

## DRAFT MINUTES

### FRCB Quarterly Membership Meeting

July 18, 2020

Virtual via Zoom platform

The meeting opened at 4:06 PM

In attendance were Silvie Gallardo, Bridgette Pfeufer, Eleanor Simpson, Cathy Camut, Nancy Popson, Charlie Pravitt, Johanna Camara, Tara Mease, David Walker, Tracy Fitzgerald, Setu van Lare Hodges, Ganga Kepitipola, Bill Wood, Dinis Camara, and Irene Elliott.

#### ATTACHMENTS:

- 2<sup>nd</sup> quarter minutes, consent calendar, Agenda

#### MINUTES:

- Silvie Gallardo called for a review of the minutes of the 4/25/2020 meeting. Nancy Popson made a motion to pass the minutes and it was seconded by Tracy Fitzgerald, and approved.

#### CONSENT CALENDAR:

- Silvie Gallardo called for a review of the consent calendar. David Walker made a motion to pass the consent calendar and it was seconded by Cathy Camut, and approved.

#### DIRECTOR'S REPORT:

- Eleanor Simpson reports that the Company has been relatively hiatused. There is hope that there will be re-vitalization efforts. She has been working with the advanced dancers on ideas on how to proceed. She proposes a 2 pronged approach:
  - (1) Community minded – affirm our identity as a group. Eleanor would like to host a virtual social gathering of some sort. Perhaps lunch time hang out chats; long-time company members could do story-times with younger dancers, etc.
  - (2) More varied activities – it is critical that our kids keep moving. Eleanor is exploring ways to keep this happening during virtual activities. She has an inquiry in to Betty in regards to confirming that the waiver the dancers use for in-studio classes, can cover at-home activity. Eleanor states that Betty says that the City is interested in having a virtual performance of some sort. Perhaps we should also ask if the City could broadcast one of our past performances.
- Eleanor is hoping that we can consider a Friends hosted event, but wonders what kind of liability protection would be needed. We could move forward with this potentially if the City does not get back soon. Moving forward with virtual social activities should be ok.

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- Ms Kathryn was ill last week as she suffered a pulmonary embolism. (She gave permission to share her health status with the group.) She has been released from the hospital and is on the road to recovery. She must wait 6 weeks before exercising. She also sends her thanks for the support she received from the community while ill. Cathy asks if we can send Kathryn some flowers. Silvie agrees.
- Eleanor was contacted by Betty Wisda and asked to compose a list of items that would be useful to purchase for the company with end of year funds. She has worked with Erin to come up with a list. Thanks to the efforts of the FRCB, she had the up-front capital to move forward with this.
- She would like to thank everyone who worked on the Diversity/BLM statement. The importance of doing that was incredibly huge, and was highly valued. The content was right on point, and well received.
- Ballet Intensive – Eleanor has begun to work with Pam on a timeline to return to the studio. Currently the City would like to keep things online for the foreseeable future. She has a question in to Betty if we can get 1 or 2 people into the studio safely and is waiting for answers.
- Other items discussed with the Director:
  - Can FRCB help fund registrations?
  - Some adult dancers are reaching out to Pam about doing workshops or such. Eleanor wonders about people having resources available to pay for summer ballet.
  - Silvie would like to make sure we can facilitate Ballet Intensive for any kids, regardless of resources, and poses the question: how do we get more dancers dancing?
- Nutcracker 2020 may not happen. It will most likely be 2021 before the kids can be back on stage.
- Eleanor posed the idea that even if the Nutcracker does not happen, we have a typical timeline we would be using, and can we use that timeline to move forward with something creative?
- Bill asked if perhaps we could have something on an outdoor stage.

### TREASURER'S REPORT:

- Ganga posted the Quarter 2 report last week. There were only 2 transactions for the quarter. She reports that there was only one significant change, in the Gift Fund.
- Bill commented that each version of the budget gets more and more organized and looks good.
- Silvie noted thanks to Eleanor, Ganga, David, Nancy and the other committee members for their work on getting the budget updated.
- David Walker made a motion to pass the budget. Nancy Popson seconds. All in favor. None opposed. The budget passes.

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### MEMBERSHIP REPORT:

- Johanna posted the latest Consent Calendar. A Supporting Cast Google Group was created. The board is now able to send any pertinent information to this group, which is a more efficient process.
- Since we have not had any performances, we have missed out on recruiting opportunities. The question is posed if membership recruiting can happen via social media. Bill asked, what would we like to emphasize virtually? Are we truly prepared if we do branch out on social media? Do we have the resources available to support this type of interest? There is potential to connect to some black dance companies. David posed the question of, if we publicize that we have other opportunities to connect with other dance companies, do we actually have those opportunities? Bill commented that these opportunities do not just have to be ballet, but could be other forms of dance.
- There is interest in forming a FRCB YouTube Channel. It would be private, and something that only members of the FRCB would have access to watch. The question is posed, that if we are selling DVDs of performances, would having a YouTube Channel cut into those sales, or cause people to not come to shows? Silvie states that in this form, it would be only during our virtual life. Eleanor supports this idea. Tracy states that once we are 'live' again, we re-think the purpose of the YouTube Channel. Setu commented that this could be a good avenue for the senior performance. Setu also commented that we could put links to this on our social media sites, and it could go up on our website. David commented that we need content to broadcast.
- Our membership forms need updating, including the supporting cast forms.
- Annual Report – we still have not decided on how many copies to print of the annual report. Perhaps we can post it in the large window outside of the studio?

### SCHOLARSHIP REPORT:

- Currently there is no fundraising. Charlie currently has nothing to report. Silvie asks if the scholarship committee would like to meet with the board to discuss the current status?
- David asks, if there is no Nutcracker happening, what participation would we have with the scholarship students, and how would that affect our budget?
- Eleanor is wondering if there is a way to know who is impacted.
- Tara believes some people have issues with broadband access, and some parents do not want their kids having more screen time. Perhaps we can do a demo of what virtual ballet encompasses.
- Tracy asked if we can get virtual ballet on TV, so that people who had internet access issues, could still watch on TV. Cathy mentioned that Montgomery County has a TV station, and perhaps we could look to them as well.
- David reminded us that without the Nutcracker to generate revenue, perhaps we can promote the use of Amazon Smile to increase revenue. Also, dine-outs could be a useful avenue to generate

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income. Ganga is asked to send an email reminding people that we get contributions from Amazon Smile. Bridgette was asked if we have received any Amazon Smile banners. She states that she does not think we have, but will look into it.

### ALUMNI REPORT:

- Kathryn is not available to report today.

### DATABASE PROJECT:

- Charlie is making a database of every performer of every show. He has so far done 77 shows, not including student performances. He is doing this for two reasons: 1 – to connect alumni, and 2 – so we can cite numbers of people in our community who have danced with our company. This is helpful when applying for grants. Eleanor asked if we are digitizing the programs. Silvie suggests we can create a Dropbox for this project. Charlie believes Betty may have all programs stored with the City somewhere.

### SOCIAL MEDIA COMMITTEE:

- Setu reports that there is usually a lot more social activity around performances, but that has been low. She thinks she and Dinis should re-pick up the “Dance at Home” campaign. She will also re-post various things that may be of interest to people.
- Silvie and Tracy will be working on expanding the history of the RCB on the website. Silvie would like to include a message from Bill Wood and the Director.

### OLD BUSINESS:

- Financial policies – the documents were finished and distributed to the membership. David moves to adopt the financial policies. Cathy seconds. All vote in favor. No opposed. No abstentions. Motion passes.
- Alice DVDs – Nancy and Silvie have been in touch with Marissa about the DVDs. Nancy is working on figuring out how to get the DVDs and to have people pay for them. It is suggested that people would mail in a check and then there would be a no-contact drop-off.
- Membership form update – suggestions to the form update: now that we have no dues it can be tailored to fit our needs better. Johanna will check on it and make sure the membership form has all the information that we need. Bridgette asked how about tracking “City of Rockville residents” vs residents of other jurisdictions. Cathy asked if the City would have that information.
- Bylaw update – Silvie suggests proceeding forward now that the budget update is complete.

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### NEW BUSINESS:

- Seniors project – Eleanor reports that plans are underway. The Seniors are getting their dancers moving and it is great to see how excited the seniors are getting with this project. She is working with them on what they will do with the completed video and are having them think critically about how to use this video effectively for their piece. The end goal is to have a video project that shows what the seniors have created, and then have a premier. There are thoughts of doing this as a live event and engage other members to make a “tribute” to the seniors.
- Silvie states that the FRCB is all in for helping Eleanor purchase whatever she needs for video editing equipment. Eleanor is having issues with her computer being slow and is working this out. Tracy proposes getting Eleanor a computer for purposes of this project as well as other future ballet endeavors. Bridgette mentions the idea that if FRCB buys a device and uses it, it can be passed on as needed. Eleanor would have access to it as much as needed. Eleanor should do some research and get back to us about computer options that would work for her needs.
- Dine-outs – we have not done any dine-out fundraisers in a while. We could consider doing one coupled with the premier.
- Community building – Eleanor wants to know what would children want to do? Movie nights? Pick a show and watch them together. It was suggested to show old ballets with Eleanor doing story-telling. Perhaps a time to show some diverse offerings.
- Silvie echoed that we should start planning now what we can do with a digital platform. If the Nutcracker will be getting put on hold, then what can we do in the meantime? She is looking for a call for anyone who has experience with online sharing and platforms. Eleanor echoed that is we show we have efforts into looking for virtual rooms, etc, then maybe we can ask for donors to help. We should show that we are still keeping active so that when we do get to go back to in person, we can still have support. (Ticket sales may be way down and costs will be the same.)

Next meeting – October 17 or 24. (Saturday at 4 PM)

Setu makes a motion to close the meeting. It is seconded by Tracy. Meeting closes at 6:34 PM

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### ACTION ITEMS:

We will get together with Eleanor to prepare for Nutcracker/outdoor planning

Board needs to discuss how to distribute the Annual Report.

Silvie will send the annual report to Tracy to post on the website.

Move forward on a company YouTube channel. Setu and Dinis will research

Bridgette – checking on Amazon Smile communication/banners