

**Don't Forget the  
Festival!**

**Presidential Farewell**

**Some Notes About a  
Friend of NEFFA**



Spring 2011 – Vol. XXXVII #1

**Minutes**

**Minutes**

**Minutes**

**Minutes  
etc.**



**“Au Revoir, But Not  
Goodbye”**

— Bob Golder

NEFFA's bylaws allow the President to serve no longer than four years. Accordingly, this is my final President's letter to the membership. As I look back on what has been accomplished since

the Festival moved to Mansfield, I want to talk a bit about how I think NEFFA should proceed in the future.

**FOCUS ON THE MISSION STATEMENT:** I believe that our future activities should always proceed from our mission statement, developed by the founders who established the New England Folk Festival Association in 1944:

*The purposes of the New England Folk Festival Association are:*

*To preserve folk traditions in New England, and elsewhere, and to encourage the development of a living folk culture.*

*To set and to encourage the attainment of high standards of quality and performance in the folk arts, to sponsor or conduct conferences and other educational services for leaders and members of folk groups throughout New England.*

*To sponsor or conduct Folk Festival events, for the exhibition*

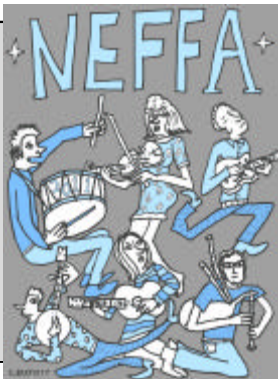
*and demonstration of folk activities and participation therein. To collect, preserve, and disseminate folk material.*

Angela Taylor, who participated in the very first Festival and who still leads a committee and serves on the Board, taught me to always refer to and rely upon the mission statement when planning any NEFFA activity.

**USE TWENTY-FIRST CENTURY TECHNOLOGY TO SUPPORT OUR TRADITION-BASED FESTIVAL:** We must use the tools of the present day to preserve the rich heritage of our past. While remaining deeply committed to the mission statement, and to celebrating folk traditions, our volunteers who work so hard throughout the year to plan and prepare the Festival must seek out and make use of the latest technologies in order to streamline and focus their efforts.

**GIVE YOUNG PEOPLE LEADERSHIP AUTHORITY AND RESPONSIBILITY:** As president, I communicated strongly to the Nominating Committee that I wanted twenty-somethings on the Board. I know that young adults may discover other interests. They may get married, have children, and take on new responsibilities. They may get job promotions elsewhere, and move away from New England. But older people do all of these things too. If you put young people on the Board, and give them real responsibility mixed with encouragement, then you have SOME possibility of successfully building the next generation of NEFFA leadership. But if you only put the

*(Continued on page 2)*



**Don't miss the  
New England  
Folk Festival!**

**We scheduled the Festival to take  
place one week earlier than the  
“traditional” dates, so be sure you  
circle your calendar for April 15-17!**

2011 Festival T-Shirt Design  
By Sam Bartlett

(Continued from page 1)

same folks back on the Board again and again, no matter how wise they are and how willing they are to serve, NEFFA will stagnate and lose vitality as it becomes irrelevant to the next generation.

**REACH OUT TO OUR NEIGHBORS:** One of my most important activities as President was to introduce NEFFA to Mansfield's residents, as I sought to build relationships with local individuals and businesses. One way to integrate smoothly into the local community was for NEFFA to join the Tri-Town Chamber of Commerce, which includes Mansfield, Norton, and Foxboro. I have attended many Chamber meetings, building alliances with people who cared about the arts, about their local school system and, most of all, about the quality of life in their towns. I intend to continue this work after I have stepped down as president. NEFFA must never neglect our special relationship with Mansfield, which has welcomed us because we are an all-volunteer, family-friendly, community-oriented group. The dancing and the music that we celebrate arises out of the traditions of the communities of New England. We will stay true to our roots by staying in touch with this community that hosts our annual Festival.

**REACH OUT TO EACH OTHER:** One thing I learned to do as President was to ask others who cared about NEFFA to express that support in tangible ways. Like all nonprofit organizations, we faced financial challenges. But the Board worked hard to cut costs without sacrificing the joys of The Festival. You, the membership, responded with such generosity – simply because we asked, and because you cared about NEFFA. You renewed your membership, or attended our Benefit Bash events, or advertised your business in the Program Book, or put an extra ten dollars in the basket at the Performers' Check-In Table when you arrived at the Festival. Every dime you contributed made a difference. For the past two years, we have not resorted to deficit spending to fund the Festival. But the larger key to the Festival's success is the volunteer spirit in which everything, including fundraising, is accomplished. Our Festival is volunteer-driven. There are volunteers you recognize because they are performers who create moments of joy while standing at a microphone. Here are volunteers you may not know, who work year-round behind the scenes on logistics and arrangements. All of us are active participants in this artistic enterprise. We shape the Festival into a grand celebration of arts and culture.

So those are the directions in which I think we should continue to go. The next president will have unique strengths, interest,

and focus – and a Board of talented folks who provide a wide array of skills that no one person could ever fully put to use on his own. It is OK for that person to set the tone, and to move NEFFA forward in ways that matter to him. I will still be on the Board, helping out where I can.

"Au Revoir, but not Goodbye," the 1944 Festival Committee wrote in the final lines of text on the flyer for the very first NEFFA gathering, signaling their intent to continue in annual celebration of New England's folk traditions. What better words could I choose to close this letter? I thank you all for making the last few years so rewarding and meaningful.

Au revoir, but not goodbye.

## Advance Ticketing for 2011 Festival Under Way

Advance ticketing returns for 2011! We continue to partner with Brown Paper Tickets for sales by phone (800-838-3006) or web, and accept credit/debit cards for advance sales. By purchasing your ticket in advance, you bypass the main ticket line and expedite your entry to the Festival.

Highlights for 2011 include:

- Purchase service fees have been eliminated - advance pricing is identical to at-Festival pricing!
- Unused advance ticket purchases are now refundable upon request
- Simplified offering (fewer ticket types/pricing levels)

All tickets are will-call (no physical tickets to lose, simplified Festival check-in)

A discount code must be given to access member pricing. As a member, you are offered ticket pricing averaging 15% off. *The member discount code for 2011 is "TRADITION" - please retain this for your later use.*

See <http://tickets.neffa.org> for more information. Questions? Email [AdvanceTix@neffa.org](mailto:AdvanceTix@neffa.org) or leave a message at (617) 299-1590



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<u>Issue</u>	<u>Deadline</u>
Spring	Feb. 1
Summer	May 15
Fall	Aug. 15
Winter	Nov. 1

# A Special Message from NEFFA President Bob Golder

**Not long ago**, we added an energetic young adult to the NEFFA Board. After she had spent a couple of months learning about the inner workings of the organization, she said to me: "It's wonderful to be a part of NEFFA! There are so many exciting projects going on – and Dan Pearl is involved in making every one of them happen!"

For many years, Dan Pearl has been a central figure working both visibly and behind the scenes for the benefit of the New England Folk Festival Association. Everyone can see Dan's contributions when he steps to the microphone and leads a contra or square dance. But Dan also leads the Thursday Night Dance Committee that hosts our weekly contra dance in Concord, MA. He oversees the NEFFA web site and makes sure you get your copy of the NEFFA News. At the Festival, Dan even takes care of essential logistics functions, right down to arranging for busses, porta-potties, and lost-and-found.



Dan Pearl

But this is not primarily a story about Dan. This is mostly the story of how our NEFFA community can support Dan, who has invested so much of his time and creativity in supporting NEFFA for many years.

In 2001, Dan Pearl was diagnosed with Polycystic Kidney Disease (PKD). PKD is a progressive disease that accelerates in middle age. The kidneys develop large, fluid-filled cysts. The first symptoms of PKD often appear when the cysts rupture or the patient develops high blood pressure. Kidney function declines as the disease progresses. Unfortunately, in Dan's case, his PKD is progressing swiftly enough that he will need a kidney transplant in the near future.

Without a suitable kidney donor, the only alternative is dialysis. This is not the preferred option because dialysis provides only about ten per cent of normal kidney function. Life expectancy rates on continued dialysis are not all that great, and prolonged dialysis treatment also reduces the chances that a subsequent kidney transplant will "take." When his condition deteriorates to the point of needing dialysis, Dan will be put on the list for a deceased kidney donor. But the list is very long, and a kidney may never become available. The very best outcomes for longevity and quality of life come from a timely kidney transplant from a live donor.

So I'm asking the NEFFA community to spread the word: we're looking for a living kidney donor. Dan's blood type is "O." He can only receive a kidney from someone whose blood type is also "O." But here's the good news: a willing donor for Dan, whose blood type is not "O," can be paired with other incompatible donor recipient pairs for a so-called "paired donation." These arrangements can actually become quite extended, as the necessary matches are made. Some successful paired donations have involved up to 26 individuals and the transplantation of 13 kidneys. So if you do not have "O" blood, you could still investigate becoming a kidney donor on Dan's behalf.

Dan Pearl has set up a web site where you can learn more about his condition, and about kidney transplants and what is involved in becoming a living kidney donor. The web site is [www.DansKidney.info](http://www.DansKidney.info)

Dan's transplant program at Beth Israel Deaconess Hospital in Boston keeps information about potential donors confidential from recipients. With assured complete confidentiality, you can contact the Beth Israel Transplantation Institute to learn more about donating. The donor coordinator, Tracy Brann, can be reached at 617-632-9851.

Thank you for joining with me, and the entire NEFFA community, as we each consider how we might be able to assist in supporting Dan Pearl.

# Summaries of the Minutes of the NEFFA Executive Board

21 November 2010

## Treasurer's Report:

990 form is due 12/5. We also must file with New Hampshire and it turns out that as far as New Hampshire's Secretary of State is concerned we have been inactive since 1990. I called them and they will send a form to fill out. They need a registered agent who lives in New Hampshire. The current person is Charlotte Hastings. I see no reason to make a change. Dan: I think we could find a better representative. We have Ralph Page people available. Bob: I don't think Sarah would want to do that. Dan: Is Honey Hastings a member? Beth: no. Ralph: I send a tax return to them every year and they do communicate. Bob: I will send an email to a prospective replacement.

Don: should we have something on our calendar that reminds us about checking some of these things? "Verify that the following are updated." Something that would continue. Bob: I have a timeline that Shelagh put together about requirements like this. For instance one of them was "make sure you have stationery" but now this would be more along the lines of what communication methods are used. Dan: I would recommend you make a presidential calendar that we could all see but only the President would be able to update. And that ownership would pass with the presidency.

## Advance Ticketing

We agreed on a revenue-neutral plan for 2011. Our summary was to continue using Brown Paper Tickets, but to have NEFFA absorb the fees, but no advance sale discount. This would be reevaluated next year. Ralph: what are the fees we are absorbing? Don: \$.99 - \$1.99

Linda: a couple of things pop out at me. 1) Friday night we have still not taken into account the volunteer issues. 2) It is fascinating that some amounts went down from last year and the young people numbers all went up. Some significantly. So that is a bit of a concern for me. Somehow or other we are shifting the burden down in order to have fewer price bands. Don: Teens went down, child went up. Linda: I was trying to make an assumption about who are members. I believe the majority are adults over 25. Don: Member sales last year were 3% teen, 8% child and the rest adult/senior/young adult. Linda: I'm still concerned about increase in child price. Don: nonmember: 6% teen, 5% child. Even lower (2%) for percent of dollar volume. We can move this around if we wish Linda: I don't want families to not want to come. If people are looking at these numbers they will be aware of the change for young children. Robert: One of the objectives of the committee was to reduce the number of categories. If you are going to combine categories, one is going to go up and one is going to go down. That is what happened. The youngest two groups one went up one went down. The young adult & seniors, as well. This can be avoided by not combining them, but if we are trying to reduce them you are going to have changes. Don: seniors were 30% of the member sales. Ralph: can we tell seniors/youth from each other? Don: it's really about how far we want to dice this. One of the key points is we are giving people bands for price benefits not for status. Our proposal offers some simplification, while paying attention to the sources of our revenue.

Dan: for a while I was thinking about the age range issue. Preschooler rate free has been sacrosanct. We could call this the concept of "drag-alongs" maybe we could extend the free range. This is an investment in the future that will benefit us in the long run, perhaps if they like it. Maybe we could increase this up to around 12 or so.

Ralph moved the ticket pricing proposal.

Linda: I would like to see what Dan has suggested and I would like to increase senior to 65 instead of 60. Ralph: is child with parent or not? Bob: I am against the increase of drag-along. I want to signal to the parent that you are giving a child something of value. This is something to enrich their child's life. This is signaling that this is something beautiful being given to your child. This is not about money, but that they understand that this has value. Bill: I wish we knew how many families with three kids are price sensitive.

Bill: proposed amendment change age groups, senior as 65+ youth 9-17, child 0-8, Linda seconds.

Dan: this would be a change to revenue. Don: I think it would be net positive. Because of greater adult sales. And the small factor of child amount. Linda: the senior amount is down, but if we raise the age it balances that. Don: to explain the underlying factor: adult is 100% senior/youth is 80%.

Vote on amendment: motion carries.

Amended price proposal passed.

## Sound committee

Bob: from Michael Bergman wanted to share that Peter has no contractor bidding this year. Erik will work with Bob Mills and Tony Hernandez. We have discussed the middle school gym issues. Don: does no bid imply pricing that is the same as last year. Bob: I would look 0-5% increase at most. Ralph: I got a very different impression. I was under the impression that we should expect an increase due to short setup. Bob: I will get more specifics from Michael. The school may be asking for more money, too. Harold: it might jump up about \$1000.

## Food

Bob: Harold and I on a trip confirmed that some of the spaces for food prep are no longer there. The school has done away with home economics. The bistro area no longer has stoves or refrigerators. The Qualters home ec room is completely stripped. This is now a music room. Everybody has been notified that we will be dealing with change.

## Publicity

Bill: given limited resources we are focusing on coffee houses and dances and still making yet another attempt to reach out to non-contra crowd. We are not going to focus on local community newspapers. Certainly in the local Mansfield area we will be reaching out to contacts. The local radio station did some wonderful things. We are focused on high value items. Bob: people like Steve Ide of the Patriot Ledger who did the video? Some people I felt were high value for other reasons, perhaps I will get you a list of those types. Beth: What about youth/college? I thought there was an attempt last year to reach out to colleges. Bill: I think that never came off last year, but I will follow up again. Don: do we have any way to know if what we are doing is effective? Bill: mostly we have gotten information

from dancers. One of the radio stations said to us “I can’t imagine that any dancer doesn’t know about NEFFA, but some of your song folks might not.”

## Facilities

Harold: We visited school, got a warm reception from custodians. There is one room across from 125 for beginner dance that looks good. We saw the kitchen issue, but there is a possibility to use the kitchens used for football refreshments that could be available to a food group. I will be talking to Maureen about that. The bistro shouldn’t be a problem everything was pre-packaged, they may want to bring in a refrigerator.

## Grants

Robert: We have not had a lot of requests in the past couple of years and we have not funded those that we have. It might be wise to note that the committee has been revived. Bill: did we overturn the grants moratorium? Can the secretary find out the status of that?

## Program

Linda: We are excited that we have a second introductory room. We talked about the same thing in both rooms, but we have not done that except for intro to waltz. We had approximately 50 new performers this year! So this information is critical. I need a publicity person to find about ads in the program book. It was tempting to put intro dance in the new music room, but we wanted the intro stuff together. We are thinking of that as ritual dance in case in rain. That would be a good thing. Harold: that could mean emptying a room and perhaps never using it. The concern is that there are valuable and large instruments. Linda: unfortunately the weather is unpredictable.

## Tickets

Don: Beth & I will be working on membership discount for advanced sales. We are periodically contacted by ticket sales companies. Some provide interesting services, like membership management, but always the cost is higher. I have been following up with them. Nancy, Dan and & I will be working on the refund policy. Robert: I assume that if I go on line to buy a ticket they see a statement on how to become a member? Don: we had that last year and yes, we will have it again this year.

## Parking

Bob: Dena Brody asked that we remind you that she needs a co-chair. This needs to be an active person who can oversee the remote lots. Ralph: would it help if we had a list of open positions in NEFFA news? “Please volunteer”

## Other Business

Dan: anything on the late night dance idea? Bob: I know of nothing specific. I did look at the YMCA recently. It is in Foxboro, less than 6 miles from the Festival site. It is a gorgeous building. It would make a great late night venue.

## 12 December 2010

## President’s report

Bob: I can report that Gene Fry will be assisting with parking! This will alleviate Dena’s concerns about needing a co-chair. I’m very happy about this.

## Activity room

Bob: Ashley Zanca has volunteered to chair a committee for the activity room. Ashley needs to go to a wedding NEFFA weekend. Dan: Ashley needs an assistant, there must be a responsible adult there at all times.

## Archives

Terry: I am in the midst of writing a report. Most of the programs are pdf’d. Dan used the archive this week to get information. That was satisfying.

## Crafts

Bob: they still have openings for crafters. She has more than enough jewelry and clothing, but any other category is open.

## Food

Bob: nothing new but I continue to ask the questions of what can be improved. Bill: has Maureen agreed to continue? Bob: yes, and I want to work on how we can build a constituency to work with her. It is not enough to have one person say “Yes I will do it.” I have great hopes for a vibrant food operation, but nothing specific yet.

## Information

Terry: Most of this gets done in January/February. We will have group rates a two of the hotels. Some of the hotels are already filled. The holiday Inn has a big banjo event and has few rooms available.

## Outside facilities

Dan: portapotties will be the same as last year. I am in discussion with the bus company. The one big change is shuttle to the train station. Last year we had people call a cell phone, but bus drivers are not allowed to answer cell phone while driving and cell reception is spotty. I will be talking to them about having an employee available to be called. This is an increased cost, but not as much as running a bus all the time.

## Printed materials

Bill: No change in the program book. It will be the same size as last year. The paper quality is still under discussion. There will be some changes in format. Robert: Are we looking at better paper? Bill: yes. Dan: the big issue was the cover stock bleeding ink. Bill: I’m not directly involved in production. Frank says it will be pretty much the same. I handle the ads and they go into the book. Marge Lewin has agreed to spearhead the ad sales again.

## Program

Harold: is there a chance of us getting that banner that we got the first year? Bob: that came from the Mansfield downtown business association. Harold: we are 5 years there now. Bob: I’m not even sure the association exists. Harold: but other banners are still being put up. Bob: I will talk to Jay Barrows, who is committed to downtown, to find out what can happen in 2011.

Dan: are we contemplating any change to published opening times. I know we stated we wanted the Festival to be as close as possible to normal. Beth: I recall discussing this. Dan: unless there was a reason not to. Harold: the big thing is the ballet of the setup, who gets in first, who raises platforms, when sound can fly things. Bob LaConte said that we could put things in

Thursday if they would not get in the way of the students. We may need more volunteers, but if we focus on getting the dance halls setup first. This coordinates with Linda about program and what expectations there are. Dan: the current thinking is that with careful scheduling and additional manpower, including sound engineers, we can start on time. Harold: doors open at 6:00, sessions start at 7:00. Harold: committee can get in at 2:30, volunteers, delivery, etc. by 3:00. We have 3 hours instead of 6 to 10. Don: we were thinking of staging in a truck, or something to make it as fast as possible. Harold: or a POD that is pre-positioned this is an excellent idea. Rob: what about crafts? Harold: the electrician is the big concern, getting the power into the food court and crafts area. Crafts is pretty self-sufficient. Bob: can we let people in at 6:00? Dan: I think we can. It's going to be a push for everyone, but it can be accomplished. Harold: anyone who would like to stay after the meeting about the quilt I would be willing to do so.

### **Tickets**

Don: there is some discussion about refund policy. Beth & I have not talked about member codes yet, but we have time. Harold: suggestion of refund, you might offer rolling into next year's Festival. Don: there are good ideas about how to give value, we will add that.

### **Volunteers**

Bill: Julia is taking over.  
Julia: grids will be being sent to those who have volunteers. Please check, update as necessary and send back.

### **Grants**

Robert: I'm also the Great Pin Chairman. I will be ordering pins next month. A two year supply.  
A couple of years ago we discussed grants and the consensus was to hold off on spending due to the financial condition of the organization. The committee has acted on that. At this point, we are again in a better financial situation and I would feel it was appropriate to have the grants committee resume normal operations.

### **Thursday Night Dance Committee**

Dan: The TNDC financials were distributed. (We usually report once a year.) There is nothing notable except that some places are expensive to run a dance. The graph shows attendance over several years. We are happy with the attendance. The percentage of youthful dancers has increased, which has caused the profitability to go down, but this is the kind of financial hit we are willing to endure. Many people consider it their home dance. We had a great 1000<sup>th</sup> dance party. We found out "free" is a popular price point, alas, unsustainable.

### **Other Business**

Mary DeRosiers had her house burn down a couple of weeks ago. She had no insurance. There is a fundraising process. A request was made for NEFFA to run a benefit. Donna Hebert would volunteer as a musician. Don: The Pioneer Valley list says they are doing one. Beth: Could we put a jar out at dances? Julia: could a Thursday dance be a benefit? Dan: I would prefer a higher admission fee, and limited overhead. Terry: who knows Mary? Is this a dance community thing? Or is this specific NEFFA connection? Dan: Although she has not had recent Festival appearances she is part of the greater folk realm.

She is solidly part of what we are about.

Dan: We have a pointer on the NEFFA webpage pointing to her donation page. Terry: what about doing something at the Ralph Page weekend? Bob: I can ask Sara Dawson and Dave Bateman. Don: last year we brought up late night dance? Dan: that's not a starter for this year.

Terry: (Holds up envelope) just for people to know, this is mail that went to our old mailbox. It took 6 months to get back to the original owner. I am getting some bills for last year's Festival that got sent to the wrong box. We did contact all our suppliers, but some still got sent incorrectly. I would like to renew the post office contract in 2 months to keep our address in Acton.

## **23 January 2010**

### **Archives**

Terry sent a report with what she has been doing: archiving and digitizing records.

Terry: I was asked last meeting about the grants committee. They were never put on hold officially according to the archives. They have \$1000/year but have not done anything lately.

Archives going to UNH: I am in contact with UNH and we are working through the recordings trying to determine ownership. There are definitely ownership issues with ownership of some items. I found some posters in the archives that no one had ever seen before. George thinks they came from Ed Moody's estate. I took these to the Ralph Page Weekend.

Bob: Terry has been putting our 67 year history into some order. Terry: we are talking of having a small archives display. Harold: have we asked for people to continue contribute? Terry: we have been getting materials. Harold: do we have space for a display in the crafts room? Ann: let's talk. Linda: There will be a session at the Festival on archival dance history being put together by George Fogg and others.

### **Activities**

Ashley: everything on my part is coming along. I have been talking to Linda and she has gotten me answers. I still am looking for an onsite coordinator. I have checklists and am very organized to make it as easy as possible for the onsite coordinator. Bill: Bethany Seeger had some great ideas. Ashley: I got those and they are great.

### **Crafts**

Ann: as of two weeks ago we have filled all our slots. We have more turnover than usual. I like having new people, with some very different things. We also have three people coming back to us after a time away. We are happy about that.

The big question for us is the Friday night schedule. Harold: I am in touch with Bob LaConte. The situation comes down to power. You guys could move in immediately, even if power may not be there yet. The problem comes that the electrician we use is employed by the school and his work must be off-hours. If he works for us on Friday afternoon he must take time off from his day job. He is also hard to get hold of. I will be trying to reach him. Ann: there are four drops from the ceiling. They may be able to be dropped down after people have started setting up. I am most concerned about the cable from the kitchen.

Harold: We have the same electrical issue for food in the



cafeteria. Rob: could we hire him early through the school and reimburse for his school work hours? Shelagh: there are many rules about doing work on public time. Harold: perhaps we can approach him about someone else that could do this work during school hours. Shelagh: if he is willing to take vacation we could compensate him. Harold: that is up to him. Don: why can't it be done in advance? Harold: because it cannot be there when the students are there. Bob: It is the sense of this group that you are authorized to come up with any creative solution, even if it includes payment.

Ann: when we do demos they have been only from people in the crafts room. We have had a request from a lace maker's guild requesting that they demo. Is this agreeable? I am offering one session pass for one person for this. [The board in general indicated that this was agreeable.]

Angela: someone said that one person was told they should be in folk bazaar rather than crafts? Ann: she has not contacted me, but yes, there was one vendor who we were convinced was not selling items made by her. I have not gone out of my way to contact her. I felt if she really wanted to be there she would contact me.

### **Inside Operations**

Harold: I've contacted vendors; we are locked in with them for this year. Do we need an additional piano for the new hall?

Linda: not needed. Harold: I am proceeding with the town permits and state, etc. Peterson is aware that the schedule is critical this year.

### **Early entry**

Bob: Speaking on behalf of Dick George: he will lead early entry. This is the committee who controls the doors prior to entry. Dick is in NH and has no email. If you have early entry issues, I will give you his contact information. Beth: I will add his name to the VIP list

### **Food**

Bob: Maureen Carey sent a report in the pre-meeting package. She reports that there will be adjustments due to the loss of the home ec rooms. Bob LaConte has been helpful. We have only one outdoor vendor this year. The report lists who is coming to the Festival.

### **Information**

Terry: still looking for some supervisors, especially because we are running two tables. If anyone has suggestions, that would be great. We will have a staffed table at both the high school and middle school this year. We will see how it works. Bill: we've had the Meet the Board table in the High School Lobby, are we doing that again? Terry: Saturday morning is the worst day and having Meet the Board then would be good. Linda; send around a sign-up sheet and see what you can get.

### **Instrument & Costume Check**

Alex: I've been reviewing the procedures. We will have the same setup as last year. Harold: there are curtains so we can block the windows. Alex: budget Less than \$100. Harold: at times I've noticed jamming in the front room, would you like some extra chairs? Alex: yes. It was nice having the jamming.

### **Parking**

Dena: I would like to keep this to a list of questions I have. I

need a co-chair. I signed up only if I could get a co-chair. I will be away for part of February and March, and for 2 weeks leading up to the Festival (March 26 to April 11). I've talked to some people but I need to meet with someone in February and March. Dena: I have a lot of instructions from last year that are still the same.

### **Performer sales**

Nancy: Things are going as they should. My committee is setup ok. When will the storage locker stuff arrive? Harold: 2:30 but we cannot unload until later. Nancy: If we don't have shelves set up we can't take performer stuff. It takes a couple of hours to set up the shelves. Harold: I will get those to your area pretty rapidly.

### **Pins**

Robert: Two years' worth of pins will be purchased this week. Next update in 2013.

Linda: Jean Swartz does the Executive committee badges but they arrive at the Festival Friday. It might be good to have that list in advance so we could get badges in advance. Terry: the badges are at the information table.

### **Printed Materials**

Frank: Marge Lewin has been approaching people who have purchased ads last year. We are discussing making ads a more uniform size. Our printer from last year went out of business. I will be contacting people about the book in the next month or two.

Terry: will it be newsprint again? Bob: the vendor I recently asked said: "We don't do newsprint." Frank: unknown, but it will at least have a firmer outside cover. Linda: if it is not newsprint the price will go up. I will reduce the number of grids this year. We had a lot of extra grids last year. We did use a lot of large print grids. Robert: I was watching the table, people pick up grids randomly. The large print grids should be less prominently displayed.

Bill: Max has a contact at Northwest Folklife Festival who has an app. This is essentially the Festival grid as a mobile app. We may be able to take the Northwest Folklife shell and adapt it to our Festival. Bob: I understand the individual can layout their own Festival experience. Harold: it may be possible to use their app with a link so it does not need to be re-registered. Max: I have not played around with it. I was impressed that they had it. Amy: [has opened the app on her phone] it is a list of stages and what's scheduled and you can favorite what you are interested in. Don: does it cost us? Bill: I will check this out. He has shown me the format of the data. It loads a csv. File. Don: this is a fraction of the total phone users. Harold: most apps can be ported to android, etc. Bob: I like this idea because I want to use 21<sup>st</sup> century tools to support a traditional Festival. It may not happen this year, but I am thrilled that we are looking into this. Linda: I don't think cost should be a huge issue because this may reduce the number of grids being printed. It could be a zero sum deal. Harold: there are a lot of questions that need to be answered. Where do we store it, who maintains it? Many technical issues. Amy: This is linked to Twitter, Facebook, etc. and we need to ask about who will work with this. Shelagh: I'm thinking these things can take a lot of time. We need more information. Harold: once you get it in place all you need to do is change the schedule. Don: our schedule is on the web already.

91.3 wcuw.org Linda's interview will be April 12 along with several musicians.

## Publicity

Bill: back to more traditional. As you can see, it has begun. Jeff Boudreau enabled the interview last year as well. We will repeat our outreach to coffee houses and other contacts. Every board member can be a publicist.

## Program

Linda: I am happy to say we have a preliminary grid. The acceptance letters went out last week. The preliminary grid will be on the web soon. Thanks to Dan Pearl for new programs for getting performer information from the web.

Harold: we would really like to use the old home ec room as a rain ritual team location, please ask Bob LaConte if that this OK. Harold: it is now the Middle School band room, so we would have to take precautions concerning band equipment.

Linda: This could be a budget item

Linda: it has been indicated that the middle school gym is less desirable space for two reasons: 1. It feels darker, and 2. we don't have the bleachers out so there is no space to hang out/socialize/etc. The committee wondered about decorating the gym. I'm sure they decorate for dances, etc. Harold: what are you thinking about? Linda: I just want to know what constraints are in place. Dena: could we open the first 2 or 3 rows of bleachers? Linda: No. Alex: it is important to know what you are trying to fix. Bob: my feeling for that room improved when the room was rotated. Dan: it is a multisensory thing. And it affects different people different ways. I believe there are subconscious influences that affect people. An old New England town hall would be different. For me, the color and temperature are important. Many people don't know why they don't feel happy, but light can make a difference. Harold: anything we put up must absolutely be non-flammable. Dave: my understanding about sound curtains is that they don't do much on the walls. Terry: I thought it was a great space for international dancing. Some of the ambiance is where you come into the room from: Bright to dark. Dave: flipping the room helped that. Linda: we'll probably give it another year.

## Evaluations

Shelagh: we will have paper and electronic again with same questions in same format. We will again convert the paper to a grid. We will make it an Excel file so you can tailor the information.

I will need questions about mobile apps. Linda: I would love to get evaluations filled out earlier in the Festival. They are not coming in on Friday and Saturdays. We only get evaluations from people who are there on Sunday so items on Sunday get more feedback. There is a huge push at the end of the Festival. Janet had evaluations all over the place. Dena: do you want people to do multiple evaluations? Don: after the Festival we wondered about a computer kiosk at the Festival. I've got some equipment I could use. It would have to be an offline solution. Terry: the thing is that you want stuff about each day: so a question "what did you enjoy most on Friday? Saturday? Sunday?" Dan: a low tech answer is an index card could be filled out immediately after an event. Ann: I think we are playing American Idol where everything is rated and judged? I want people to be enjoying the moment and not thinking about rating all the time. Shelagh: I can think of way to get more

answers from people who just attend on Friday or Saturday. I will be working up a draft for next meeting.

## Signs

Bob: both Michael Resnick and Dayle Watts are on board and working on the changes.

## Advance Ticket Sales

Don: we distributed the advance ticket sales refund policy. We offer refunds or using the amount as a donation that counts toward membership. Shelagh: how do we know? Don: we have will call and those that are not picked up. Dave: we are giving refunds only before? Don: actually after one month after the Festival. The agent has a refund window of its own. There is a window we need to deal with of before the Festival. On Brown Paper Tickets we have a "no refund" policy but our site will make it clear that we will offer refunds. Robert: I would like to delete the word "gladly" because I want people to come to and enjoy the Festival. I think we can make the refund amount simpler. Don: it scales with the number of tickets, so it needs to be as it is.

Dena: this seems extraordinarily generous. Terry: this is in line with what the Ralph Page weekend does. Bill: I love the policy. Do we really need to deduct the service charge? Don: we've had a lot of discussion about whether we do advance ticketing; this simply takes NEFFA's risk away completely. I think if somebody complains about it, we waive it. Shelagh: what do you think about this causing more advance sales and many more refunds requested, therefore the ticketing fee could be significant. Don: this is not a partial refund, it is all or nothing. Shelagh: I would like to see "the refund amount less NEFFA's costs." Ralph: why not make it just \$3 per ticket refund? Dena: I am very aware that we have not had a rainy NEFFA at Mansfield yet. That could impact this. Don: I would rather we do it at our actual cost.

Don: I will change the refund section to include postage cost and we will review it next year.

Don: Last year was an experiment. I would like it to be clear at front signage that people who purchased advanced tickets do NOT have to fill out the form. Terry: when do tickets sales go on line? Don: March 1st but it may be earlier.

## Volunteers

Julia: I will be getting forms out especially since this is a different year. New committee chairs need to know that volunteers are handled/scheduled by volunteers committee. About the legal advisor Bob: I have been working with a candidate. Those negotiations have been unfulfilled. I am concerned that priority items that must be looked at for accuracy are a problem. Everything we hand to the school, our application, our insurance certificates for a million dollars, etc. I don't want the school to be concerned.

I think I am going to have to go out and hire somebody. Dena: I have somebody who might be able to do it. This is a real estate lawyer. Shelagh: There is the volunteer lawyer's project. Bob: I did talk to them months ago. They want \$500 to even talk to them. Dena: if we got someone to do this as a volunteer would you give them a free ad? All: absolutely!!!

Next year the date doesn't look like any conflicts, potential dates April 20, 21, 22, 2012