

Northlands Storytelling Network
Board of Directors Meeting
Nov. 14-16, 2008
Davenport, Iowa

Friday, November 14, 2008

Those present: Ben Rosenfeld, Greg Weiss, Gwen Cavetti, Marcia Gutierrez, Jean Bolley, Marilyn Kinsella, Bev Heintz and Karen Wollscheid, executive director.

President Gwyn Cavetti called the meeting to order at 6:40 p.m.

Kevin requested all of his agenda items be postponed as he and Katie would not arrive until much later Friday evening. All agreed.

August minutes were approved.

Treasurer's report – Marcia Gutierrez

- Balance sheet provided to show where our money is. We have not lost money, as our money is not in the market.
- Marcia talked about the endowment savings \$1,994.79 and the \$3,475.00 in the Leanne Johnson memorial fund.
- Discussion about the money donated in Leanne's name being invested into the endowment fund, as per her wishes. Done.
- Marcia is looking at investing with Vanguard where we can get a higher interest rate-prime money market fund as long as we maintain a balance of \$3,000.00.
- We have purchased a \$10,000 9-month CD-\$10,000 - we can't touch it. Do we want to have access to more of our money? Marcia is looking at an account where we can invest our money and still have access without penalties.
- Bottom line: (Ben) How much can we make? What do we have to do? The Board suggested and Marcia agreed to do more research. Our money will stay where it is for now.

Executive Director - Karen Wollscheid

- Last minute cancelled workshop – presenter offered benefits to all those who were on her roster and did not follow-up.
- Eighth page ad placed in the Jan./Feb NSN magazine for half price as our benefit of being an Associate member of NSN.
- Membership fee of \$180.00 is due NSN, we will pay.
- Grapevine newsletter goes out soon-needs a letter from the President
- We also need to put out a call for board members along with a job description to help members understand what is and is not part of being on the board.
- Need to review conference registration fees, call for stories and call for fringe. Check language, etc.
- Brochure - We have an old brochure and a draft from last year. We should start working on a new version.
- Susan O'Halloran has offered to facilitate a conference opener
- Jo Radner, pres of NSN sent a thank you for our national conference contribution

- Sterling Storytelling Festival-sent the follow-up report on their \$500 grant from Northlands
- Applications were received for the Leanne Johnson Emerging Artist grant.
- Call for Proposals process:
 - Review the call for proposals –because #7 was very confusing
 - Should we send reviewers a quick questionnaire about the review process, what went well, what could be improved
 - Do we need to review the process of workshop selection and the questions used.

Executive Board

- Director Emeritus-remains on board for another year as a way of offering a historical reference. Who appoints? Should it be written in the by-laws? Past President shouldn't appoint themselves...Do we need a procedure/policy?
 - The nominating committee (Past Pres. Pres. and Pres. Elect) can nominate whomever and those nominations have to be approved. Discussion revolved around the possible future problems. It was decided that we already have a committee in place so we're not changing or adding to the by-laws.
- Darlene has missed meetings due to health issues
- Illinois, Iowa and Wisconsin reps are up for re-election. The call for nominations for state reps has to go out in the newsletter as well as state reps informing their members through emails.
- Ben is putting himself in the 'executive track' again, even though he vowed when Northlands left Elkader that he'd never do it again. So, Illinois will need a state rep.

Conference Discussion

Conference Opener - Susan O'Halloran's offer was discussed. Previous conference evaluations have mentioned the feeling that there isn't a true "opening" to our conference. This might be a good thing to try this year. Time constraints were tossed around. Agreed to reduce the Friday evening concert by 15 minutes, allowing 60 minutes for the opening/gathering ceremony. Concert follows at 7:30pm. Northlands will not compensate Susan.

Bev moved to adjourn. Ben seconded. Meeting adjourned at 9:35. Saturday meeting begins at 9:00 a.m.

Saturday, November 15, 2008 - Meeting was called to order at 9:05 by Gwyn.

Discussion began immediately concerning the Conference schedule and workshop proposals.

- On Friday, we have 3 hr and 6 hr presentations.
- Talked about the logistics of offering a space where a presenter needs four 90-minute sessions.
- Discussion took the better part of 5 hrs.

Ad Hoc Discussion

Registration fees

- Be sure to highlight and restate on conference brochure that attendees must contact Green Lake for lodging and meals.
- Combine the registration info with the registration form so all information appears on the same page.

Call for stories

- Tips on the website and also on the call - check the website for those tips
- Friday evening concert time was shortened to accommodate an opening activity
- Corrected grammar and punctuation; fix the website to include the new Northlands mission statement

Fringe

- 'concurrent' with other programs
- Non-juried
- 8 fringes scheduled at different times throughout the conference (Fri. thru Sun)
- Katie will work on the explanation of the drawing and availability. Discussion about decisions being final...
- Performance slots and locations will be determined by Northlands.

Proposal submission guidelines-

- Does the wording work? Lecture? Seminar? Be need to be sure that what we say is what our members understand...negative connotations impact workshop choices. Discussion followed, the word '**seminar**' was **accepted**.
- First-define the level of teller next, define the target audience/competency level. Suitable for beginners? Is the workshop for novices: Yes or No.
- Take out the second bullet point...
- Please list 3-5 objectives
- List where you have presented THIS workshop before/qualifications that entitle teller to present this topic

Conference Workshop Schedule

Friday - approved

Saturday & Sunday - approved

Janice Del Negro coaching/observers – Sat. and Sun

Member Surveys – Kevin Strauss

- 194 members received survey: 78 began, 71 completed; there were some questions went unaddressed
- Went through each question, looked at % and comments...

- Are we giving our membership what they want? Did they like Green Lake? Yes, they did.
- How do we advocate for storytelling -
- Should we have a Northlands Advocacy committee? Defaults to the Long Range Planning committee.
- Suggestion was for Gwyn's letter to the membership at the end of the year highlighting the survey and how we use the information.
- NSN Arts Recognition Task Force-Northlands should be represented...that's how we advocate

Who's Working and How survey - What's the state of our profession?

This is the next step in surveys...executive committee created the questions concerning marketing, what's working, what's not, individual tellers as well as productions in states. This survey will go out to membership in January.

Member Benefits

Kevin asked if anyone buys mailing lists for their storytelling promotions. Suggested a new member benefit for Northlands members be the ability to purchase a mailing list for schools/libraries in their state. Discussion on logistics. Karen can do this with minimal effort. She can create the labels or mailing list and send them to the requesting member.

Motion: Bev moved that the Northlands board approve the Executive Director researching cost and feasibility of providing our members mailing lists/labels for a fee. Unanimously approved.

Respectfully submitted,
Temporarily, one-time-only recorder,
Beverly A. Heintz