

**OCCF Board meeting**  
**Saturday, February 7, 2009**  
**9:30am – 4:30pm**  
**SOCAN Boardroom, Toronto, Ontario**

**Present:** Paul Mills, Peter MacDonald, Jan Vanderhorst, Dan Greenwood, Richard Flohil, Tina DesRoches, Larry LeBlanc, Dennis Landry, Nicole Rochefort, Dan Kershaw, Jennifer Fornelli

**Teleconference:** Ellen Hamilton, Tamara Kater, Paul Loewenberg

**Regrets:** Candace Shaw, Aengus Finnan, Bob LeDrew

**1. Welcome** – Paul Mills.

Thanked all for attending and for this meeting committee chairs are to provide a brief overview of committee reports and not read them verbatim as it is understood that the board members have read them in advance of the meeting.

Request for Board members to declare any conflicts of interest - none

Motion to approve agenda moved by Jan

Second: Dennis

No discussion – motion carried

**2. Agenda – Paul Mills**

Review of time allotted for all agenda items.

**3. Approval of November Board Meeting Minutes.**

**Moved** to approve November Board Meeting Minutes moved by Richard Flohil

**Seconded:** Nicole Rochefort

**Discussion:**

Consolidation of previous Board minutes is coming from Karen Flanagan McCarthy. Peter expects to receive them by the end of week.

Green committee info regarding conference – clarify that the Green Committee recommendations be posted on the website and be included as part of the conference and not as a separate entity.

November board meeting minutes to go on website. Executive summary for each committee to be included in the minutes that appears on the web.

**Motion carried**

**4. President's Report – Paul Mills**

Since the last Board meeting, the President has met regularly with the Executive Committee which has approved the following measures:

- Creation of a new non-voting class of membership covering out-of-province organizational members.
- Approval of lease for new OCFF Office premises.
- Elimination of sub-categories in the *Songs From the Heart* contest.
- Confirmation of Peter MacDonald as the Executive Director for the OCFF.

In addition the President was actively engaged in consultation meetings with Festival members in London and Toronto, Staff meetings in Ottawa, representing the OCFF at the Blues Summit in Toronto and various committee meetings including Strategic Planning and the Conference Steering Committee.

**Moved:** Tina Desroches: to accept the President's report moved by Tina

**Seconded:** Dan Kershaw

**Discussion:** No discussion

**Motion carried**

## **5. Executive Director's Report – Peter MacDonald**

This executive summary of the ED report covers the period from November 29, 2008 through February 1, 2009.

**Membership:** As of January 28, 2009: 30 Festivals, 59 Organizations (of which only 30 are ON-based), 392 Individuals

Early January met with Michael Murray (Ontario Arts Council) and David Barnard (Department of Canadian Heritage) to discuss our own files AND to advocate for more education and opportunities for our members, especially festivals.

In the coming quarter, in consultation with the Personnel, Policy and Governance Committee and the Finance Committee, recommendations regarding potential Charitable Status for the OCFF will be provided.

New office space has been secured three blocks from our existing office and the move will begin later this month.

### **Conference (2009):**

Jennifer and I met with the Crowne Plaza Hotel in Ottawa in January to discuss potential solutions to the music floor challenges. Recommendations were made to the CSC and various materials are being developed to take full control of the music floors from booking through execution of the showcases with the private showcase applicants.

Venues are being investigated for 2011 and include Toronto, London and Niagara Falls.

### **Marketing / Publicity:**

The Season of Festivals "brochure" has been redesigned into a more useful, tourist-centric piece. SFTH and Showcase applications are now being put onto website and Sonicbids has been activated. Folk Prints is being laid out and the expected street date of (the week of) February 23.

### **Festivals and Events:**

CFMA Awards, St. John's NL: Paul represented the OCFF at the December 5, 2008, event and presented the "Pushing the Boundaries Award". The CFMAs will be back in Gatineau/Ottawa in 2009 and they have requested our assistance in expanding the scope of related events.

Contact ontariois, Mississauga ON: Jan 14-18, 2009 Erin Barnhardt attended Contact ontariois and coordinated / presented an award to a showcase artist.

Folk Alliance International (FAI) Conference, Memphis TN: Feb 18-22, 2009 The OCFF has programmed its showcase from the Ontario selected to perform at this event as part of the FAI Performance Alley; The OCFF showcase will be on the Friday night of the conference, allowing us good opportunities to promote the event.

Canadian Music Week, Toronto ON: March 12-15, 2009. One staff member will be attending. Board support is requested to provide continuous presence at the trade show booth. Please contact us to volunteer your time.

### **Advocacy, Networking and Policy Analysis:**

The PASO (Provincial Arts Services Organizations) group continues to meet regularly online.

I have joined the CCA (Canadian Council of the Arts) mailing list to receive additional input on (primarily) federal government-related activities.

OCFF continues to be a member of Ottawa Festivals, who recently spearheaded a major advocacy effort at the municipal level to fight potential budget cuts. Their model is one we can and should utilize to create an advocacy education module for our members.

We continue an annual collaboration with MARIA, ECMA, MusicYukon, Folquebec and FAC to help develop the pan-Canadian presence in Memphis in 2009. Also, included this year is Sweet Beaver Suite. We are working w/ these groups and the Canadian Consulate in Atlanta to maximize the efforts by all participants.

I am joining Paul Mills in a meeting with Derek Andrews on Feb. 6, 2009 to discuss "world music" issues in general, and to hear Derek's views on how to improve the OCFF's work with that community.

We have negotiated a 'best rate' for OCFF members to attend the Folk Alliance conference.

We have negotiated special rates for members to attend CMW in Toronto, March 11-14, 2009.

Jennifer and I met with our current insurance brokers to get a Member insurance policy offering in place, primarily for Festivals. Similar discussions are underway to provide a proposal for member Festivals' and Organizations' staff to access health benefits.

**Moved:** By Richard Flohil to accept the Executive Director's report

**Seconded:** By Dennis Landry

**Discussion:** None

**Motion carried.**

## **6. Treasurer's Report and Presentation Of 2009/2010 Budget – Dennis Landry**

Activity of the Treasury has focused on maintenance which has included the review of financial reports, miscellaneous consultation with the ED, and budget prep for the 2009/2010 budget.

The current financial situation of the OCFE is satisfactory. The introduction of the new ED has been welcome and the fresh eyes applied to the fiscal and financial realities of the organization have been beneficial.

Last few months consultation with staff – budget allocations. Good shape – everything is pretty much status quo.

### **Presentation of the 2009 – 2010 Budget:**

Line by line review to explain any increase/decrease in revenue or expenses. The proposed budget is realistic about what it takes to run this organization properly.

The OCFE participates in an Emergency and sustainable funding offered by Ottawa Festivals of which the OCFE is a member. The plan is a dollar match from the City of Ottawa that is put into a "trust" fund and if the OCFE run into trouble we have funds to access.

Tamara questioned that the fund amount shows as an expense but should appear on the balance sheet only. Peter to investigate and get back to Tamara.

**Moved by:** Dennis Landry for the board of the OCFE to approve the 2009 – 2010 budget

**Second:** Paul Mills

### **Discussion:**

Point of clarification to Tamara re: OF Emerg/Sustain fund – Peter looked at the balance sheet. The amount is included but not separately indicated so we will ask the auditor to break it out as a cash on hand asset.

Larry would like a couple of paragraphs on what Trillium wants to see how the money is being spent.

**Motion carried**

## **7. Committee Reports**

**Communications** – Bob LeDrew - no report

**Finance** – Dennis Landry – no report due to work on the budget. A meeting will be called soon.

**Fundraising** – Nichole Rochefort - no report.

Aware that \$2K needs to be raised before the end of June. Will start working on the conference. Larry Leblanc mentioned that Gibson Guitars would like to get involved. Committee members: Nicole, chair, Jan, Larry, Tina, Jennifer Ellis, Jennifer Fornelli. Staff to have an extension of the work being done by the committee.

**Nominating** – Jan, chair + all board members.

A number of documents have been created/or expanded for the coming round of Board elections. An updated "Call for Nominations", which includes an outline of which Board members are finishing their term, was prepared for publication in Folk Prints. A "What To Expect If You're Elected" document was created for prospective candidates along with an Board election Standard Operating Procedure document. An wish list of how an online vote would be conducted was sent to ED. Peter will research the feasibility of online voting.

Put together documents about what is needed to nominate for the board. Let people know who is currently leaving the board – Dennis, Ellen, Paul, Tina. What they are in for and what their responsibilities. Standard Operating Procedures that includes time lines, etc. Documents have been given to Paul Mills to work on.

Deadline for nominations July 15

**ACTION ITEM:**

- Paul Mills to take the documents to the EC for approval. The staff is to be afforded the opportunity to have input.
- All board members to contact Jan with suggestions of potential candidates. Look at a cross section of people: artists, festivals, other arts organizations.
- Peter to look into online voting programs.

**Moved:** By Tina DesRoches to accept the Nominating committees report

**Seconded:** Larry LeBlanc

**Discussion:** the Folk Prints article has been edited for length

**Motion carried**

**PP&G Committee** – Tamara Kater

A detailed workplan for the year (to the AGM) was established. The work will focus on evaluating Ontario residency requirements for individual voting members, review of Staff/Board Handbook, staff evaluation and developing a code of ethics for OCFE members.

Four main items – staff board handbook, code of ethics for members, voting privileges, President and ED to develop an ED performance review.

Currently Tamara is the sole member and would like other board members to join. Meetings are convened via email.

Paul Mills, Peter MacDonald and Richard Flohil have agreed to serve on the committee.

**Moved:** By Nicole Rochefort to accept the PP & G report

**Seconded:** Dan Kershaw

**Discussion:** none

**Motion carried.**

**Conference Steering Committee** – Dan Kershaw, chair, Paul Mills, Richard Flohil, Peter MacDonald, Jennifer Fornelli, Erin Barnhardt and Carolyn Bigley

The Committee got off to a fast start and has an aggressive agenda that includes delivering daytime program content by mid April and program planning in the context of a 3 year outlook. We aim to have an active list of topics, resource leaders, panelists and speakers stretching beyond '09 and into 2010 and 2011. We look forward to working closely with other committees on programming that can help them achieve their objectives as well.

The CSC has brought on board its first non-director member in Carolyn Bigley of the Georgian Bay Folk Society, whose perspective and chops as a festival member will help us build on last year's efforts to add value and profile for festival members.

**Moved:** By Dan Greenwood to accept the Conference Steering Committee report

**Seconded:** Tina DesRoches

**Discussion:** none

**Motion carried**

Note: Dennis absent from the room when vote carried.

**Estelle Klein Award** – Paul Loewenberg – no report.

Revised report from November 29<sup>th</sup> meeting and approved by the Executive Committee.

Time is coming to nominate for 2009 EKA.

**ACTION ITEM:**

Paul Loewenberg to call office in early March to discuss launch of the 2009 nominations.

**Strategic Planning Committee** - Dan Greenwood, chair, Dan Kershaw, Larry LeBlanc, Paul Mills, Peter MacDonald

The Strategic Planning Committee is a new (ad hoc) OCFE Committee mandated to develop a Strategic Plan for the OCFE. Dan Greenwood made a presentation to the Board outlining the methods and timetable to be used by the committee to develop a Strategic Plan. Hard copies were provided to the in-Toronto participants and soft copies were provided to the remote participants.

A description of the work undertaken so far was made. The initial work consisted of gaining general background information on the OCFE and discussing a general approach to the development of a Strategic Plan. This was followed by the creation of a draft Strategic Plan development project plan for review and input by the Strategic Planning Committee at a meeting held January 28, 2009. This meeting resulted in a number of changes and the requirement for additional validation of the draft Strategic Plan development plan.

The additional work required to finalize the Strategic Plan development plan is planned to be completed over the next month and at that point the initiation of the execution of the tasks in the development plan will begin.

**Moved:** By Dennis Landry to accept the Strategic Planning report

**Seconded:** By Paul Mills.

**Discussion:** none

## **Motion carried**

**Green Committee** – Tina DesRoches, chair, Ellen Hamilton, Candace Shaw, Melanie Laurencio

The Green Committee met via teleconference on January 11th, 2009, during which time they reviewed the 'Green' Initiatives from 2008 and developed a 'Green' plan for 2009. A Budget Plan form has been submitted and the Green Committee is looking for Board approval of the 2009 plan so they can start working towards meeting some of their goals.

The Green Committee would like a staff member to sit on the committee.

**Moved:** By Nicole Rochefort to accept the Green Committee report

**Seconded:** Tamara Kater

**Discussion:** none

## **Motion carried**

### **8. Committee Process – Ellen Hamilton**

Ellen Hamilton is working on a policy document describing Committee process and protocol. A quick overview was given to the meeting pointing out, among other things, that if, in between the board meetings, a Committee chair has an initiative that you would like to work on send the request to the Executive Committee as they can approve on behalf of the board. The EC meets on the first Tuesday of the month.

### **9. Hill Strategies Report**

The Economic Impact Study of Folk Festivals in Ontario was formally accepted by the Board

#### **ACTION ITEM:**

Peter to summarize the report for the membership. The whole document will be made available upon request.

### **New business**

Official call for e-news items

Canadian Music Week – Nicole has volunteered to attend with Jennifer as have Paul Mills and Richard Flohil. Jennifer will work out a schedule with Nicole to see if extra help is required.

If you are attending the Folk Alliance Conference in Memphis please attend the Folk Alliance Canada AGM

**Next board meeting scheduled Saturday, June 6, 2009 – face to face location TBD**

Motion to adjourn moved by Richard Flohil