

Board of Directors Meeting Minutes

April 13, 2014

Call to Order

President Joe Wiggington called the meeting to order at 1:10. Present: Charly McFarland, Joe Wiggington, Marianne Elliott and Dana Cameron.

Opening Remarks

Joe stated that we have a lot happening and we are more vibrant than the past. Community Living claims they have an array of different bands at their upcoming Irish Festival. We made the mistake of never having copy writing all aspects of the name "Celtic Festival". Living Social is an on-line business marketing strategy that can do very well for ticket sales. The deal is 2 entry tickets and 2 whisky glasses for \$23.

Officer Reports

Secretary Remarks

Dana handed copies of last month minutes. She explained that areas typed in gray are areas to which she had misplaced her notes on, so she was not sure what went on. With the help of board members she made the necessary changes and will amend the minutes as corrected and send to the board.

Vice President's Report

Marianne stated she had nothing exciting to report at this time. Two way radios are set for the festival, we were charged \$175, but tax was accidentally charged so the cost is \$156.

Treasurer's Report

Charly stated there were only two deposits on PayPal this morning. So far over \$7000 in charges on PayPal. He has another deposit of \$1500 to deposit into the festival account. Charly received a check for the Westie Rescue. Joe explained we do not charge the rescue for set up, so Charly will return the check. Festival brochures are just over \$600. We can cut the \$300 expense for a new generator to replace a stolen one. Charly offered his for the day. Whisky glasses were purchased for Living Social and so far \$300 has been spent. Marianne made the motion to accept the treasurer report, Dana seconded and all were in favor.

Membership Report

Dana reported that we have 88 members; she forgot to add the Pughs to the mailing list. Charly made the motion to accept report and Marianne seconded, all in favor.

Event Recap

Tartan Day: Charly reported that it was cold, but the layout was nice. Lot of foot traffic, and he gave out lots of handouts and talked to clans he hadn't heard from yet. Not a lot of food but good entertainment.

Mt Airy Town Council Meeting: Joe talked of the Invasion of Mt. Airy and how the council was happy to see the group and that the mayor will definitely be at the festival again this year. This year's theme was "kilt the Mayor campaign". We also need to contact the council regarding the PA system for the athlete field. They will need to learn how to use the system before the festival.

Continuing Business

Charly is in contact with a Ms. Fostler regarding the Tax ID number needed for the Holiday Inn. We will be charged tax unless we get them the correct number.

The newsletter is still being pursued. Joe checked his emails and found that Gail Bach Watson is still interested in doing one, she has just been very sick since Hogmanay. She also wants the SCA at the festival and gave a \$500 sponsorship on behalf of the SCA.

The 2015 Burn's Dinner menu was Ok'd by the BOD and the contact signed and ready for mailing tomorrow.

New Business

2014 Festival:

Radio ads: WFRE & WFMD will do 20 spots during traffic reports on the radio and 40 on their web. All advertisement for the night concert will be done for free. For the cost of \$1000. The BAY for a \$1000 will only do 5 spots between 6 to 10am and 25 spots on web for free. And 2 others any time of day at their choice. Joe is going to see if the rep can do better or get another rep to deal with. This is a new rep for the station and is not giving us a lot for our money. Marianne suggests we just get a new rep.

Frederick Keys: Players and Mascot will be at the festival at a cost of \$200. We purchased 150 tickets for \$500 to give a ticket to each volunteer. We are also in the spring program for the team.

Posters: We need 3 posters made for the Celtic Authors to place in the local county libraries. Some made up for just the night concert and some for the festival. Our printer Sudah can make an 11"x17" for like a \$1 each. Marianne and Joe will design something.

Living Social: Joe needs to confirm their email address so Bill can access so he can provide bank info. Bill designed the emblem for a whisky glass at a cost of \$2.05. We can sell for \$6. The deal with Living Social is 2 glasses and 2 tickets a value of \$38 for just \$23. We split with LS 50/50 and we also have to take off the 2.5% for the credit card charges. This will go out to the DC metro area.

We are also on the web site for Twin Sisters and involved in the blog for the Housewives of Frederick. Joe offered the 2 women to be celebrity judges for the Bonnie Knees contest along with Susan Thayer. They will be blogging about the festival the entire day.

Weather Insurance: Charly feels we should just skip it this year. Even with full coverage we are not guaranteed to get paid. We spent \$1100 last year for between 9am to 1pm, for a 1/10 of an inch. Must be purchased 7 days before the event. The BOD agreed to hold for now.

Meeting closed at 3:06pm