

Texas Folk Music Foundation
Board Meeting
October 30, 2011
Minutes

Board Members Present:

Michael D'Eath
Thomas Chapmond
Stan Berkefelt
Larry West
Val Stinson
Adams Kirkpatrick

Staff Present:

Sue Medley
Dalis Allen
Dave Berlinger
Melody Rose Baker
Syd Franz
Charlie Land

Guest

Peter Casey
Lee Green
Cheryl Green

Michael called the meeting to order at 1:00 pm.

Approval of Minutes

Thomas moved approval of 9/27/11 minutes, Val seconded. Minutes were approved unanimously.

Financial Reports

Larry distributed financial reports. The reports are on a modified accrual basis. Expenses are included, whether or not they are paid. Revenue reflects ticket sales when purchased, even though the tickets are for the May 2012 festival.

A lengthy discussion ensued related to the financial reports. Revenues for 2011 appear to be under budget. Michael pointed out that we have another quarter of income coming in before the end of 2011, including advance ticket sales and RV payments. In 2010, there was a significant (\$30k) income stream as a result of the time-based discounting

KFF started for the 2011 festival. We expect the same effect for in 2011 for 2012. It is not clear that this is reflected in the 2011 Q4 budget or in the comparisons.

Michael asked Larry, Charlie and Syd to review the financial reports as follows:

- review the 4th quarter budget on an accrual basis, and back into the cash effect Base on our experience in 2010.
- Then look at how we address any 4th quarter cash flow issue, as it then remains
- do a paper exercise to compare the cost of mothballing the facility each winter versus keeping QVR open year round

Stan moved and Val seconded approval of the 9/30/11 financial reports and the board voted unanimously to approve the reports.

Lee Anderson is preparing IRS Form 990 which is due 11/15/11, and will be prepared in time for Michael and Larry to review before being submitted to the IRS. Syd is assisting.

Michael said we would delay discussion on fundraising to the TFMF Strategy Session on November 6th.

Everyone was encouraged to purchase their 2012 tickets now.

Michael will do a letter encouraging members to renew their TFMF membership. Melody and Dalis will determine if the letter can be sent out via Constant Contact.

Charlie will be working with the FOC to develop a proposed 2012 festival budget to be submitted to the TFMF board. Charlie was asked to invite the TFMF board to the detailed budget review FoC meeting(s), as it is his intention not to review the details with the entire TFMF board.

The TFMF board will review summary financial reports each meeting similar to the one presented here. Anyone wanting to engage in more detailed discussion should plan to attend FOC meetings.

Ranch Update

Charlie and Dave are in the process of developing a list of maintenance projects between now and festival. They are identifying items that are critical and ones that can be delayed.

51 new benches were built in 2011. In all, 85 benches have been built, Leaving 45 old benches. Of the 10 remaining "un plaqued" benches, we have 7 sold and Dalis will order the plaques.

Toilets

Thomas reported that there was mixed reaction to the Port o Cans. The feedback he received from non-camping patrons was positive, feedback from camping Kerrverts was negative. Thomas pointed out that one of the main reasons for focusing on toilets was to make the festival more attractive to folks who might drive in for concerts, especially women. Cheryl Green and Melody said they had heard negative feedback about the port o cans, and the desire for women to be able to use the permanent toilets, rather than the port-o-cans.

There was discussion about the water meters, flushing toilets and composting toilets. Dave and Charlie have collected the data from the meters, but they are not convinced it is accurate. They will try to assess the accuracy of the results, so we can proceed with determining the feasibility of recycling grey water to flush toilets.

Once we have the data, Thomas, Charlie, and Adams will revisit and bring a report to the board.

Programs

Thomas encouraged everyone present to attend New Folk winner concerts during the 2011 Winter New Folk Tour.

TFMF will once again have presence at the Rice Festival with a booth at the door. Michael will check to see if Jeff minds us selling Kerrville festival shirts at our booth.

Tim Mason gave a report on the History Project. They are focusing on persevering historic items and collecting oral history. They have also developed a time line wall. He is requesting \$900 above the projected calendar sales and Song Harvest CD sales. There were mixed opinions of whether this should be approved. Michael asked Charlie to include Tim's request in the proposed budget, then we will propose it to the board. There were concerns expressed by certain members as to the content and value of the current display, but all share the desire to preserve our oral, photographic and other histories.

Resource Development & TFMF Booth

Grants committee - Peter is prepared to submit a grant application for structures for kids camp. He just needs the current IRS Form 990.

TCA money will be deposited in our account any day. It will be in a restricted fund requiring match that will be used to pay artists.

We did not get direct HOT funding this year, but we will get some advertising paid from those funds. Dalis is working with the Kerrville Economic Development board to have KFF participate in their HOT-funded advertizing efforts.

BAG Committee

The Bag committee has developed some initial plans for a new Kerrtree Store. Adams says they have distributed a “straw man” drawing for feedback. It went out to FOC and other interested parties. It appears that a decision is on hold until there is a decision on ice production.

Adams submitted that it was his understanding that toilets and draining are the highest priority issues. He asked if the board felt that the BAG priority list was accurate.

Producers Report

Dalis talked about SWRFA and that it was a separate entity from KFF. Discussion ensued about whether SWRFA should be listed as a TFMF “program”, like we list Rice Festival. The consensus was that it was not.

Dalis discussed the potential spring fundraiser in Austin. and issues of risk, etc. It was obvious that we need to do more research before we proceed. To be discussed further at the TFMF strategy session.

Strategy Meeting, Stuart’s House, November 6th

- Fundraising
- Site Management (parking, toilets, grey water)
- Mothballing
- Beautification
- Program Review (New Folk, University Songwriters, etc.)
- Marketing (networking, community impact, branding, rebranding of the fall festival)
- Review of Mission Statement

There will be some general sessions and some break outs.

It will be a closed meeting intended to brainstorm ideas. Charlie and Michael will identify some “young people” to participate and represent the youth perspective.

New Business

There was no new business.

Meeting adjourned at approximately 5:00 pm.