

## **Minutes of TCFOOTD Board meeting, Wednesday, October 18, 2017**

Present at the meeting were board members Haven, Ann, Larry, Walker, Mary, Vicki, Joe, and Helen. Also present were Richard Hopkins and Ian MacDonald.

### **Finance Report:**

- The bank balance is now \$7662—essentially all from a few generous donations.
- Walker has acquired keys to the night deposit box for the Capital City Bank at the corner of Blair Stone and Apalachee in case it needs to be opened wider to insert a bulky envelope. The keys will be labeled and kept in the cash box.

**Past Dance Report:** The most recent dance had 48 in attendance and gave us a net loss of \$36.

**Membership meeting and dance on October 27th** with Upsala (local band of four) and Andy Kane:

- Vicki will definitely be gone. Mary might be gone. All present board members will help, but Helen volunteers to be the primary person to sit at the door, especially when the meeting is going on.
- Those who come to the meeting and renew their membership will be entered in a drawing for a door prize (choice of a t-shirt or a get-in-free card). Richard posted to that effect in Facebook.
- Ann will order and pick up four pizzas: two meat and two veggies.
- We would be glad to get new board members. Helen will be leaving the board. We thank her for her help.
- The meeting agenda will include discussing our strategic plan, asking for suggestions on how to improve outreach, ratifying board members, and responding to any concerns raised by members.

### **Strategic planning:**

We began looking at one of our focus areas: publicity and marketing.

- Richard asked us all to share the Facebook Events he makes for our group.

Vicki recommended paying for two radio spots per week on WFSU and WFSQ. Prairie Home Companion and Thistle and Shamrock would be good times. It would cost \$86 per month but we think could be canceled at will. The board was not willing to commit to that yet and proposed at least waiting until January, after the holiday season. There was a general desire to complete more of the Strategic Plan to better assess what money we have available, and try to come up with a budget for where to spend it before committing to an expense of that amount.

- We asked Vicki to get a bit more information about ease of canceling. The student radio mentions us regularly on their concert updates but without any details. We would like a way to measure the impact of radio announcements. We would like those sitting at the desk to ask newcomers how they heard about us.
- Mary likes the idea of making an attractive card/brochure that we can distribute around town and post. She will investigate cost. It could be distributed, for example, when the Pepper Steppers perform or if we held a street dance at Railroad Square on a First Friday.
- Ann volunteered to look at making a new batch of bumper stickers.

**2018 Scheduling:**

We have callers lined up for the first half, but the local bands are in a state of flux and not ready to commit. Luckily, the Long Forgotten String Band is always ready to fill in. Other communities sometimes have a core band, with beginners allowed to sit in and callers taking turns. We used to do that as well. We might wish to have a Saturday night dance at the Warehouse, maybe in January, and/or a street dance in Railroad Square.

**Coordinators:**

- Oct. 27 - Helen plus all board members
- Nov. 17 – Tom
- Dec. 8 - Walker

**Next meeting:** Monday, December 4th, 7 pm at Ann's house.