

**FRCB Quarterly Membership Meeting
October 26, 2019, Rockcrest Ballet Center**

The meeting opened at 5:08 pm.

In attendance were: Johanna Camara, Irene Elliott, Tracy Fitzgerald, Silvie Gallardo, Elaine Gilby, Shauna Hill, Setu van Lare-Hodges, Ganga Keppetipola, Karla Maloveste, Charles Pavitt, Nancy Popson, Stephanie Seaman, Eleanor Simpson, Sonvy Waidler, David Walker, Bill Wood

MINUTES: Silvie Gallardo called for a review of the minutes of the 7/20/2019 meeting. Johanna Camara made a motion to pass the minutes and it was seconded by Charles Pavitt and approved.

CONSENT CALENDAR (attached): The group discussed the recommendations of the Merchandise Committee contained in the Consent Calendar. It was agreed that the Treasurer would explore the purchase of ornaments for sale at Nutcracker with ribbons that could be changed for each year and re-designed car magnets that say "I'm a Friend of RCB" for future sales. Tracy Fitzgerald made a motion to pass the Consent Calendar and it was seconded by Charles Pavitt and approved with one abstention.

--ACTION ITEM: Ganga Keppetipola will look into costs for ornament and magnet purchases.

MEMBERSHIP STRUCTURE: Silvie Gallardo reported on the change in membership structure that was approved by a vote of active members by electronic mail. Six votes were recorded and the motion passed. The changes (attached) are posted on the website and the Google Group. David Walker asked if a member who is under 18 but in the advanced company has voting rights and Silvie Gallardo confirmed that they would. She also confirmed that yearly membership forms would be changed.

--ACTION ITEM: Johanna Camara and Ganga Keppetipola will adjust membership forms and work with the Director to keep membership lists current.

REPORTS

- Director's Report: Eleanor Simpson noted that Nutcracker rehearsals are going well. Most participants have returned dancer agreements. She announced that a new sled and bench for the throne will be ready for the performances. Judy Mangan Kegg has decided to retire from working on scenery, and the Director will be looking to maintain that position with the City. Bill Wood noted that local elections are coming up and the group discussed how to reach out to new Council members. Stephanie Seaman suggested offering them complimentary tickets.
--ACTION ITEM: Tickets will be offered to newly elected city officials.
- 45th Nutcracker Plans Update: Eleanor Simpson reported that the City is working with FRCB to host an alumni cocktail hour in the Theater lobby on the evening of December 6. She noted that this is a great opportunity to build an active alumni association, especially with local alumni. The cocktail reception is being organized by Kathryn Chongpinitchai, Chair of the 45th Nutcracker Anniversary Committee, and a team of alumni volunteers. She noted that the logistical issue is how and when to set up the lobby tables. It was suggested that young company stay in the auditorium during Thursday tech rehearsal, and flower preparations be moved to the social hall or green room. Silvie Gallardo explained that there are plans for an event aimed at current dancers and alumni on December 7 between the shows. Although there has been little interest among alumni for this event, it will still be held for current dancers. Eleanor Simpson noted that current dancers might like an event at another time of the year where a speaker would come in to have an informal storytelling session.

--ACTION ITEM: The 45th Committee will follow up with dancers/alumni who could chat about past shows and RCB history (at the December 7 event or in the future).

OLD BUSINESS

- Google Group and Membership Lists: Given the new membership structure, management of these lists will change. Silvie Gallardo requested a committee to work on list management.
--ACTION ITEM: Johanna Camara, Silvie Gallardo, Ganga Keppetipola, Eleanor Simpson, Dinis Camara, and Tracy Fitzgerald will meet to determine how best to organize the lists.
- Nominating Committee: Ganga Keppetipola and Johanna Camara reported on two open positions: Secretary and VP for Outreach and Education. Setu van Lare-Hodges volunteered to run for VP for Outreach and Education. The Committee will continue to reach out for nominees and will publish the complete slate as soon as it is ready.
- GoFundMe Deactivation: Silvie Gallardo explained that since we do not have an active campaign we will retire the GoFundMe page. We will encourage donations through Paypal, which also has a recurring donation option. She noted that instructions on how to donate through paypal will be included on the website.
--ACTION ITEM: Silvie Gallardo will work on a short guide and Tracy Fitzgerald will post it to the website.

NEW BUSINESS

- Combined Federal Campaign: Charles Pavitt explained that the fee for inclusion in the campaign is quite high and the Fundraising Committee would not recommend participation. The Board was not inclined.
- Nutcracker 2019 Plan: Silvie Gallardo explained that the lobby will include craft, bake, FRCB, and flower tables. She requested more volunteers. Johanna Camara suggested including City of Rockville information, like the Winter Guide or schedule of classes at the FRCB table. Silvie Gallardo explained that this year we will not have a raffle in the lobby because FRCB has already held our two raffles allowed by law in a calendar year. We will plan to have a raffle for Nutcracker 2020. Johanna Camara relayed a request from Dinis Camara to use Facebook to highlight dancers in the Nutcracker and to put merchandise photos in Facebook posts. Eleanor Simpson noted that the RCB Instagram account has not been very active and perhaps Dinis Camara and Setu Van Lare-Hodges could incorporate it in social media plans. Silvie Gallardo thanked Dinis Camara and Setu van Lare-Hodges for their work on social media. Nancy Popson made a motion that the Treasurer look into costs for purchasing a banner to use for photos in the social hall. Sonvy Waidler seconded the motion and it was passed. Irene Elliott noted that the Nutcracker programs should include the year of the production for easier archiving.
--ACTION ITEM: Dinis Camara, Tracy Fitzgerald, Silvie Gallardo, Erin Kwong, Eleanor Simpson, Setu van Lare-Hodges, and Bill Wood will meet to discuss communications policy and social media promotion.
--ACTION ITEM: Ganga Keppetipola will explore the cost of a banner for photos.
--ACTION ITEM: Nancy Popson will request that the City add dates to the programs.
- Dine Out for Nutcracker Tech Week: Silvie Gallardo acknowledged the work put in by Charles Pavitt to set up dine-outs. The Nutcracker dine-out will be at Chipotle's Wintergreen location on December 4.

- Raffle and DVD Sales: Nancy Popson reminded members that the drawing for Atlanta Ballet's Nutcracker tickets will be on November 2 and that Alice in Wonderland DVDs can now be pre-ordered and will be ready for pick-up at the spring show.
- Scheduling of Financial Review: The financial review for FY 2019 must be held between our next membership meeting and 4/1/2020. Nancy Popson called for volunteers to serve on the financial review committee.
- Youth/Dancer Advisory Board Member Policies: Silvie Gallardo noted that we need to make policies on how to incorporate young dancers on the board as non-voting advisory members. The idea is to have an advisory member from each dancer group, elected by the dancers. She explained that Dinis Camara has warned that the youth advisory members should not be related to current Board Members. David Walker noted that in addition to these new policies it may be time to have a general revision of the bylaws.
 - ACTION ITEM: Silvie Gallardo will convene an exploratory group to draft policies on Youth/Dancer Advisory Board Members.
 - ACTION ITEM: A Bylaw Revision Committee will be formed after Nutcracker 2019.
- Other: Johanna Camara forwarded a request from Dinis Camara for old pictures of Nutcracker to include on social media. David Walker suggested FRCB contact Barbara Suto for past photographs. Eleanor Simpson had a request for the scholarship committee to look into whether it is possible to help one of the scholarship participants to purchase pointe shoes.
 - ACTION ITEM: Bill Wood will work with Dinis Camara to get some photographs from his collection and possibly from Barbara Suto.
 - ACTION ITEM: The scholarship committee will look into the best way to provide financial support for pointe shoe purchases for scholarship recipients.

DATE FOR NEXT MEETING: The next meeting was tentatively scheduled for February 1, 2020 at 4:00 pm.

The meeting was adjourned at 6:28 with a motion by Nancy Popson, seconded by Stephanie Seaman.

Minutes Submitted by: Nancy Popson

Minutes Approved: February 8, 2020

FRCB

October

Meeting

Consent

Calendar

FRCB Facebook Page Report

(Data as of 10/28/2019 at 9 am)

- Currently at 44 likes. 10 New likes since July 20 (last FRCB meeting).
- Attempted to align and support the City of Rockville and Rockville Recreation Departments by posting content about Rockville classes/services and sharing relevant content.
- City of Rockville Recreation and Sports Facebook page is paying attention to us. Multiple times their page posted (or shared) ballet related links and content within hours of FRCB posting the link or content.
- Popular posts
 - Promoted, using a free incentive from Facebook, a FRCB post in late August that highlighted the men of the RCB. I originally posted the content in response to the Good Morning America comments about men and ballet. The post was promoted to people within 25 miles of Rockville. The post ended up with a reach of over 600 impressions (183 Organic and 434 Paid) with 55 reactions (likes, etc.), comments, and shares. The reactions were all positive.
 - We had above average engagement with posts during the week leading up to the Alice in Wonderland summer show.
 - The post with photos from Alice in Wonderland had a reach of 112 impressions (all organic).
 - Most posts have a reach of 25-40 impressions.
- Event Report (created on Facebook)
 - Alice in Wonderland – 418 impressions. 21 responses. 18 Ticket link clicks.
 - Modern Market Dine Out – 181 impressions, 8 responses.
 - FRCB Meeting (7/20) – 148 impressions, 3 responses.
 - FRCB Meeting (10/26) – 39 impressions, 1 response.
 - Nutcracker – 343 impressions, 16 responses. Ticket link will be added when sales open.
 - Other – Events added to Nextdoor for the Twinbrook area.

Key:

Impressions - The number of times your Page's posts entered a person's screen. Posts include statuses, photos, links, videos and more. (Total Count)

Organic – Seen by followers or friends of followers (through likes, shares, etc.)

Paid – Seen by Users through promoting content.

Scholarship Committee

As of this fall, there are three students currently enrolled in city ballet classes who have been awarded Claudia Mangan Scholarships; two with full scholarships and one with a partial scholarship.

Fundraising Committee

The summer fundraising dinner at Modern Market netted the FRCB \$295.24. Pleased with that amount, we were planning on returning to Modern Market next summer, but unfortunately it has closed. We will be returning to Chipotle on December 4th for the winter fundraising dinner.

As the number of scholarship applications (all of which thus far have been approved either in full or in part) are well within the budgeting capability of the FRCB, the Fundraising Committee has not yet attempted to obtain outside grant funding for the scholarship program. We will be examining whether there are other areas of financial need for which we may be able to obtain outside grant funding.

The Fundraising Committee has and continues to consider the possibility of signing up for the Combined Federal Campaign. It has thus far not done so, due to the entry fee, which last year was \$417.

Friends of Rockville Civic Ballet Membership Report

Submitted by Johanna Camara, Vice-President for Fundraising and Membership

October 16, 2019

The current 2019 FRCB membership consists of: 6 individual memberships, 19 family memberships, and 3 alumni memberships.

In collaboration with the RCB Director, the FRCB Board has discussed and voted on some changes to the membership guidelines. These changes are made with the goal of ensuring both broad participation and better, more common-sense processes on our end.

The Board requested comments and votes from the membership via e-mail and upon approval, the amendments below will be incorporated into the official Bylaws and duly filed with the State of Maryland.

(1) Membership in FRCB would be automatic for current dancers and be included in the agreement dancers sign to be in RCB productions. Young Company dancers would be signed up on a family basis. Adult company dancers under 18 would be members along with their family. Dancer members would have no dues. Dancer members would be automatically added to the Google Group. The Membership VP will work with the Director to coordinate membership lists.

(2) FRCB membership would also be open to non-dancer members (to be known as "Supporting Cast"). Supporting Cast Memberships would have no dues, but membership forms would suggest donation amounts for voluntary contributions. Supporting Cast members would be kept on a separate e-mail list for event announcements and other communications.

(3) Membership will be available to individuals under the age of 18 in accordance with MD laws governing FRCB.

The vote, electronic, started at midnight on October 15th and will close on October 18th at 5:00 pm. Votes via e-mail were directed to current Board members.

FRCB Alumni Committee Report 10.26.19

- **RCB Alumni Facebook Page**
 - 45 Likes as of 8pm 10/22/19
 - Recently posted 2008 Snow Scene Photo Received 32 Likes
- **Quarterly Alumni Newsletter**
 - Final publication slated for beginning of November, newsletter will be sent electronically and posted on the Alumni FB page
- **Alumni Photos, Memories, Videos**
 - Setting up a shared site via Google for Alumni to add their items to be used on the FB Page, archiving and more
- **Future Alumni Events Ideas**
 - Back to School Alumni/Current Dancer Classes (Sept 2020)
 - Alumni Weekend for the Spring 2020 Show?
- **45th Nutcracker Events**
 - Cocktail Party Fri 12/6 6:30-9pm in Theatre Lobby
RSVP count: 8 Yes (5 volunteer committee) 14 Maybes
 - Non FRCB sponsored Brunch at restaurant Saturday 12/7
 - Attendance of the Nutcracker 2pm performance Saturday 12/7
 - Dinner/refreshments with current dancers Saturday 12/7 5:30-7pm Theatre
RSVP Count – 0 Yes

Social Media Policies Report:

Bill Wood has started getting the team who form the Social Media Committee together to discuss drafting policies. He circulated some ideas via e-mail, but has not received comments back yet, beyond one person's.

Archival Project Report:

Will report at meeting.

45th Anniversary Committee:

Will report at meeting.

Merchandise Committee Report

DVDs of Shows

FRCB will continue to provide performance dvds for sale to members. Thanks to Marissa who will be editing video into a polished product. Alice in Wonderland dvds can be ordered now and will be ready by the spring 2020 show. Going forward, deadlines for ordering previous show, and dates of distributing ordered dvds, will be during tech weeks.

Cost of spring and summer shows, \$20 each. Cost of Nutcracker dvd, \$25 each.

Nutcracker Anniversary T-shirt

Bill is running the T-shirt design contest, deadline Nov 1. Prudence Upton will handle T-shirt ordering and printing.

FRCB merchandise

The committee suggests for sale at Nutcracker:

45th anniversary Christmas ornament, ceramic 3-in. full color design, minimum order 50. cost each approx. \$7.00. Sell for \$10.00. (plus \$1.00 optional gift box.)

Claudia Mangan Scholarship Fund

Year 2019

Session	Name	Amount
Winter/Spring	xxxxxxx & xxxxxxx	\$ 320.00
Annual Student Performance	xxxxxxx	\$ 45.00
	xxxxxxx	\$ 55.00
	xxxxxxx	\$ 55.00
Summer Session 1 Session 2 Ballet Intensive	xxxxxxx	\$ 70.00
	xxxxxxx	\$ 60.00
	xxxxxxx	\$ 60.00
	xxxxxxx	\$ 15.00
Fall	xxxxxxx	\$ 154.00
	xxxxxxx	\$ 225.00
	xxxxxxx	\$ 180.00
Sub Total		\$ 1,239.00
Budget for 2019		\$ 1,500.00
Balance		\$ 261.00

Donor list December 2018-October 2019

Terry & Kay Baker
Lia Balenger Book
Irene Elliott
Elaine Gilby
Setu Van Lare Hodges
Sigrid Mary Kaufer
Ximan Leo
Karla Maloveste
Marilyn Mullan
Chihchung Pan
Charles Pavitt
Bridgette Pfeufer
Nancy Popson
Justyna Sadowska
Stephanie Seaman
Mark Simpson
Elke Wojan

Footlights Dance & Theatre Boutique
HST Cultural Arts Institute
Linda Jenks
Mod Market LLC
Network for Good
The Habit Restaurants LLC

FRIENDS OF ROCKVILLE CIVIC BALLET FINANCIALS 2019 Q3 (September 30,2019)

TOTAL ASSETS

Inventory On Hand	\$	522.30	
Checking Account	\$	12,954.66	
Savings Account	\$	3,334.10	
Total Assets	\$	16,811.06	

Checking AC

Revenue

Cash B/F	\$	12,751.38	
Amazon Smile	\$	40.63	
Bake Sale	\$	466.00	
Craft	\$	54.00	
Individual Charitable Contributions	\$	795.00	
Flower Sale	\$	1,433.50	
FRCB Merchandise+ Crafts	\$	611.00	
Membership Dues	\$	50.00	
Total Revenue	\$	16,201.51	\$ 16,201.51

Expenses

Admin Cost	\$	324.73	
Artistic Support	\$	500.00	
Bake Sale COGS	\$	5.50	
Bank Fees	\$	42.95	
Dancer Gifts	\$	650.00	
Flower COGS	\$	652.00	
FRCB Table sales expenses	\$	450.00	
Claudia Mangan Memorial Scholarship Fund	\$	574.00	
Square Fee	\$	47.67	
Total Expenses	\$	3,246.85	\$ (3,246.85)

Ending Balance \$ 12,954.66

Savings AC

Cash B/F	\$	3,038.09	
Fundraising Programs (Mod Market)	\$	295.94	
Interest Income	\$	0.07	
Ending Balance	\$	3,334.10	

Lobby Sales net Income- Summer Show

Bake Sale	\$	460.50
Craft Sale	\$	54.00
Donation	\$	745.00
FRCB Merchandise	\$	611.00
Flower Sale	\$	781.50
Membership Dues	\$	50.00

BYLAWS OF
FRIENDS OF ROCKVILLE CIVIC BALLET, INC.
FRCB

1. NAME AND PURPOSES: The name and purposes of the Corporation are set forth in the Articles of Incorporation.

2. MEMBERS OF THE CORPORATION: Membership is open to:

(1) Current RCB dancers, who shall be automatic members as this provision is included in the agreement dancers sign to participate in RCB productions. Young Company dancers shall be signed up on a family basis. Adult Company dancers under age 18 are members along with their family. Dancer members have no dues. Dancer members will be automatically added to the FRCB's dancer-only Google Group. The Membership VP will work with the Director to coordinate membership lists and Google Group membership.

(2) Non-dancer members (to be known as "Supporting Cast"). Supporting Cast Memberships have no dues, but their voluntary contributions are encouraged. Supporting Cast members' contacts are to be kept on a separate email list for event announcements and other communications.

(3) Membership is also available to individuals under the age of 18 in accordance with MD laws governing FRCB.

The Friends of Rockville Civic Ballet (FRCB) exists to provide its members the unique opportunity to engage more deeply with the art of dance and to preserve RCB's inclusiveness, diversity and unique bond of community. FRCB's mission is to support the Artistic Leadership of the RCB and its performances and programs through volunteer support of RCB's operations and fundraising. This support will have as one of its goals to preserve the works in the RCB's repertoire and thus secure the continuity of the company.

Those eligible to join the FRCB must formally register by providing their name, address and contact information to the Vice-President for Fundraising & Membership (or to any individual or committee given this duty by the Board). Dues, if any, will be established by the Board on a yearly basis.

3. MEMBERS OF THE BOARD:

(a) Composition: The Board shall be comprised of the following:

- i. President
- ii. Vice-President for Outreach & Education
- iii. Vice-President for Fundraising & Membership