

FRCB Annual Membership Meeting
April 14, 2018, The Cottage

The meeting opened at 2:07 pm.

In attendance were: Lisa Daly, Irene Elliott, Tracy Fitzgerald, Silvie Gallardo, Elaine Gilby, Ganga Keppetipola, Pali Keppetipola, Charles Pavitt, Nancy Popson, Eleanor Simpson, Setu van Lare-Hodges, Sonvy Waidler, David Walker, Betty Wisda, and Bill Wood.

Sonvy Waidler made a motion to approve the minutes of the 1/27/2018 meeting. Bill Wood seconded the proposal and all were in favor.

Reports

- Director's Report: Ms. Simpson thanked everyone for helping make the Sleeping Beauty show such a success. She announced that RCB will be staging "Lancelot" on July 27 and 28, 2018.
- Treasurer's Report: Ms. Keppetipola distributed the financial report for 1/1/2018-3/31/2018 (see attached).
- Membership Report: Ms. Keppetipola reported that as of March 31 we have 37 members in all (8 individual, 24 family, and 5 alumni). Seven members did not renew for 2018. Ms. Daly has sent reminder messages to those members. Ms. Daly then reported on the creation of a Facebook page for FRCB. Ms. Simpson gave permission for Ms. Daly to inform Facebook that the current RCB Facebook page is not administered by anyone at RCB. Ms. Daly explained that the new FRCB Facebook page will include current and older pictures, membership forms, and links to the website. Ms. Daly will work with Ms. Waidler and Ms. Fitzgerald to determine how best to sell merchandise through the page and on the website.
- Fundraising Report: Ms. Popson reported that the donated dolls have yet to sell online. Those present agreed to sell the smaller dolls in an auction format, and to do the same for the larger doll if Ms. Tennant is not able to sell it at the doll show. Ms. Popson also called for help to create a Fundraising Committee to search for corporate and foundation grants for RCB. Nancy Popson, Pali Keppetipola and Setu van Lare-Hodges agreed to serve on the committee. Ms. Gallardo discussed the possibility of setting up a dine-out fundraiser, possibly the week after a show or when classes are not in session. Ms. Gallardo and Ms. Keppetipola will work with Ms. Simpson to set up a good time for the event.
- Alumni Report: Ms. Daly reported on alumni outreach, and asked what goal FRCB has other than getting them to join as members. The group agreed that alumni could help with donations and support for a History and Archive project.
 - History and Archive Project: Irene Elliott and Lisa Daly agreed to form a History and Archive Committee. Ms. Elliott indicated that Judy Mangan would also be able to help. The group discussed how material could be collected, and Ms. Simpson noted that FRCB may need to pay a fee to be able to store and upload digital material. Ms. Fitzgerald agreed to look into the limits of the Bluehost contract and the intricacies of possibly using Youtube. It was noted that there would need to be some sort of administrative approval of items being posted.
 - Ms. Waidler then brought up the question of making DVDs of the shows available to purchase. Ms. Gallardo agreed to approach Mr. Badamo to see if FRCB can help with

the recording of rehearsals and shows and creation of show DVDs for sale. FRCB could purchase equipment if necessary, or Ms. Waidler may know a source for donated equipment. Ms. Simpson requested that if FRCB is able to create and sell the DVDs, that they be available for purchase at the next scheduled show. Mr. Walker noted that there should be a MOU for this project stating that any equipment purchased by FRCB is the property of FRCB and that all artistic rights to the performances remain with RCB.

- **Merchandise Report:** Ms. Waidler reported that the shirt and bag sales went well at Sleeping Beauty, with many people signing up for merchandise in advance at the studio. While discussing merchandise sales figures, Ms. Gallardo noted that we should only keep sample merchandise at the studio so that it is easier to keep track of inventory. Ms. Waidler agreed to put up a sign at the studio indicating how to contact her to get merchandise. Ms. Simpson suggested we look into the possibility of customizing individual shirts, and asked if people outside of RCB families are purchasing the merchandise. The group gave anecdotal evidence that suggest the answer is yes, in limited numbers. Ms. Simpson also suggested that FRCB put information in the new display case outside of the studio.
- **Website Report:** Ms. Fitzgerald reported that she has been updating the website with new shows as they are announced. She would like to add more images and look into adding videos. Ms. Simpson requested a Director's Page so that she could upload content. Ms. Waidler asked if it would be possible for parents to buy photos directly from Steven J. Lunsford. Ms. Simpson agreed to talk with him to let him know there is interest. Ms. Simpson stressed that she wants to be sure—in this as with merchandise—that we don't have a situation where only those families who are better off can afford to participate.

Old Business

- **Annual Report:** Ms. Gallardo explained that FRCB has until April 30 to produce and publish an Annual Report. She explained that she wants to include pictures to showcase our diversity and also our completed Nutcracker set. It will be available electronically and in print for those who need it. A copy will be kept at the studio. Mr. Walker noted that the story of the Annual Report is one of great success and will be helpful in pursuing grant opportunities.
- **Financial Review:** Ms. Gallardo explained that a financial review will take place as a practice run for the audit that is required in the next business year. Ms. Popson noted that Teresa Hortin had agreed to help. Lisa Daly, Charles, Pavitt, and Elaine Gilby offered to help as well. The Treasurer will contact volunteers to set up a date.
- **Memorandum of Understanding (MOU):** Ms. Gallardo has a draft of the MOU between FRCB and the City of Rockville and requested feedback. Ms. Wisda noted that she will be working with the City's lawyers on this in June and that the City has no boiler plate language to use. Members agreed to reach out to contacts at other arts organizations for suggested language.

New Business

- **Annual Student Performance:** Ms. Simpson noted that it is important to distinguish the Student Performance from RCB performances. FRCB will run a flower sale and a bake sale with donations of baked goods (not required of all dancers). Ms. Gallardo said that Emily Tennant wishes to do a small craft table. Ms. Simpson asked that any raffles be conducted in a way that does not interrupt the show or take the time of performers. Ms. Simpson suggested a small

FRCB table that would provide information and merchandise and would help make the distinction between the ballet classes and RCB. Ms. Fitzgerald suggested clarifying the distinction on the website with information linking to classes and Student Performance sign-up.

- FAQ Draft: Ms. Gallardo noted that the FAQ is in final draft form and after one more review it can be distributed with Student Performance sign-up information.
- FRCB Policies Publication: Ms. Gallardo announced that she will be putting FRCB policy documents on the website and listserve.
- New Communication List: Ms. Gallardo noted that we need a better way to communicate with RCB members who are not necessarily parents. She reported that Dinis Camara has agreed to help set up new communication lists. Ms. Simpson suggested that RCB company member Laura Craig Mason might be able to help.

DATE FOR NEXT MEETING: The suggested date for the next meeting is June 10, 2018 at 3:00.

The meeting was adjourned at 3:48 pm.

Minutes submitted by: Nancy Popson

Minutes approved: 6/10/2018

FRIENDS OF ROCKVILLE CIVIC BALLET FINANCIALS 2018 (01/01/2018-3/31/2018)

TOTAL ASSETS

Checking Account \$ 9721.71
 Savings Account \$ 503.72

Total Assets **\$ 10225.43**

Checking Account

REVENUE

Cash B/F	9257.10
Bake Sale	657.00
Donations	875.03
Flower Sale	1619.00
FRCB Sales	204.00
GoFundMe Donations	299.02
Membership Dues	400.00
Amazon Smile	20.03

TOTAL REVENUE

\$13331.08

EXPENSES

Administration Costs *	121.07
Craft Sale Expenses	1332.50
Dancer Gifts	575.00
FRCB Merchandise Costs	1264.23
Sales Tables Supplies	296.25
Square Fee**	20.42

TOTAL EXPENSES

(\$3609.47)

Ending Balance

\$9721.71

Savings Account

Starting Balance	502.47
Interest Income	1.25

Ending Balance

503.72

* Administration Costs- Stationery, Printing, etc.
 ** 2.75% for each Credit Card swiped transaction