

**FAI Board of Directors Meeting
January 20, 2017
Minutes**

In Attendance:

Michelle Conceison	Cheptoo Kositany-Buckner
MarySue Twohy	Michael Kornfeld
Lisa Schwartz	Deana McCloud
Donald Davidoff	Tim McFadden
Matt Smith	Keli O'Neill Wenzel (left 1:59 PM ET)
Renee Bodie (joined 1:20 PM ET)	Amy Reitnouer
lou DeMarco	Alka Sharma
Ralph Jaccodine	Jean Spivey (left 2:02 PM ET)
Joan Kornblith (joined 1:11 PM ET)	Erika Wollam-Nichols

Aengus Finnan, Executive Director

President's Announcements/Housekeeping

President Michelle Conceison called meeting to order 1:08 PM ET once a quorum was established. Michelle then reviewed the process to request being put on the list to contribute to the discussion and further reminded everyone that everything discussed is confidential.

Also, please be sure to update the Google Docs for your contact information and also the Board meeting travel sheet.

Michelle welcomed Cheptoo to our Board and thanked her for joining us.

Approval of Minutes

Motion: To accept Board Meeting minutes from December 6, 2016 and ExCom Meeting minutes from December 20, 2016.

Moved by: Matt Smith

Seconded: Michael Kornfeld

Result: Motion carried unanimously

Executive Director's Report

Membership

As a result of no longer requiring volunteers or official showcase artists to be members of FAI, we are currently 182 accounts below this time last year. However, we do require 22 hours of volunteer service from non-members rather than 16 for members and official showcase artists must pay more to register if they are not members.

Operations

As of January 1, registrations are up 273 (20%) over this time last year with 1,666 in total. There is one more deadline on January 31 for new registrations that should result in another spike. We are ahead of pace in every aspect of sales at this stage, with the exception of public Camp sales.

Hotel Room Night Reservations

Room reservations are up 524 over this time last year. The Westin is completely sold out of all rooms (discounted and full price) on Thursday, Friday and Saturday (with the exception of some rooms on the Private Showcase Music floors). Rooms can be canceled up to 24-hour in advance with one night's penalty and typically, we do get rooms back; however attendees are being encouraged to release rooms sooner rather than later. We are looking for a third hotel that we can recommend as a courtesy.

E-News

All monthly FAI e-news including December are archived at www.folk.org/news. Our December 29 announcement of Ani DiFranco as a Special Guest speaker had a higher open rate than our average e-news open rate, and saw our highest social media shares and engagement yet, despite the holidays.

Annual Report

The 2015-16 Annual Report has been circulated broadly online and in print, and has generated much positive response. It will be available at the AGM for those members and delegates interested in a print copy. It can be found online at www.folk.org/annualreport

Social Analytics

All of our social media impressions are up from last month and year over year, including Facebook, Twitter, Instagram and YouTube.

Development

Year to date, we are 89% of our Sales goal, 82% of our Grants goal, 25% of our Donations goal and 76% to our Barter and In-Kind goals.

Donations

The second annual Giving Campaign for tax-deductible donations closed as of December 31 and yielded \$16,897 (including Board and staff donations). Our anonymous angel donor was willing to match up to \$15,000 in raised donations.

Due to pushback last year and online regarding a #GivingTuesday social media post, we did not mail out requests to any Artist contacts in our database (as self-identified in applications or registrations).

Awards

FAI membership is currently voting on the 2016 Album of the Year/Song of the Year/Artist of the Year. Finalists were compiled from 'best of 2016' radio and print media lists in the US, Canada, the UK, EU and Australia, in addition to the year-end Folk Music Awards. This year, The Dubliner, a Kansas City Irish Ale House and listening room venue are sponsoring the awards for Album, Song, and Artist of the Year.

The Awards show will also include the presentation of the annual Lifetime Achievement Awards, the Sprit of Folk Awards, the inaugural People's Voice Award (to be received by Bruce Cockburn), and the eponymous Clearwater Award, as well as inductions into the Folk DJ Hall of Fame. Special guests Eliza Gilkyson, Kris Kristofferson and Megan Mullally will be presenting awards; Paula Cole will be our emcee for the event.

Conference

Attendees are listed by name, role, and organization and updated weekly. FAI members can access the list with full contact information through their online account. All panels are listed at www.folkconference.org/daytime.html

Updates

The City of Tulsa is confirmed to sponsor "Coffee with the Board" immediately proceeding the AGM.

On Thursday at 4PM (at the same time as the Folk DJ reception focused on artists) we will be hosting a Media reception for registered press, and a

sponsored reception for Agents, Managers & Presenters.

The City of Raleigh is sponsoring the Saturday Night Reception.

Music Camp

All instructors are listed online at <http://folkcamp.org/instructors.html>

Instructors, class schedules, and public tickets are on sale at folkcamp.org/buytix.html

Individual class tickets are only available to conference attendees at \$10/class.

The final schedule is posted online by instrument <http://folkcamp.org/sch-instrument.html> and by day <http://folkcamp.org/sch-day.html>

FAI is partnering with PrepKC, an education outreach non-profit to connect with area educators. Five honor students are being brought to the camp on scholarship as well as one teacher for a pilot cohort. An additional five artist delegates are being invited to consider providing camp outreach into area schools, deepening our reach and building more of a direct relationship with the students and educators in the area. Once music class is already confirmed to attend for the entire camp.

UPDATE: The Louis Jay Meyers Music Camp

A commemorative video is being created to celebrate Louis and will be aired during the Awards. Following the video, we will announce the renaming of the Camp as the Louis Jay Meyers Music Camp for 2018. Laura Callahan, Louis' niece, has commissioned a logo for the camp and will be present to unveil it.

The Kansas City Folk Festival

The 2nd Annual Kansas City Folk Festival is free for all conference delegates and will feature Billy Bragg's only scheduled concert during #FAI2017.

The Festival features six stages with national and international acts including Blues legend Bobby Rush, Latin American emerging artist Ani Cordero, Grammy Award-winning children's artists The Okee Dokee Brothers, Cathy Fink & Marcy Marxer, Steve Poltz, and more. Stage Sponsors include Tom's Town Distilling Co., Grassy Hill Entertainment, Made in KC, Mize Houser, Polsinelli, KKFI 90.1 FM, KCUR 89.3 FM, The Bridge 90.9 FM, INK Magazine, and The Pitch Magazine.

The continued intent is to grow brand recognition and public affinity for the Folk

Festival concept such that it can stand alone as an outdoor warmer season Kansas City event in 2019 and onward, regardless of where the conference is held.

Finance Committee Report

We are in good shape and there is nothing to point out or focus on at this time.

Personnel Committee Report

Following earlier review of the updated Handbook that included the introduction of PTO rather than separated vacation, sick, and personal leave, staff requested the option to convert three bank holidays into PTO days. The holidays in question are Columbus Day, Veterans' Day, and Martin Luther King, Jr. Day.

These three holidays fall at a very busy time of year and are bank holidays. Staff would prefer to have the baseline increase of three PTO days (specific to their level of PTO based on years of employment) and subsequent option to determine how and when they use the time (per standard claim process), rather than being obliged to be off at an inconvenient time during conference preparations.

Motion: Personnel Committee unanimously recommends that the Board approve a transfer of three bank holidays to baseline PTO count
Moved by: Donald Davidoff
Seconded: Jean Spivey
Result: Motion passes unanimously

During a prior Board meeting, Donald Davidoff and lou DeMarco were deputized to discuss extending Aengus' contract with him and present a contract proposal to ExCom and then to the full Board. Aengus has selected an attorney to help with his visa renewal; we have already approved the budget for the legal fees.

Board move into Executive Session at 1:29 PM ET to discuss Aengus' contract extension and exits at 1:55 PM ET

Motion: To approve Aengus' contract extension
Moved by: Donald Davidoff
Seconded: Matt Smith
Result: Motion passes unanimously

Regions Report

FarWest has submitted their revised Bylaws with only minor changes.

Motion: Board accepts the FarWest Bylaw revisions
Moved by: Tim McFadden
Seconded: MarySue Twohy
Results: Motions passes with one recusal

Advocacy Committee Report

Healthcare White Paper Draft

A draft of a healthcare and wellness white paper outlining best practices and designed to be a resource for artists and musicians has been created. Ralph asked that we email both ideas and potential contacts for specific information to both he and Ellen.

PRO Survey Update

A survey was sent out in December to presenters and presenter members in our database and we received a substantial response rate. The Advocacy Committee, along with Aengus who will prepare an executive summary, are reviewing the survey results. The goal is to share the information at the conference if the raw data can be clarified and organized appropriately. It's important to note that the data will not include House Concerts as we already have an active PRO House Concert agreement.

Nominating Committee Report

The committee officially welcomed Cheptoo.

Amy and Erika asked us to please read the revised Welcome to the Board letter that is now in use and has been sent to new directors. NomCom will be assigning Board Buddies to all new directors, so please contact Amy and Erika if you wish to participate.

Governance Committee Report

GovCom is busy crafting a simple definition for Confidentiality, along with easy to understand examples of potential Conflicts of Interest with the intent to

review, discuss and create a formal policy for Board approval at the February meeting.

New Business

We discussed the idea of creating courses or Webinars with educational content that would benefit our members. For example, Financial Management for artists/musicians.

Action item: Donald Davidoff will investigate how these courses might best be created

February Board Meeting

Michelle asked us to review the proposed agenda for our meetings and send her any comments. All Board reports must be submitted by close of day, February 3. We will be reconstituting the committees during our Thursday meeting, so please review the committee charters and think about what truly resonates and send your thoughts to ExCom ASAP. The goal is for each director to serve on two separate committees.

Motion: Sensing no objection, we moved to adjourn the meeting

Moved by: Michael Kornfeld

Seconded: Amy Reitnouer

Result: Meeting adjourned 2:35 PM ET