

OCFF Board of Directors Meeting

Date: Sunday June 1st, 2008

Start: 10am

Location: Teleconference

PRESENT: Jennifer Fornelli; Aengus Finnan, Karen Flanagan McCarthy; Paul Mills, Ellen Hamilton, Candace Shaw; Jan Vanderhorst; Dan Kershaw; Paul Loewenberg and Dennis Landry

Nicole Rochefort joined the meeting between 11:45 and noon.

ABSENT: Richard Flohil

REGRETS RECEIVED: Suba Sankaran; Peter MacDonald

1) Approval of Agenda, Welcome, Regrets, Timekeeper, Conflict of Interest

The motion to approve the agenda moved by: Jan
Seconded: Candace
Motion Carried

2) Approval of Minutes from 12 April 2008 Board Meeting

Moved by: KFM
Seconded: Paul M
Motion Carried

Actions arising from the minutes

Complete: Jennifer to post Oct 12th minutes to the OCFF's Internet site.

ACTION: Jennifer to post 12th April minutes to the OCFF's Internet site.

3) President's Report

(O) ACTION – AF to prioritize and KFM to distribute the Action list to All Board Members (ABM) on a monthly basis at the same time the monthly prompt is sent to all committee chairs.

OCFF is in the third year of the President third-year plan of Orientation, Clarity and Input. Committees have been activated; much more activity; Program & Deliverable Review has is outstanding but has begun – this is a critical area. At the end of this third year, we plan to have an annual report including stakeholder research report. Draft report from KH Strategies and OCFF's own stakeholder research will be presented at the Conference. Moving forward, members, Board members & Staff will be able to access all this information.

Updates regarding Executive Committee meetings of May 14 & 28.

1. EC – approved a CBC Support letter re Heritage Standing Committee Hearings drafted by Paul Mills.
2. EC - All agree to proceed with June 7th interviews. Plan is to discuss hiring outside assistance moving forward in the event of a no-hire scenario.

3. The Advertising (Folk Prints) / Sponsorship parameters were revisited. The EC approved the following plan to:
 - a. Retain current contractor to seek conference sponsorship and sell advertising for Folk Prints, striking a balance between her set targets and pricing for FP in particular and an 8K target for sponsorship.
 - b. Increase ad rates for FP
 - c. Develop a sales tool - one page sales sheet (distribution stats and value) and rate sheet for FP, Conference edition, Sponsorship
 - d. Make the Fall issue of FP a conference program; cut back its print run from 1500 to 800, exclusively for conference delegates and a courtesy copy to Festivals and some archive stock.

* Legitimacy of FP must be reviewed by Board and stakeholder research;
4. Received and responded to member letter (Rick Vella) re: cost of showcase application.
5. Decided that the EKA winner be featured on the Conference Issue cover of Folk prints rather than the summer issue as it is more relevant.
6. Board & Staff Handbook to be made available to full membership online as a PDF in advance of the conference (with some protected information removed from the 'public' version). A few print copies will be on hand at the conference.
7. Discussion and research regarding motions to be voted upon by the Full Board – and the membership - before the October 2008 AGM regarding quorum and eligibility to stand for election.
8. EC approved staff overtime claim for the 1st & 2nd Quarters
9. Discussion was held regarding the timing and method of any substantial OCFE announcement, (ED hire, awards) * It is importance that the Executive Committee & staff coordinate with the communications committee.

**The motion to accept the President's Report moved by: Paul M
Seconded: KFM
Motion Carried**

4) GM's Report

JF pleased that Jessica Van Dusen and Erin Barnhardt are both now fulltime employees of the OCFE and receiving staff benefits, bringing the number of fulltime staff to three.

395 Showcase Applications
SFTH Applications - 368

Paul Mills has offered to burn master copies for the SFTH entries, which saves the staff considerable time.

Clarification re: 2009 - 2010 APC application. The application includes request for funding for outreach activities, some of which are the tasks Erin Barnhardt, as a fulltime staff member, is now involved in.

**The motion to accept the GM's Report moved by: Paul M
Seconded: Ellen
Motion Carried**

Status Update re: Action Items

ACTION: Paul Mills will write a letter to Festival A.D.s (asking them to formalize the arrangement of making passes available to Board members, stressing our interest in having an OCFF presence – formal or informal – at our member festivals).

Action: ABM – let Jennifer know which festivals they'd like to attend / want to attend.

Discussion: should there be a 'formal' OCFF presence at our member festivals?

ACTION: Erin Barnhardt will draft a plan re: OCFF presence at member festivals. AF to work with her on this.

(C) Action: Jennifer to e-mail a small number of EDs re: which date works re: paying for registrations *Jennifer has extended to Sept 7th the Early, Early Bird Deadline for Festivals. This will become the new Festival deadline.*

(C) ACTION: Staff to post bylaws to the OCFF Web site; *This has been referred to the PPG Committee.*

(C) ACTION: JF will inform Board when the apps are sent out once more;

ACTION - JF – will incorporate marketing suggestions re: the success of showcasing artists in booking work and promote that in Folk Prints, Penguin Eggs & any promotional material we distribute at other trade conferences.

ACTION – Communications Committee: Possibly an article in FP re: Showcasing – setting expectations when applying for a showcase; expectations when presenting a showcase at the Conference; marketing yourself at the Conference.

ACTION – Dan Kershaw has offered input into any article, fact sheet, whatever communications tool to be created.

5) Treasurer's Report

(C) ACTION: Final vote re: Dennis Landry as Treasurer will be made by the entire Board by email;

(O) ACTION: re DSR - Create a 'lessons learned' document. DL & PMac

(O) ACTION – KFM to enter this process re: ED & budget in the B&S Handbook.

Since the last Board meeting, all activity has been focused on the maintenance or transfer of the Treasury from Peter MacDonald to Dennis Landry. Maintenance has included the review of monthly reconciliation review, cheque writing and

miscellaneous direction to GM Jennifer Fornelli. As of this writing, Peter MacDonald is no longer attending Executive Committee meetings.

**The Motion to accept the Treasurer's Report Moved by: Paul L
Seconded: Paul M
Motion Carried**

6) Committee reports

Standing Committees

Board Nominating (sub-committee of PPG Committee)

Jan Vanderhorst, Chair

As of June 1st, the Board Nominating Committee has received one nomination (Heather Dale). BNC Chair has emailed a reminder to Glen MacNeil of Tecumseh, who had earlier expressed interest in running for the Board. A brief story was published in the Spring issue of *Folk Prints*; and the BNC Chair will write a short piece for the June OCFE e-newsletter to remind members of the openings on the Board.

Discussion re: amending the Bylaw that currently states that a person must be a member of the OCFE at least one year before they stand for election to the Board.

Motion moved by Jan that the current Bylaw re: membership and nominations be changed.

**Seconded: Paul M
Carried**

AF would like us to review our current membership list before doing this.

Any amendment to the Bylaw must be passed by the full membership. We could vote to go to the membership and ask them to vote on this – and get that passed before the July 15th deadline for nominations to the Board.

ACTION: Jan to send to the full Board suggestions re: changes to the Nominations Bylaw. A motion will be drafted and voted upon by ABM.

ACTION: Staff to send a membership list to Jan, who will forward this to ABM so that they might review the list and approach anyone they believe might be interested in standing for election to the Board. We should let Jan know who we're approaching before we do that.

Communications

Ellen Hamilton, Chair

ACTION – Ellen will speak with other committee chairs to discuss operating and communications process; create a prompt sheet;

The OCFE Communications Committee continues to review and make recommendations on improving the way the OCFE communicates at all levels. In its last report (March 17) a protocol was recommended for informing the public, the media and membership about important announcements. A report recommending revisions to the OCFE Web

site was submitted to the Board and it was recommended that the focus and frequency of Folk Prints be reviewed by the Board and be part of the stakeholder research. Most recently the Committee has addressed the need for a policy governing media releases, standardized communications templates and the development of an OCFF media contact database.

ACTION: The final development site will first be reviewed by the Communications Committee, and subsequently by ABM, for final suggestions and revisions before it goes 'live'. Tentative launch date: August 2008.

If the decision to print the conference issue on recycled paper has an impact on the budget, it will come back to ABM.

Conference Steering Committee (Youth/Showcase/SFTH) Paul Mills / Dan Kershaw, Co-chairs

The Conference Steering Committee is responsible for all aspects of the OCFF's annual conference including scheduling, venue selection, programming, theme, shape and overall vision. The committee works closely with staff in this decision-making.

Since its last report at the April 12th Board meeting, the committee has met four times and has made significant progress in programming the 2008 conference. Panel and workshop topics have been largely determined and many resource leaders identified. Steps are being taken to secure a keynote speaker and panelists for the various workshops and discussion panels.

(IP) ACTION: Newly formed Conference Steering Committee to re-constitute a Showcase Subcommittee which will be mandated to review guidelines, criteria and process for showcase selections.

Paul Mills to discuss this further with Suba, when he can reach her.

Estelle Klein Award Paul Lowenberg, Chair

ACTION: Paul to submit all material to the EC and staff before Bernie is invited to accept the award and before any material is sent to the public.

That process will happen through voting and some discussion amongst the Board members, it was agreed by the Board of Directors to nominate Bernie Finkelstein to be the recipient of the Estelle Klein Award for 2008.

Fundraising Nicole Rochefort, Chair

She will resend her report, which wasn't rec'd by any of the Board members.

Jennifer, Jan VD, and Jessica VD are members of the fundraising

committee.

Lots of work on the Conference's Silent Auction;

(D) ACTION: populate committee by April 30th; 1st mtg by 2nd May;

(D) ACTION: Fundraising committee to assess whether the Folk-a-doodle-do Auction on e-Bay should continue as a fundraiser.

Decision was made not to continue this initiative. Any items that had been collected for that will be used for other fundraising initiatives.

ACTION: NR to contact Arlene Bishop re: closing down eBay account and collecting money from PayPal account.

ACTION: NR to discuss Stan Rogers item with Paul Mills;

Personnel/Policy/Governance

Dennis Landry/Peter MacDonald, Co-chairs

(O) ACTION: PPG committee to investigate the creation of a policy re: tendering process

(O) ACTION: PPG Committee to establish process in choosing honorary life members.

(O) ACTION: PPG Committee to review which policies should be posted to the Web site;

(O) ACTION: Review by the PPG re: establishing EC positions as two-year positions.

(O) ACTION: PPG Committee – write & circulate a draft motion to change the bylaw to ensure that meeting quorum is met at AGMs

Dennis proposes that we investigate a much lower percentage of members who must attend the AGM so that we have Quorum.

MOTION: Dennis moves that OCFF Board of Directors initiates a motion to the membership to approve an amendment to the OCFF's Bylaw re: quorum
Seconded by: Ellen
Carried

Mechanism for the e-vote – Jessica to review and report back to the EC about the logistics of the e-vote.

Since the last meeting, the PP&G committee was somewhat dormant due to the chair's schedule. Research has started on the following policies: Cell phone usage, Tendering/Bidding, Benefits. A draft Overtime Policy was written. Work needs to begin on policy/process for choosing lifetime members, review of which policies to post online, and the issue of quorum at this year's AGM. Work will begin to transition to the new chair (Peter MacDonald) the first week of June.

Showcase

Suba Sankaran, Chair

Suba contacted office to find out status of applications and number of applicants. She will stay in close contact over the next months for follow-up re: applications, jury, dates of showcase jury, etc.

Ad Hoc Committees

Green Committee

Ellen Hamilton, Chair

ACTION: Ellen to discuss with staff the possibility of putting a 'green page' on the OCFE Web site.

The purpose of the OCFE Green Committee is to make recommendations to the OCFE Board on ways we can reduce pollution, waste and impact on the natural environment. The Green Committee initiates activities that provide public education, resource sharing and support to the greater OCFE community and builds environmental expertise within our organization.

This is the first year of the Green Committee and the focus to date has been on making recommendations for greening the 2008 conference. We have also made recommendations for staff and Board meetings as well.

Initiatives and Diversity

Candace Shaw, Chair

ACTION: I&D Committee to collaborate with CSC Committee re: ideas for 2008 Conference.

Suba shared a number of ideas, including addressing diversity in the panel topics more broadly and possibly programming culture-specific showcases. Erin reported on her activity, and has some ideas for possibly pairing up festivals or communities to share information. She is working on a cross-cultural jam, as well as an informal Aboriginal showcase and an opportunity for festival organizers to meet one-on-one with Alan Greyeyes.

Candace would like to see an OCFE presence at World/Aboriginal music conferences or events to reach out to these communities and invite them to become involved.

Programming & Deliverables Review

Paul Lowenberg, Chair

ACTION: Paul to pull from the Handbook a list of the deliverables and programs and ask for input from ABM and staff

The deliverables review has been sent out to the Board and to the

Office Manager for further contemplation. This activity will be stretched out over the next few meetings and be a part of defining next year's and long term budget planning. Consultation will need to be done of the Board, peers, members, and staff to maintain a clear vision of what changes should be made to this section of the policies that guide the OCFE.

The discussion sheet that was sent out on Monday, May 26th can be an initial comment on some areas that will need deliberation. Contributions should be made by all Board members, the staff that carry out the day-to-day operations (as directed by the ED and Office Manager) and the membership at large, through surveys, interviews and town hall forums.

ACTION: ABM to report back to the PPG with their comments on the D&R Review by June 15th. Paul L will send prompts weekly.

Executive Director Search Committee **Paul Mills, Chair**

ACTION – DK to draw up list of potential contacts within the industry and meet with them to discuss availability of potential applicants;

ACTION – ABM to continue to look for possible applicants;

The Executive Director Search Committee was formed in December 2007, to find a suitable person to fill the position of Executive Director of the OCFE. The Committee created a job posting which was distributed in early January, 2008. From a total of 13 applications, 2 candidates were interviewed on Feb 2nd and neither was deemed suitable. A second posting went up on March 20th and to date we have received 19 applications. These will be short-listed by the committee and potential candidates will be interviewed on Ottawa on June 7th. It is hoped to fill the position by July 7th. This is the first written report from this committee.

Stakeholder Research **Aengus Finnan, Chair**

Stakeholder Research has been launched in the form of a Phase 1 survey currently being completed by the last few Ontario Folk Festivals. There are a total of 3 surveys being conducted by Kelly Hill on behalf of the OCFE through Ontario Trillium Foundation funding, in relation to the social and economic impact of festivals in Ontario, followed by an OCFE-specific survey related to member perception/engagement with OCFE.

- * Phase one is a Festival survey which we have directed to Board Chairs specifically.
- * Phase two is an online survey for any and all folk festival attendees.
- * Phase three is a six-festival case study conducted on festival sites this summer.

The final survey will be distributed to all OCFE stakeholders regarding the OCFE. A draft survey has been generated. It will require input and development from the

Board and is now slated for Sept distribution so as to avoid the busy festival season and thereby maximize attention, participation, and results.

Motion to accept all committee reports moved by AF
Seconded: KFM
Motion Carried

7) New Business

- a) Year end reports, Annual report, handbook distribution, AGM
- c) 08/09 Board meeting schedule and proposed Board meeting/PD session on Oct 27th

8) Upcoming Meetings

October 1st (WEDNESDAY) (Teleconference) 8:00 – 10:00 p.m.

Friday, October 24 @ the Conference – Ottawa 6:45 – 8:45 p.m.

AGM - Sunday, October 26 @ the Conference – Ottawa 12:30 – 1:30p.m.

9) Adjournment

Some committee reports were not discussed at today's Board meeting. ABM have been asked to send any questions or concerns to the Board's Executive Committee for their review at the next EC meeting (Saturday, 7th June).

At noon, these people left the meeting: Dan K;
At 12:15; Paul L;

Jan moved to adjourn today's meeting

Meeting ended at: 12:20

Submitted by: Karen Flanagan McCarthy

Date: 8 October 2008