

MINUTES
Flamenco de la Isla Society Board Meeting
14 January 2023

Chair: Cat Moores

Call To Order: 2:08 pm (*via Zoom*)

Attendance: Sandra Berry, Rem Kirby, Kathleen McCann, Cat Moores, Emily Murphy, Jayne Weatherbe, Veronica Maguire, Amity Skala

Unable to attend: Trudie Begbie, Zoey Wells

Approve Minutes of last meeting: Jayne put forth a motion to accept the Minutes from the December 10 meeting. Seconded by Sandi. All in favour. Motion passed.

Next meeting: February 11 at 2 pm

Discussion and Reporting items

1. Budget Motions – Cat presented 2 motions December 29 by email:

- Motion to approve the festival budget.
 - All 7 voting members were in favour.
- Motion to approve granting authority to proceed with budget spending to the festival committee, working with the festival coordinators.
 - 6 voting members approved, Kat abstained as she developed the budget and is on Festival Committee.

2. 2023 Festival Plans - Amity, Cat, and Kat

- Festival Committee met this week
- Discussed adjusting budget for more modest spending in 2023
- May not be able to sustain Festival beyond this year
- Projection is based on current type of Festival – it may have to look different moving forward or have one every 2 years
- Looking at the following changes to reduce this year's Festival costs:
 - 1 day workshop instead of 2
 - 2 videos instead of 3
 - 1 day of free shows instead of 2
- Kat will provide revised budget shortly including:
 - reduction in artist travel expenses
 - reduction of estimated City grant amount from maximum to amount more inline with prior years
- Full report from Festival Committee meeting attached as separate document

3. Fundraising

- Amity met with Langham Court Theatre Society president regarding the potential of co-producing a flamenco show as a fundraiser and reports the following:

Langham Court Contribution:

- venue available at no cost March 18 or 25 (approx. 177 seats)
- ticket access through Thunder Tix (\$2 fee to ticket purchaser)
- usher and bar services provided (they would keep bar proceeds)
- placement on their website
- potential for extra promotion – hinges on Langham Court creating a larger umbrella event that included our show

FDLI Society Contribution:

- create the show and/or secure performers – we can set ticket prices
- supply show info and graphic for their website
- provide posters and promotion

3. Fundraising (cont.)

Yet to be Determined:

- split of proceeds from ticket sales (worse case 50/50)
- tech costs

Show Ideas:

- tablao format with approx. 6 performers
- theatre show including group choreographies
- Society produces show with local professional performers
- Society hires one of the local professional flamenco groups to produce show
- include silent auction (if approved by Langham Court)

Positives:

- larger stage than the Mint – opportunity for bata/shawl and classical performances
- audience not expected to pay for meal in addition to ticket making it potentially more affordable
- as a fundraiser there is an option on ticket sale site for purchaser to pay above ticket price
- better view/site-line for audience
- some prefer theatre show over tablao
- accessible to larger community
- tap into Langham Court Theatre Society members/audiences

Concerns:

- short time frame to put show together
- expenses vs money raised

MOTION: Rem put forth a motion for Cat and Amity to speak with the Langham Court Theatre Society president to pin down the split ratio of proceeds from the ticket sales and the tech service cost for a co-production of a flamenco show on March 18; and, in an effort to save time, future decisions/motions regarding a flamenco show fundraiser at Langham Court will be voted on by FDLI Society board members through email. Seconded by Sandi. All in favour. Motion passed.

- Discussed Spanish recipe Cookbook fundraiser – most people use the internet for recipes and no longer use paper copies of cookbooks – too expensive to produce.

4. Portable Floor – Emily, Rem, and Jayne

- Subcommittee met January 9 to discuss portable floor options
- Rem contacted Kasandra regarding her recent portable floor purchase, but it is not conducive to group flamenco performances as floor pieces are only held together by velcro
- Kat reports no current money set aside for floor purchase

MOTION: Emily put forth a motion with the following parameters:

- 1) We can deliver a 3-page report and recommendation by our March meeting.
- 2) The report will incorporate soft and fixed costs like storage and assembly, which will need to be part of a larger planning and budgetary discussion.
- 3) The report will not look into the revenue generating potential of any acquired floor as it is beyond the scope of the sub committee and will require that a Society member with business case experience join a future subcommittee.
- 4) We wish to explore the possibility that the City of Victoria acquire a floor to our specifications that the Society can rent. This exploration will entail an estimation of costs. Future planning by the Society should include finding sources for rentals if we choose this option.

Seconded by Rem. All in favour. Motion passed.

Reports

Financial – Kat reports:

- Working capital is down \$14,000; \$18,000 remaining; \$12,000 deficit
- Not sustainable long-term
- Healthy bank account of \$22,000; \$19,000 working capital, but we do not want to use all the money and risk defaulting on artist payments
- Waiting for \$1,600 final payment from the City of Victoria grant
- Prepays include \$1,000 coordinator fee payment to Zoey
- Fundraising down in 2022 from 2021 - \$180 vs \$2,500
- Donations down in 2022 from 2021 - \$601 vs \$1,500
- Membership dues down \$300 in 2022 from 2021, but some 2022 dues were received in 2021
- Cost of insurance went up in 2022 from 2021
- Festival Expenses went up in 2022 from 2021
- No scholarships awarded in 2022 as there were no applicants
- Will pare down 2023 Festival deficit from \$15,000 to \$12,000

Grants – Emily

- Emily and Cat will meet to discuss grant writing structure
- City Final Report & FIG Grant were submitted by Emily on December 30
- CRD Project grant is due January 19 – Kat preparing financials
- BC Arts Project Assistance: Community Arts Festivals is open for intake; deadline February 23
- Other grants suggested by Zoey: Community Service Recovery Grant, Coastal Community Credit Union Grant, Community Gaming Grant

Membership – Jayne

- 13 renewals bringing total to 20 and 33 active lifetime members
- Online membership application form was recently amended to remove phone number request – discussed whether it should be put back
- Discussed feasibility of phoning previous members directly to consider membership renewal
- If requesting personal information such as address, email, or phone number, application must indicate what their contact information will be used for

MOTION: Emily put forth a motion to empower Jayne to draft the language to include in new and renewal membership applications which gives consent for using their contact information. Seconded by Cat. All in favour. Motion passed.

Facebook & Webpage – Amity

- 555 followers
- Updated membership application page on Society website
- Working on emerging artist page
- Removed Garth from list of board members

Other business/discussion Items – n/a

Meeting Adjourned: 3:26 pm