dalis and Syd identify specific projects or activities for which funding has been donated specifically for that purpose; it was agreed that if that commitment has been made, we will accommodate those donors. It was general consensus that we need to avoid accepting small amounts of money that a donor expects us to commit to specific activities or projects that aren't on that list. Chuck will work with Jon, Steve, Syd, and Dalis to formulate that list.

There was discussion about what the TFMF budget should include; the preliminary draft excludes program income and expenses for some programs that fall within the KFF budget. Theresa T. and Chuck suggested that the budget should reflect a grand total that includes the entire KFF program; not in detail, summary amounts (total revenues and expenses). Steve and Syd will come up with a summary budget to reflect that.

There was also discussion about which projects should be detailed within the KFF budget, and which within the broader TFMF budget. Campus songwriters and outreach will show up as festival projects, in the current budget. It was agreed that given the fact that it is new, the history project will remain as a TFMF budgeted item this year, but that next year it should probably move to the KFF budget. Rice Festival would remain on the TFMF side; as well as SWRFA and Folk Alliance. Syd and Steve will make sure the Ranch lease is reflected within one budget or the other this year. It was suggested that it should all be on the TFMF budget; this year, the Threadgill portion at least should be added to the TFMF budget (around \$1500).

Steve and Michael noted that in the future, all donations should be booked under the TFMF budget. It was agreed that we leave it like it is this year, with some income already shown in the KFF program budget, and make the change next year.

Thomas suggested that Steve complete the discussed changes, with final approval of the budget by conference call. Michael moved to table the vote on the budget; Therese S. seconded, the vote to approve was unanimous.

- Financial Report

Steve reported that he has some questions about particular entries on the statement; he will get with Peter Casey for further clarification, and then send the revised statements by email.

KFF Report – Charlie

They are continuing to research the composting toilet options; would like to have a prototype by this festival, but isn't sure it is likely given the work needed. Fall festival is a more feasible completion date. One question that remains unknown is the level of push-back from the Health Department.

Some changes in food vendors are anticipated; some spaces will be re-shuffled. The goal is maximizing food sales, but also taking care of vendors so that it is worth their while. Vendors will also have the opportunity for input. Vendors will have an opportunity for input also. Several new vendors have expressed interest. Cheyanne has been taking the lead on this.

Some electrical projects are on hold waiting for the lease to be finalized; meanwhile some wiring costs have come down. Lots of tree-trimming - removal of dead branches – is being done.

Charlie sent out the year-end financial report; he believes things are pretty much on track with the budget. Variances are mostly related to timing; some revenues are coming in at different times than anticipated but are still coming in.

QVR Lease Status – Michael

Michael will meet with the Ranch Board this afternoon, to gain a better understanding of what the issues and concerns are of that group, and to plead for a quick resolution so TFMF can move on with improvements.

Committee Reports

Resource Development Report – Jon Charles

1. Silent Auction: Jon has completed the new forms for the auction and the youth camp. He will continue to follow up with Paul Avery, who wants to donate jewelry again. Everyone is encouraged to start soliciting silent auction items. Theresa T. noted that Cheryl is asking about the location of the storage boxes; Steve said they are in the storage unit.
2. Youth Music Camp: Forms for the camp have been updated; Jon will send them to Dalis.
3. Proposal: A friend of Jon's (Russell) has a business (Cash Register Systems) that is able to process credit cards and gift cards. Jon's organization uses the service. Russell may be able to save TFMF money on credit card charges/point of sales transactions. Also, Russell is willing to contribute 35% of his own commission on any business he gets from an entity KFF refers to him. It was agreed that Syd should hear his presentation, and ask any questions she has about the actual service. If the service meets her needs, the Board will consider it.
4. Thomas asked Dalis about guitars for the raffle. She is looking at a couple of options; Martin now has a "green" guitar, and she's talking with them about a possible donation (in addition to Taylor). She thinks we should possibly consider a higher raffle price, if we have a higher-dollar guitar; \$5 each, 6 for \$25. Thomas can talk with Fiddlers Green about a low-end Breedlove guitar, if needed. Dalis said she would enjoy meeting with them sometime, with Thomas.

Publicity Report – Therese Spina

1. Website: Michael noted that the website continues to evolve as we join forces with KFF.
2. General Publicity: We have the new brochures; the printers did a great job, and since they have no date on them, we can use them until we run out. Therese brought some samples. She

wants to have a few items that can be available for different prices (sticker; poster; t-shirt). It was suggested that we create a T-shirt that reflects both TFMF and KFF, to celebrate the new connection. There was some discussion about whether or not the shirt should be available for sale or only received in return for a donation; that decision will be made later.

3. Newsletter: A spring newsletter was discussed. A festival update (possibly from Charlie and Dalis) was suggested. Therese will send the old one out to everyone, and everyone was asked to consider what news topics should be included in the new newsletter. There will be further discussion via email.

Program Committee – Chuck Lesniak

1. SWRFA: What we did last year worked well; Chuck suggests the same approach this year; (ask Emily to help; find out who all will be there and can help – several said they would be.)
2. Rice Festival: We haven't yet sent our support check; Jeff says they use our check to pay for a sponsorship of KFF. It was agreed that we should go ahead and send them the check now. Thomas mentioned that he talked with Jeff and Jeff understood our concern about his request that the Rice Festival be listed as a sponsor of New Folk. They will find a more accurate statement to use. Dalis indicated she will continue to promote Rice Festival.
3. New Folk: Chuck will continue to work with the Rouses. Dalis indicated she is the main contact person for new folk artists, for transportation, etc. TFMF will again provide several sets of camping gear to interested artists, first come first serve. (We have had an adequate supply in past years). The Rouses also communicate with the artists about this.

Personnel – Theresa Tod

Volunteers (TFMF/KFF): Theresa brought up the need to make sure we have a unified system for volunteer management. She suggested that there were probably two types of volunteers, those at the festival, and those the rest of the year, and beyond that distinguishing between KFF and TFMF volunteers would probably be more confusing than useful. Charlie noted that there was a system for managing volunteers at the festival, while volunteers during other times of the year were handled very informally; he feels that system is adequate. It was agreed that all volunteers during the festival should be handled within that existing system. Further, it was agreed that TFMF would be responsible for any volunteers utilized to support broader TFMF activities, outside of the festival weekends.

Charlie noted that Joseph is the primary contact person for volunteers. Theresa T. will follow up with Marghie about the TFMF Booth, and to make sure that Marghie is coordinating with Joseph, and within the overall framework of the KFF volunteers on site at the festival. There will be a crew leader meeting next Sunday.

The process for dealing with cash was also brought up. We currently rely on Steve to do it every night, and it was suggested that it might be safer to have TFMF funds picked up along with KFF proceeds each night, to ensure better security. We will work with Syd and someone from QC to establish a process to handle the money, to ensure safety while continuing to maintain proper tracking of funds by account.

The issue of lack of overnight storage for booth and auction items was raised. TFMF will have the use of the entire booth area this year. Rick has tarps available; there was discussion about using them to shut off the booth after hours, as many of the vendors do.

Performer Compensation – Dalis

All artists are paid the same fee – currently \$500, plus transportation costs. Performers can eat at the staff kitchen. The challenge is that we have some big name performers who normally get paid a lot more, along with new folk winners who get paid far less. Dalis has been working to

pitch the festival to some big names, and has asked how much it would take if a donor were to make a contribution in order to attract the performer. Nanci Griffith's manager said \$20,000, then came down to \$15,000 – still far more than Dalis felt was reasonable for KFF. Dalis proposed that we consider hosting someone of that caliber, at a large venue (Paramount for example), as a festival fundraiser program. Offering it as a fundraising event would provide an opportunity to highlight the nonprofit benefit aspect (get underwriters, sponsors, etc.), and promote being a “Friend of the Foundation.” A choice section could be blocked off and restricted to high price ticket buyers, who also get invited to a private party or other special privileges. A three-day “tour of Texas” might be another approach; having a tour would help promote the festival as well. If we made sufficient money, we could perhaps afford to increase the overall fee we pay to performers, to attract more performers.

It was agreed that we establish a committee to develop it. Thomas appointed a committee of Dalis, Jon, Thomas, Chuck, and perhaps others that the Operating Committee would want to be involved; Dalis said Stuart would probably also want to be involved. Therese S. offered to design print materials.

Oral History Project – Michael D'Eath

The project was discussed at the November meeting; the Board has agreed to take the project on, in principle, and Michael has previously circulated the written proposal. We have informally approved \$4000 for the project, contingent on the ability to raise the funds. Michael said there are people willing to donate funds for this purpose. It is important to retain historical information and items, before we lose people who have those histories in their heads or possessions. The present goal focuses primarily on digital archives; therefore little is needed in the way of facilities (storage) for now, or staff to assist. The ultimate goal is to have an actual permanent structure, to house displays of items. Coyote will continue to be involved.

Michael moved that we support this project; Theresa T. seconded the motion. Thomas stepped down from Chair to express a concern about committing \$4,000; that when we commit to dollars on a budget that is already tight, we need to be confident that the funds are there. Michael and Jon responded that they did feel confident; they have also impressed on Tim and Shannon, that we find a way to take donations in conjunction with accepting materials and information, so that it can be largely self-funding. The vote to approve the motion was unanimous.

Nominating Committee Discussion - Thomas

Thomas reported that he would appoint a Nominating Committee. Three board terms are coming to an end; Thomas Chapmond, Jon Charles, and Theresa Tod. In addition, he noted that Julie Davis had indicated her intent to resign from the Board, so a fourth position is available (that position will have two years remaining, to complete the existing term.) Julie will continue her previous work to secure donations benefiting the festival and foundation.

Thomas reminded everyone about the TFMF Work Weekend, March 21-22; we're hoping for a good turnout.

Task List – Theresa Tod

Theresa reviewed tasks from the last two meetings. The task list will be updated and circulated.

New Business: None

Chuck moved that the meeting be adjourned, Therese S. seconded, all voted in favor.

-Submitted by Theresa Tod, Secretary