



Notes from the Old Farmer' s Ball Board Retreat  
February 10, 2013  
12:30 - 5pm

What is most important to us about the Old Farmer' s Ball?

Fun  
Family  
Smiles  
Happiness  
Opportunities to be open & welcoming  
Community  
Shared experiences - old & new friends  
Admired & shared skills  
Music, movement, and people  
That it keeps going, it exists

#### 2012 Achievements

Restructured Board/Committees  
Kept Thursday Night Dance going  
6 kinds of dances all year (English Country Dance, YMCA Saturday night, SPLASH, Advanced Dance, New Year' s Eve, Thursday night)  
52 Thursday night dances, over 100 dances this year  
Musicians getting better  
Outreach - more than just Thursday night now  
Board diversity increased  
Found new booker and volunteer coordinator  
Better sound system  
Nobody died  
Not behaving like dead white men - more Diversity  
Relationship with WWC improved  
Community volunteers stepping up  
Broke even  
Painless board meetings/good board composition

## **Achievements we want to look forward to celebrating in February 2014**

Smoothen board operations  
Fluid operation of committees  
Fewer board meetings  
Attendance increase at dances (\$1000-\$1200/week on Thursday)  
More participation from WWC staff and students and volunteers  
Community bands  
Better dancers - cultivate skill and community behaviors, blending of ages across floor  
Increase connection between young and older dancers  
More young musicians  
Learn from each other - improve dance and social skills  
Awareness from dancers  
People/dancers learning  
Community outreach to new audience  
Community interaction with current dancers  
Welcome to new dancers  
Shorter walk-throughs  
Social interaction before/after/at breaks  
Count - # of dances in an evening - want more  
Increased diversity of bands (types of music, National bands)  
Active and energetic Thursday night committee

### **“Big Jobs” for the OFB this year, to reach these achievements**

1. Defining what board does and how; Committees meet on regular basis
2. Community outreach
3. Dance development - social and dance skills

What is the Board's Role this year to carry out these Big Jobs -- including, what direction does the board want to offer to committees who are working on these?

### 1. Defining the Board & Committee process

Retreat workgroup: Allen, Bob, David, Able

#### **Board decision:**

1. Implement rounds at meetings
2. Find new venue for meetings - time & place
3. Require quarterly finance report from Committees with a budget
4. Elect Thursday dance Chair [completed, see below] and require number of meeting, facilitated meetings
5. Request "yard sticks" from committees
6. Reassign governance committee to address:
  - Size of board
  - Meeting frequency
  - Implement Dynamic Self Governance
7. Be deliberate, more specific about characteristics and qualities for new board members when charging nominating committee
8. Charge all committees with filing reports with SEC prior to meetings
9. Allen Bergal was elected to be the Thursday Night Dance Committee Chair for a 6-month term. The role was defined as:
  - A Board member
  - Provides leadership to the whole committee, and to the Booking Committee and Volunteer Committee
  - Suggests appointments of people to serve on the committee to the OFB Board Chair
  - Facilitate meetings
  - Serves as the "go to" person for the Volunteer Coordinator, and ensures Thursday night dance has Dance Hosts
  - Facilitates the committee in the next election for TNDC Chair when this term is complete.

### Dance Development - Goals & Strategies

Retreat workgroup: Terry, Robyn, Sadie

#### **Board decided to implement this proposal for Next Steps -**

1. Send the list of goals and possible strategies to the Thursday Night Dance Committee (TNDC) - (see below).
2. Ask the committee to consider the goals and make sure they are proper goals
3. Emphasize that these goals are very important to Board, and that the Board will be looking for feedback from the committee to the Board
4. Recommend that the TNDC assign a Dance Development subcommittee to address strategies and feedback mechanisms.
5. Use the work of the this committee as a test case for dance development strategies in other dances

#### Goals

- o To have dancers pay attention
- o To have experienced dancers dance with new dancers
- o To develop strategies for skill building

- To cultivate a culture of learning at all levels
- To develop feedback mechanisms on effectiveness of different strategies

#### Strategies

- In depth workshops (what skills need work?)
- *Brief* teaching moments
- More advanced after break
- Observer/feedback collectors
- D-A-D-D concerns

#### Measures

- Number of dances/night
- Contra Corners

(Booking Ahead)

#### **Community Outreach and Marketing**

Retreat workgroup: Dennis, Heather, Stephanie

#### **Board decided to send these directives to the Marketing Committee:**

1. Develop/Implement a plan to promote\* OFB to the greater community
  - a. Research the possibility of creating a brand identity
2. Put together a Tool Kit

#### Measure

Are heads of Dance Committees satisfied with marketing opportunities?

\*group liked idea of “promoting” instead of “marketing”