

FAI Board of Directors Meeting April 3, 2018

In attendance:

Matt Smith (President)
Lisa Schwartz (Vice President)
Deana McCloud (Secretary)
Alka Sharma (Treasurer)
Matt Sever (Member at large)

Lynn Cingari
Michelle Conceison
Lou DeMarco
Dom Flemons
Gil Gastelum
Joan Kornblith
Michael Kornfeld
Sam Lee

Gary Paczosa
Amy Reitnouer
Ellen Stanley (joined at 10:24 AM CT)
Denise Stiff
Laura Thomas
Greg Torrington
Mary Sue Twohy

Aengus Finnan, Executive Director

President Matt Smith called the meeting to order at 10:06 AM CT. Directors were reminded of the confidentiality of the phone meeting and the process for being placed on the list to speak.

Review of Minutes

After a review of the February meeting minutes, requested edits to include Lou as being present and Denise as not formally seated on February 14 were made. It was also requested that details in regard to travel reimbursement per policy for the in person meeting be provided in the minutes.

Motion: To approved minutes with amended changes.
Moved by: Michael Kornfeld
Seconded: Lisa Schwartz
Result: Motion was approved.

Aengus noted that, per the vote during the February meeting, the minutes will be posted on the website for public viewing. This will be done as soon as Jenny's duties are transitioned to a new staff member. Also mentioned was the need to create a file that contains all approved policies. It was suggested that perhaps GovCom and staff can take this as a project.

Executive Director's Report

Post-Conference Report

Aengus reported that the full, finalized post-conference report will be coming out a month earlier than last year. The Board was provided a summary of this report that indicated the conference broke all previous attendance records for the 4th straight year. In addition, Board members were given an

overview of data from 2018 and a chart of the organization's 30 years of growth. Of the 2855 attendees in 2018, 1109 were attending for the first time.

Matt Smith asked about the number of attendees who do not return based on the first time attendee rate in comparison to the total registration rate. Aengus feels that this is the natural ebb and flow of attendance in addition to the changes in showcase and international artists attending, noting over half of the first time attendees were industry. This attendee segment needs future observation and analysis.

Matt Sever mentioned from the artist perspective that artists returning has adjusted based on the FAI format of limiting repeat showcase artists performing for multiple years.

Keychange

Aengus mentioned FAI will be signing on to the international Keychange initiative for festivals and events to reach gender balance by 2020. By Keychange standards FAI already met the goal in 2018 for Official showcases, though by FAI's more rigorous standards we were below 50% female. The goal for 2019 is to achieve gender parity across all aspects of programming (panels, emcees, showcases).

Montreal Conference

To date, 174 registrations have been sold for the Montreal conference. Comp codes have been sent to inaugural and past Board members. This rate is a 50% savings on the current rate at the time of registration for former Board members.

Joan Kornblith inquired as to whether this offer should be 50% off the lowest rates in order to encourage past Board members to continue to be involved. A discussion followed about this suggestion, but no change was implemented in the procedure.

Aengus informed the Board that hotel registrations for Montreal are now open, and he encouraged all Directors to make reservations as soon as possible. There will be group blocks set aside at adjacent hotels, as the expectation is that the host hotel will fill quickly.

There will be a staff planning meeting in Montreal April 12 and 13, with a committee reception the evening of the 12th. Aengus, Alka Sharma, Jennifer Roe, Treasa Levasseur, Greg Torrington, and Jim Schultz will be attending this meeting.

In regard to the Music Camp in Montreal, without the 2nd host hotel in the city, we will be looking at a very refined version of the Music Camp taking place within the conference hotel, and as part of the conference program for delegates only.

On Sunday after the conference, there may be a Montreal venue crawl from noon until 5 PM to allow delegates to explore the city and venues. This will wrap up with a closing party at 7 PM that evening.

2018-2019 Deadlines-At-A-Glance and Future Conference Dates and Announcements were shared.

SXSW 2018

Aengus reported that the FAI's inaugural official showcase stage at SXSW was a tremendous success. Presenting for two nights allowed FAI to develop a formal relationship with SXSW and to promote the organization. The Driskill Hotel was a lovely venue and provided an ideal listening room vibe. Aengus hopes to build on this success for 2019 and have more input into artist selection for the stage.

Executive Directors' Retreat

For the 2nd year in a row, FAI organized a retreat for the EDs of the International Blues Music Association, the Blues Foundation, and Americana Music Association. These meetings have been quite fruitful in providing professional opportunities as EDs inside the music industry. There are plans to continue these retreats and extend invitations to GlobalFest organizers in 2019.

Community Funds

A ThinkTank about the FAI Community Funds was held on March 7th. There was positive feedback and constructive criticism which led to developing initial guidelines for this program. Aengus plans to provide an draft overview of a potential program the Board at a future meeting.

ExChange Schedule

A schedule of The ExChange events in Gothenburg, April 9-11 was provided to the Board. Aengus, Alka Sharma, and Deana McCloud will be representing FAI at the gathering.

Updated Organizational Chart

Aengus shared the updated Organizational Chart with the Board. As part of staff reorganization, the communications team has been consolidated. Leah was moved from her administrative position to Executive Assistant and Special Projects. There are interns who will be supporting Development, Operations, Memberships, and Communications Managers. The new Programming Coordinator for Montreal will be Amie Therrien. All new staff and contracts will sign confidentiality agreements.

Treasurer's Report

Treasurer Alka Sharma reported that finances are in amazing shape. She pointed out that item 20600 (Deferred Income Account) is over \$30k, and that Folk Music Canada will pay back the FAI loan in May. The new fiscal year budget will be sent to the Board prior to the June meeting to enable questions to be asked before the meeting.

Michelle Conceison reminded Directors that the Listserve should be used in order to ask questions and discuss the proposed budget. Matt Smith also noted the need to be active on the Listserv for strategic plan discussions.

Membership Committee Report

Michelle reported that the Membership Committee has been active on both Outreach and Research sides. In February, the Research Subcommittee issued RFPs to nine companies, and received five proposals. The Committee emailed and discussed the submitted proposals and recommend two finalists be invited to Raleigh in order to present to the Board.

One question that came up frequently was the budget. This is a challenge based on our goals. Matt Sever posed a question about the selection process and things in the proposals that made the selected finalists stand out. Michelle replied that the finalists' methodology and knowledge of the music community for each was compelling to the Committee.

There are some concerned about a declared conflict of interest with one Committee member in regard to one proposed partner. This has been addressed and will continue to be something the Committee is aware of. Michelle will need to ask for other references from finalists if these two are approved to proceed.

Michael Kornfeld noted concern that one finalist exceeds the budget by quite a bit. Before inviting this company to Raleigh, it may be advisable to determine whether they can meet our financial parameters. Michelle agreed and this concern has been discussed. The RFP didn't state that proposals being over budget would disqualify a potential partner. She feels that the proposal in quest was attempting to realistically estimate the cost of completing our stated goals. Michelle further suggested that, as a board, it would be good to realistically assess the cost and benefits to allocate appropriate funds.

Matt Smith thanked Michelle and the Committee for all the work that has gone into this process. The Board will need to consider this cost amount in regard to the proposed budget.

Michelle reported that the Committee recommends covering a portion of travel expenses so that representatives from the two potential research partner organizations to attend our meeting in Raleigh. These are funds that were previously earmarked for this expense. A discussion followed about the need for the company that was over budget and that those concerns be addressed to consider their ability to work within the financial restrictions. If that is not possible, the Committee would need to discuss an alternate finalist. Michelle is confident that they can refine their proposal based on the budget. All appeared to be in agreement with proceeding with the allocation of these previously earmarked funds, with the caveat that there is a deeper budget discussion with potential partners.

Matt Smith asked that all Committee chairs give a short written overview of what each Committee does, a general strategic plan, and vision of where we see the community headed in the next few years. This discussion needs to be held via Listserv by the end of the week. He encourages everyone to join in this discussion.

Aengus noted that the 4th annual Regions leaders retreat will be held in Kansas City on April 16 and 17. The full staff will be in two of the sessions, one of which includes diversity training.

Motion: To adjourn meeting
Made by: Ellen Stanley

Meeting was adjourned at 12:01 PM CT.