

OCFF BOARD MEETING

Saturday, June 6, 2009

SOCAN Board Room, 41 Valleybrook Dr. Toronto ON

9:40 A.M.-12:30 P.M.

IN ATTENDANCE:

Board Members: Tina DesRoches, Richard Flohil, Dan Greenwood, Ellen Hamilton, Tamara Kater, Dan Kershaw, Larry LeBlanc, Paul Loewenberg, Paul Mills, Jan Vanderhorst, Dennis Landry (teleconference)

Aengus Finnan (past president)

Regrets: Nicole Rochefort

Absent: Candace Shaw

Staff: Peter MacDonald (Executive Director)

1. WELCOME: Paul Mills

Jan volunteered as time-keeper.

Thanks to Dan K. for the use of the SOCAN space.

2. AGENDA: Paul Mills

MOTION TO APPROVE AGENDA

Moved: Jan

2nd: Dan K.

Carried

3. Minutes of February 7th, 2009 Board Meeting: Paul Mills

MOTION TO APPROVE FEBRUARY 7TH 2009 BOARD MEETING MINUTES:

Moved: Ellen

2nd: Dan K.

Carried

4. ACTION ITEMS FROM LAST MEETING: Paul Mills

- Paul Mills to take the Nominating Committee document, *What to Expect if You're Elected*, to EC for approval. Staff will have input. All Board members to consult with Jan re. suggestions for potential candidates.
COMPLETE

NEW ACTION ITEM Board: All Board members to contact Jan regarding potential new members of the Board. The Board is in the midst of a succession crisis with four EC members ending their term this year. Jan and Paul will contact individuals.

- Peter MacDonald to review online voting.

COMPLETE

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

COMPLETE

- Peter Macdonald to summarize the Hill Strategies Report for the membership. The entire document will be made available upon request.

ONGOING

5. PRESIDENT'S REPORT: Paul Mills

Since the last Board meeting, the President and the Executive Committee have met monthly and approved a number of measures including:

- **CONFERENCE RULES:** The major activity during this period was a revision of the conference rules. The Folk Alliance Conference model was adapted towards a solution to the problems associated with the music floors. The goal of the rules is to ensure business can be effective including showcasing and networking. Two jam rooms will be set up on the main floor of the hotel.

- **STARMAKER FUND:** \$25,000. has been awarded to the OCFF for the next three years and will be used to improve showcasing opportunities.

- **SONGS FROM THE HEART:** Eligibility rules have been clarified and only Ontario residents may apply to the competition.

- **COMMUNICATIONS COMMITTEE:** Chairperson of the Committee resigned and Ellen Hamilton has volunteered to chair this committee until the year's end.

- **SECRETARY:** Ellen Hamilton is acting as secretary.

- **NEW EXECUTIVE COMMITTEE:** A change will be made to the format of electing new EC members. Rather than the election happening at the final Board meeting (the first Board meeting at the Conference on Friday night), the EC election will occur at the first Board meeting of the new Board after the AGM (Sunday of the Conference.) It is expected this will be 20 minute meeting to elect new officers.

MOTION TO ACCEPT NEW EC ELECTION POLICY

Moved: Larry

2nd: Richard
CARRIED

6. ED Report: Peter Macdonald

- Currently the OCFF membership includes 40 Ontario organizations and 345 individuals. There have been 298 SFTH submissions.

- SFTH submissions: 298
- Official showcase submissions: 413
- Conference Early Bird Registrations: 95
- Peter has conducted a CBC Radio on SFTH.
- CAPACOA regional presenters are meeting in Ottawa and Peter will attend.

MOTION TO ACCEPT THE ED REPORT

Moved: Dan K.

2nd: Paul L.

CARRIED

Discussion: Peter was congratulated for increasing sponsorships and for improving the conference process.

7. Treasurer's Report: Dennis Landry

Activity of the Treasury has focused on maintenance which has included the review of financial reports, miscellaneous consultation with the ED.

Dennis reported that finances are on solid ground and that having an ED in place has assisted him with respect to finances. A great deal of the expected revenue connected to the conference is still to come. The year-end for the OCFF is June and currently there is expected to be a surplus of between \$15,000-\$20,000. This is a dramatic turn-around from a few years ago when the organization faced a deficit.

MOTION TO ACCEPT THE TREASURER'S REPORT

Moved: Richard

2nd: Tina

CARRIED

8. COMMITTEE REPORTS

- **Communications: Ellen**

The Communications Committee only re-established itself this quarter. To date no new activities have been undertaken other than a review of last year's recommendations. The committee will work with the staff to recommend an editorial presence for Folk Prints and more environmentally sustainable communications methods.

NEW ACTION ITEM Ellen: Clarification on OCFF's involvement with Maplepost was referred to the Communications Committee.

- **Finance: Dennis**

NEW ACTION ITEM Dennis: A meeting will be arranged between Dennis, Paul & Peter to activate the Finance Committee and discuss issues connected to Finance.

- **Fundraising: Nicole**

The Fundraising Committee (along with staff) reviewed the 2008 Silent Auction and is currently working on new strategies to improve the Auction. An Auction schedule for 2009 has been created and the OCFF Conference Manager was pleased to be included in the process. Future priorities include acquiring donation items from a variety of donors and increasing the involvement of the OCFF membership in the donation process.

NEW ACTION ITEM Nicole/Peter: Request will be made by Peter to the chair of the Fundraising Committee about why they have not reached their goal of raising \$4,000.

ACTION Ellen: Ellen will ask Nicole to clarify the Executive Summary as it is unclear.

- **Nominating: Jan**

An email discussion with the president re: online voting examples was held in early March. In April an ad for Board nominations was being prepared by the office for next issue of Folk Prints. The "Call For Nominations" document was revised and posted on the website and the "What To Expect" nominee info document was revised. In May a list of 8 possible candidates was forwarded to the president. These were people who declined last year's invitation to run, but indicated a possibility for this year. A proposed change to by-law 6.13.00 Transitional Provisions was sent to PaulM for consideration. July 15 last date for Board nominees.

NEW ACTION ITEM Board, Jan & Paul:

Board to discuss by email the attributes of potential Board members.

Jan and Paul will put forth a profile and float to the Board for feedback within one week. The potential Board members will be sent to Peter.

Discussion: The Board discussed particular attributes of Board members including expertise in law, accounting, graphics, communications etc. Tamara pointed out that it was important that an interest in folk music and a sense of the history and future potential of the OCFF be paramount to particular skills.

NEW ACTION ITEM Peter: An E-News announcement will be made to encourage Board nominations and volunteers.

- **Personnel: Tamara**

In collaboration with Paul Mills and Peter MacDonald, work progressed on revisions to the Staff Board Manual, the creation of a Code of Ethics and the elaboration of personnel performance review process.

NEW ACTION ITEM Tamara: A Code of Ethics will be circulated to the Board for feedback and inclusion in the Handbook.

NEW ACTION ITEM Ellen & Tamara: Ellen will make revisions to the Handbook in consultation with Tamara and Board members will be emailed the changes. New copies of the Handbook will be made for the new Board.

- **Conference Steering Committee: Dan K.**

The Committee has met 5 times since Feb 7's report (including a day-long session in Ottawa) and has largely met it's objectives. Daytime content was delivered mid May rather than mid April, and the 3 year outlook is currently a parking lot of ideas that in future meetings need to be roughly matched to future conferences. We have not had the opportunity to liaise with the other committees that we had hoped for but the night is still young.

Since the last report, Peter Macdonald has stepped away from the committee, but is being updated by the other staff participants (JF & EB). Also, Paul Mills has stepped forward to help me as co-chair.

Parallel to its work in developing the panel content, the committee has invested significant energy trying to absorb favoured positioning of sponsored showcase activity in the daytime schedule without competing with the exhibit hall time slot or stacking too many sessions against each other. The Festival thread is much more robust this year. However, securing the right keynote speaker continues to challenge us. Early Bird registrations opened up later this year in order to include the programming information. Mid-April was the target but registration did not open until mid-May.

- **Estelle Klein Award: Paul**

This is a period of low activity for the EKA committee. The office has put out the call for nominations at least twice to the membership and nominations were to arrive to the OCFE office for June 1st Deadline.

Paul reported that there were four nominees for the Estelle Klein Award. Voting took place later in this meeting.

- **Strategic Planning: Dan G.**

- **Green: Tina**

The Green Committee has met once via teleconference and has had several active email discussions. New members to the committee include Candace Shaw and Peter MacDonald. Peter and Ellen have formed a sub-group to take

the lead on Flash Your Folk. Tina has been working with OCFF staff to prepare an application for Carbon Neutral Event certification through Trees Canada. Candace through Peter and OCFF staff has reached out to the festivals in search of acquiring information on any 'green' festival plans that may exist. The committee has started researching environmental standards for the OCFF to adopt and recommend for our members.

MOTION TO APPROVE ALL COMMITTEE REPORTS

Moved: Jan

2nd: Dan G.

CARRIED

9. NEW BUSINESS:

- **2011 Conference: Paul**

It is proposed that the 2011 Conference be different from previous conferences as it will mark the 25th anniversary of the OCFF. Folk Alliance International would like to partner with OCFF in order to transition from holding a February to a November conference schedule. This will make the event larger (potential of 1200 delegates) though it will be remain an OCFF governed event. The venue being explored is the Sheridan Hotel in Niagara Falls. Showcasing will increase to three nights, an additional day will be added, private showcasing will be increased. The Executive director is seeking approval from the Board to proceed with negotiations with FAI and the hotel.

There was a lengthy discussion about the pros and cons of this proposal and the board expressed concerns about a few things including:

- maintaining OCFF ownership and control of the event
- the expense of the event
- the FAO marketing of the conference to their members?

In the end, the Board felt that it needed some clarification on these and other issues and asked Peter to submit a proposal with more specific terms of reference.

NEW ACTION ITEM Peter & Paul: Peter will report back to the Board on strategies for dealing with concerns raised by the Board during this discussion. He will submit the report to Paul who will distribute to the Board and deal with the concerns raised in discussion. At that time, he will make a motion for the Board to vote on.

NO MOTION WAS MADE AT THIS TIME TO APPROVE THE FAI/OCFF COLLABORATION.

Four nominees were put forth for discussion and voting by the Board including: Sharon, Lois & Bram; Loreena McKennit; Chopper McKinnon and Murray McLaughlin.

After a lengthy discussion with clarification on the careers and contributions of all nominees, the Board voted in favour of Sharon, Lois & Bram.

MOTION THAT PAUL L. WILL CONTACT SHARON, LOIS & BRAM REGARDING ACCEPTANCE OF THE ESTELLE KLEIN 2009 AWARD.

Moved: Paul

2nd: Tamara

CARRIED

Discussion: Aengus congratulated the Board on the level of commitment and sense of governance.

Board Communications: Tabled to the next Board meeting.

MOTION TO ADJOURN THE BOARD MEETING (12:30 p.m.)

Moved: Jan

NOTE: A Strategic Planning Session followed the official Board meeting.

Those present examined strengths, weaknesses, opportunities and threats to the OCFE.