

Northlands Storytelling Network Board Meeting February 27-28, 2009

Meeting called to order, Friday, Feb 27 at 6:30 pm, Green Lake, Wisconsin

Present: Gwyn Calvetti, Ben Rosenfield, Marcia Guterrez, Judy Sima, Marilyn Kinsella, Greg Weiss, Katie Knutsen, Jean Bolley, Kevin Strauss, Karen Wollscheid

Minutes of the November board meeting were approved.

Treasurer's Report:

- Balance sheet distributed
- Endowment & memorial funds will be left in the CD until it comes due in June, then placed in savings. These funds will be discussed at the August meeting.
- Karen is concerned about tying money up for the long term.
- Karen feels that Northlands is OK financially, even though we should expect low attendance this year as some people are saying that they can not afford the travel expenses this year.
- Judy moved, Greg seconded to approve the Treasurer's report.

Report from National Storytelling Network – Judy

- NSN is no longer in crisis.
- Judy explained a little of their budget process and that they actually had a small surplus which will be saved.
- The Board's focus this year is on communication, connecting with members, and building membership. On-line communications will concentrate on promoting the regional events and a monthly newsletter that will highlight other events.
- Individual memberships have been simplified and they are working on group memberships. They may eliminate the variety of fees. Karen feels that the benefits of the affiliate membership to Northlands is the discount on advertising on the website and in the magazine.

Grant Proposals

- \$3,000 budgeted, \$500 spent. Grant year runs through June
- Frazee Area Arts Association. Following discussion, Katie moved we grant them \$500. Seconded by Marilyn. Passed
- Waite House Storytelling Project. Moved by Ben, seconded by Judy to deny the proposal because of insufficient detail. Passed with 1 abstention.

General Discussion

Who's Working & How Survey

- This version had been revised by the Executive Board. The survey was proposed because we don't have much information on our members. This data will allow us to better serve the membership. It will also let members know what others are doing that is successful.
- Tabled until morning to allow people to look it over.

Grant Focus

- Kevin spoke about finding ways to leverage the grant money we distribute to have more of a long term effect. He suggested that instead of subsidizing particular festivals we find a way

to help people run successful events on their own. Many new festivals are actually being run by chambers of commerce. They have marketing experience and staff.

- He suggested creating a printed/on-line resource and budgeting money for Karen to do consulting with groups starting events. Karen expressed concern about being a consultant. She doesn't feel that she knows enough, and her time is limited.
- Greg commented that many events seem to be PR events for chamber members rather than moneymakers for the community.
- Marcia suggested that chambers bring storytelling into events they are already doing.
- Kevin suggested that the heart of this project would be to get non-storytellers to use storytelling in their events. What would they need to do this? Maybe an instructional booklet, list of other groups doing it. After a toolkit was constructed we could contact chambers in cities over a certain size and suggest that they use storytelling providing them with contacts for communities successfully doing that. One of the steps would be finding storytellers – we would refer them to our membership roster advising them to check references and make contacts.
- Judy suggested including a workshop on setting up an event at a future conference.
- Does the PRO-SIG have a printed reference? They wanted to keep it as a benefit for their members rather than distribute it to other organizations. They haven't done much with it. It was suggested that Northlands could do a combined project with the SIG.
- Katie suggested that instead of a toolkit we develop a postcard to send to chambers.
- First step – find out what information on chambers and events we can get in the various states. Is this a job for state reps?

Adjourned for the evening.

Saturday morning – called to order by Marilyn Kinsella at 9:30 am.

General Discussion

Board recruitment

Grant philosophy

- Discussion of the guidelines on the current proposal application form.
- Add to application – If this is an ongoing or recurring event, what are your long term goals and potential for growth.
- Committee formed to look at the grant application as it is now and how this will fit. Ben, Greg, and Kevin will present their report at the April meeting.

Conference Report

- Concerts - 33 stories were received from 21 tellers. Scores were due Wednesday and are being compiled. State reps select tellers for the 5-5-5. Criteria – they have never told at a Northlands concert and must be a member. Report name and contact info to Marilyn. Karen will need the bio and picture by April 1. They do not need to submit name of story. The story should be only 5 minutes.
- Fringe – 13 people for 8 slots. They were given option to express a preference for day and time. They will be offered their preferred slot in the order they were drawn. If they don't get their choice they will be offered the available slot to accept or decline.

- Workshops - Meg Gilman (3 hr intensive) can't come. Will not fill the slot. Coaching with Janice – she will be doing 3 sessions, not 4.
- Resource Room - Andrea will run the resource room again this year.
- Annual Meeting - Gwyn says goodbye to people leaving board – Kevin, passes gavel and Marilyn introduces the new board. Judy brings greetings from NSN. Very brief Treasurer's Report. Questions from the membership
- Story Slam –For the Story Slam we will award a \$25 gift certificate for the grand prize and Katie is authorized to spend up to \$20 for other prizes.” Passed.
- Raffle - Janice Del Negro has volunteered to organize the raffle.
- Logistics and other minutiae
- Buck a book fundraiser will go as usual
- Opening gathering – Sue O'Halloran
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Executive Director Support Committee

- Moved by Greg: Northlands Storytelling Network Board of Directors will employ Karen Wollscheid at the same hourly rate with an additional 25 hours added to her cap. Passed.
- Karen expressed her appreciation for the opportunity to attend the PRO SIG meeting in New Orleans paid for with the president's discretionary fund.

New Voices Scholarship

- For people 18-30 years old. Will pay room and board, Thursday-Sunday and waive registration (\$200). Recipient has to share a room, pay their membership.
- Board decided not to set a limit on the number to be given.

Workshop Proposal Solicitation

- Solicitation of proposals fine, but the proposal needs to go through the process.
- Story-lab would be a venue for solicited proposals that are not put through the process.

Adjourned 4:15

Respectfully submitted,

Jean Bolley
Acting Secretary