

**FRCB Quarterly Membership Meeting
July 20, 2019, Rockcrest Ballet Center**

The meeting opened at 4:07 pm.

In attendance were: Dinis Camara, Johanna Camara, Kathryn Chongpinitchai, Irene Elliott, Tracy Fitzgerald, Silvie Gallardo, Elaine Gilby, Ganga Keppetipola, Karla Maloveste, Charles Pavitt, Nancy Popson, Eleanor Simpson, Setu van Lare Hodges, Sonvy Waidler, and Bill Wood.

MINUTES: Silvie Gallardo called for a review of the minutes of the 4/27/2019 meeting. Tracy Fitzgerald made a motion to pass the minutes and it was seconded by Bill Wood and Elaine Gilby and approved.

REPORTS

- **Director's Report:** Eleanor Simpson reported good progress on preparations for Alice in Wonderland. She explained that she is in considering an annual agreement for RCB dancers and a computerized system for time-off requests. She is in favor of FRCB membership being included in the dancer agreement. She noted that this would expand participation and help create more buy in so that everyone feels included in our efforts to support RCB.
- **Treasurer's Report:** Ganga Keppetipola asked that Silvie Gallardo read her report into the record, and distributed the Q2 financial report, including a lobby sales report from the ASP (attached). Ms. Gallardo noted that the policy for the sustaining fund is being drafted; Charles Pavitt remarked that the total in the savings account is now enough to invest.
- **Membership Report:** Johanna Camara reported that we currently have 5 individual, 3 alumni, and 16 family memberships. A printout of current members was made available to the FRCB table for the ASP and will be provided for future shows as well. Silvie Gallardo explained that the proposal to make membership 12 consecutive months is under discussion. Once the Board devises a workable plan for how to account for it and remind people it will be presented to the membership for vote.
- **Fundraising and Scholarship Committee Report:** Charles Pavitt reported that we funded two scholarships this summer, and estimate between 3-5 for the fall session. This would be towards the maximum of the funds we have set aside for the program. He noted that the Committee is simplifying the application process into two pathways: a simple application similar to that used by the City, and through director recommendation. Mr. Pavitt said the Committee is hopeful that we can find outside sources of funding. Nancy Popson reported that the dancewear store Footlights has agreed to provide \$200 in gift cards this fall to scholarship participants and RCB dancers in need, and will be thanked in the Nutcracker program as a donor. Eleanor Simpson and Bill Wood both encouraged the Fundraising Committee to pursue this relationship and hopefully grow it into more opportunities for the entire company.
- **Alumni Report:** Kathryn Chongpinitchai announced that she will be heading our alumni outreach efforts. She has set up an RCB alumni Facebook page, a Google Group, and a dedicated email for alumni communications: RCBalumni@gmail.com. The plan is to start with a quarterly alumni newsletter that includes information on upcoming programs and RCB news and invites alumni to send personal updates. Tracy Fitzgerald offered to put a link to the newsletter on the FRCB website, and Dinis Camara and Setu van Lare Hodges agreed to discuss how to coordinate with Facebook and Twitter. Eleanor Simpson requested that we create a communications policy to govern these efforts.

--ACTION ITEM: Kathryn Chongpinitchai, Tracy Fitzgerald, Dinis Camara, and Setu van Lare Hodges will form a committee (Bill Wood, Chair) to draft a Communications Policy.

- Archival Project Report: Kathryn Chongpinitchai reported that she has a proposal for the Archival Committee laying out a schedule and priorities for archiving material.
- Merchandise Report: Sonvy Waidler presented the remaining inventory. It was agreed that T-shirts should be given to backstage volunteers as a thank-you. Ms. Waidler suggested that some bags be left at the studio with an envelope or drop box for payment. Silvie Gallardo asked that the bags have merchandise tags to keep track of inventory. Ms. Waidler confirmed that existing inventory and the new tank tops will be sold in the lobby during Alice in Wonderland. After the show the inventory will be assessed and a plan proposed for Nutcracker. Tracy Fitzgerald suggested that the 45th anniversary Nutcracker poster could be framed and embellished for a raffle or sale in the lobby.
 - ACTION ITEM: Eleanor Simpson will provide a list of volunteers to receive T-shirts and the Merchandise Committee will distribute them.
 - ACTION ITEM: the Merchandise Committee will present a plan to the Board for inventory purchases for Nutcracker season and beyond.
 - ACTION ITEM: Tracy Fitzgerald will explore options for the Nutcracker poster.
- Communications Report:
 - Website: Tracy Fitzgerald reported that the GoFundMe and Alice in Wonderland information is up to date on the website but that the merchandise page and photos need to be updated. Eleanor Simpson asked that we brainstorm on photos as Steven Lunsford is no longer in the area. It was suggested that several volunteers could take pictures and make them available to FRCB, and could be granted special access to do so.
 - ACTION ITEM: Tracy Fitzgerald will work with the Merchandise Committee to update the website's merchandise page.
 - ACTION ITEM: Silvie Gallardo will word a request for volunteers to photograph shows and Nancy Popson will distribute and communicate with respondents.
 - Google Group: Dinis Camara announced that the Google Group is ready to launch. The page includes an introduction, history, links to the websites and social media, information on dancer obligations/volunteers, and a calendar. Eleanor Simpson noted that managing permissions will be key, so that people can be removed when they stop participating. She emphasized that having everyone be on the Google Group will cement the idea that all official communication comes from one location.
 - Twitter and Facebook: Setu van Lare-Hodges reported on expanded twitter activity and requested that people follow and retweet. Dinis Camara noted that activity on Facebook has increased, with updates reaching 32 people and posts on the Arts Festival reaching over 200. Alice in Wonderland events posted on Facebook reached 241 different people (83 in the last week) with 16 responding with some amount of interest and 7 people clicking through to the box office. This means now that when you Google RCB events such as the shows and this meeting are included in the results.

OLD BUSINESS

- Pictures from Nutcracker and DVDs: Nancy Popson reported that almost all the DVDs have been distributed and paid for. In all, 40 DVDs were sold. It was agreed that FRCB should reach out to Marissa Morris to see if she will be willing to do it again. Ms. Popson explained that it will be important to have a timeline that is appropriate for the amount of editing involved, and that she could offer other options for making copies, such as a DVD committee to do the actual burning or using thumb drives. Kathryn Chongpinitchai brought up the idea of exchanging free classes for the work on the video. Bill Wood noted that the video could be used on Rockville TV.

--ACTION ITEM: Nancy Popson and Eleanor Simpson will talk with Marissa Moriss during tech week about future DVD sales.

- 45th Anniversary Nutcracker: Kathryn Chongpinitchai discussed plans for alumni events connected to the 45th anniversary of the Nutcracker. She described a three-day event: a Friday cocktail reception, a Saturday tour of Rockcrest and ballet class, and a Sunday breakfast for children with the Sugar Plum Fairy before the matinee. Merchandise could be sold at the events, and Ms. Chongpinitchai has contacted Marissa Morris about creating a video looking back on 45 years of Nutcracker. Tracy Fitzgerald suggested the video could also be played in the lobby on performance days. Kathryn Chongpinitchai and Silvie Gallardo emphasized that all these plans are preliminary and depend on the support of the City and the availability of the venues. Eleanor Simpson noted that in order to use Rockcrest, an offsite costume storage solution would need to be in place.

--ACTION ITEM: Silvie Gallardo will ask Betty Wisda about concrete plans for off-site costume storage.

NEW BUSINESS

- Scholarship Funding Proposal: Silvie Gallardo suggested that Amazon Smile proceeds be earmarked for scholarships. Eleanor Simpson observed that fundraising for scholarships should not be limited to funds raised from within the community, but expanded to outside donor organizations. She would like there to be a way for FRCB funds to be available for purchases currently made by volunteers from their own pockets. She noted that the costume fund is a good model. Silvie Gallardo suggested a second debit card could be used for purchases.
--ACTION ITEM: FRCB Board and Director will meet between the summer show and Nutcracker to work on a plan for the FY 2020 budget. The Treasurer will look into linking another debit card to the FRCB account.
- Participation Survey: Silvie Gallardo explained that the City hired a consultant to revise their arts plan, and her impression from the meetings is that people may not understand why the City needs a ballet. Since the consultant is interested primarily in data, FRCB has designed surveys to collect data that can be used to support RCB. Charles Pavitt described three surveys: one for current dancers, one for alumni, and one for volunteers. He explained that volunteers will help current dancers and parents access the survey during tech week, and that dancers younger than 18 will need parent permission.
- Plan for Summer Show: Silvie Gallardo confirmed that there will be a Craft Sale table organized by Emily Tennant, an FRCB table, Bake Sale table, and Flower Sale table.
- Dine Out: Charles Pavitt confirmed the Dine Out at Modern Market in Congressional Plaza from 5-8 Wednesday, July 24.
- Nominating Committee: Silvie Gallardo announced that both the positions of Secretary and Vice President for Education and Outreach are up for election in 2020. Johanna Camara and Ganga Keppetipola are serving on a Nominating Committee and anyone interested in the positions should contact them. Eleanor Simpson encouraged FRCB to attract more dancer interest in Board positions.

DATE FOR NEXT MEETING: The tentative dates for the next meeting are October 12 or 13, 2019.

The meeting was adjourned at 6:03.

Minutes Submitted by: Nancy Popson

Minutes Approved: October 26, 2019

FRIENDS OF ROCKVILLE CIVIC BALLET FINANCIALS 2019 Q2 (June30,2019)

TOTAL ASSETS

Inventory On Hand		\$	296.41
Checking Account		\$	12,751.38
Savings Account		\$	3,038.09
Total Assets		\$	16,085.88

Checking AC

Revenue

Cash B/F	\$	14,678.99	
Amazon Smile	\$	71.46	
Bake Sale	\$	240.00	
Individual Charitable Contributions	\$	521.00	
Flower Sale	\$	856.50	
FRCB Merchandise+ Crafts	\$	399.00	
Membership Dues	\$	75.00	
Total Revenue	\$	16,841.95	\$ 16,841.95

Expenses

Admin Cost	\$	40.61	
Archival Project	\$	54.05	
Bake Sale COGS	\$	5.50	
Costume Fund	\$	2,000.00	
Dancer Gifts	\$	200.00	
Flower COGS	\$	497.00	
FRCB COGS(New Order)	\$	815.67	
Show Expenses	\$	121.59	
Claudia Mangan Memorial Scholarship Fund	\$	345.00	
Square Fee	\$	11.15	
Total Expenses	\$	4,090.57	\$ (4,090.57)

Ending Balance

\$ 12,751.38

Savings AC

Cash B/F	\$	2,421.89
Individual Charitable Contributions	\$	500.00
Fundraising Programs (Habit Burger)	\$	116.14
Interest Income	\$	0.06
Ending Balance	\$	3,038.09

Lobby Sales Income During Annual Student Performance

Bake Sale	\$	234.50
Donation	\$	21.00
FRCB Merchandise	\$	99.00
Flower Sale	\$	359.50
Membership Dues	\$	25.00