

# February 2014 FAC BOD Agenda & Minutes

March 2, 2014, 5:00pm

Present (12/12): Doug Ruuska, Jered Floyd, Chuck Ingersoll, Dan Snyder, Liz LaManche, Pecan, Ike Feitler, Sadiya Carr, Forest Handford, Rachel Boyce, Jesse Campbell, Blake Courtney (late)

## Agenda:

1. Website updates (Doug)
2. Updates from Core liaisons
3. Discussion / choosing of an Event Lead (RB)
4. Deciding on event dates [Tues - Sun, Wed - Sun] (RB)
5. Budget and resulting Event price and size
6. Ticket Registration details. Confirm a "directed tickets" plan. (dan)
7. Firefly Gallery Proposal (Sadiya)
8. Steambath infrastructure grant - this seems to have happened last year, have they been in contact / has it been budgeted? (RB)
9. Afterburn Report Update (Ike)
10. Gate closing early - Friday night? (RB)
11. Canadian art truck - temperature check (RB)

## New Actions

- Coordinate eventual transition of IT services --Jered
- Document the current mailing lists and structure for review and future changes -- Ike
- Chuck to take over registration on trailer -- Chuck
- Event Lead job description -- Doug & Sadiya
- Send out call for Event Lead after job description is approved by board -- Ike
- Notify planning list of Firefly 2014 dates -- Sadiya
- Draft ticketing announcement -- Dan
- Investigate steambath funding requirements and expectations --Rachel
- Get proposed budget for Canada art truck -- Rachel

## Decisions Made

- Firefly 2014 begins Tuesday, July 1 and ends on Sunday, July 6.
  - Firefly 2014 will have a cap of 850 tickets, priced at \$85 each.
  - Firefly 2014 will have a cap of 500 vehicle parking passes, priced at \$20 each.
  - Tickets will be allocated between general lottery and directed ticketing as per Firefly 2013, as described in the 2013 Afterburn report.
  - A budget of up to \$15,000 is allocated for the "Firefly Gallery" proposal.
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## Website updates (Doug)

Much 2013 content has been updated to 2014. Content has been identified from 2013 that we want to get onto the website (such as 2013 art information). Jeff Mission is busy so is willing to pass on knowledge of website updates to board members. Jesse and Ike have the capability to give editing writes to the current Wordpress site.

Tickets has been updating the website for 2014.

Historically Ike has been doing mailing list administration, and Jeff has been doing website administration. Nick Binary has been doing some system administration, but we'd like to explore migrating this to Jered's colocated servers. *[Action: Coordinate eventual transition of services -- Jered]*

There are many and somewhat confusing aliases for firefly mailing lists. Right now [info@fireflyartscollective.org](mailto:info@fireflyartscollective.org) only goes to Ike. More Board members should be added to ensure consistent responses. *[Action: Document the current mailing lists and structure for review and future changes -- Ike]*

## Updates from Core Liaisons

Art Grant Core: We have a good group ready to judge art grants. Have received one grant application so far but the deadline is Tuesday so we are expecting an avalanche. Have not yet had the chance to review budget but will soon. Temple has two people interested in doing it this year. Proposal for Silk Grants (12th Anniversary) gone to Ike for review. Difference this year -- Silk Grants will only require Firefly and Figment, and not also SOS.

Art Theme Place Map: Placement is updating survey for placement and expanding art portions of questionnaire. Working on a process for feedback after the event from Sound, Fire, Blue Dot, Rangers, etc.. Placement will tentatively be weekend of June 7th and 8th (first work weekend). Want to know if there are any issues with camps or art from last year.

Art Truck: Nathan is going to take over for this year. Looking for a driver for the truck.

Blue Dots: Believe that Nick wants to continue coordinating this.

Bug: Joed and Jack are doing it again. Meeting planned for making the bug bigger and better. Bug will need help with stick gathering. Doug has schedule from Joed of time needed for bug build, to coordinate with Kirk.

Fire and Safety: Seth Hardy is interested in being responsible for Fire Art Safety.

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Gate and EA: In touch with ticketing regarding changes to waiver. It would be nice to have a barcode scanner attached to WePay for admissions, either this year or in preparation for next year. [No action recorded.]

Greeters: Looking to recruit a co-lead.

Infrastructure & DPW: Registration on trailer is about to expire; need to transfer it to active board member. *[Action: Chuck to take over registration on trailer -- Chuck]* Looking to get more members involved, since there's a lot of work involved. Talk of getting rid of the green traction mats and replace with more of the black mats. Also the black mats fit into the trailer while the green ones do not. Also need to figure out a way to get materials to site.

Kitchen/Caffeine: Trying to reenvision this as the field is pretty empty; maybe moving it into the woods. Also possibly physical changes to make it more art-like.

LNT Core: Need more people involved. This year a goal is to have a MOOP Map; will coordinate with sign/info core as needed.

Parking: Gung-ho for this year. Already have sent out a parking survey. Working on some new ideas and recruiting new volunteers. Putting together a plan for a bus proposal for discussion by the Board.

Ranger: Re-org Committee met and have a proposal for the re-org. Needs to be approved by the ranger group and then assignment of responsibility. Aware of our schedule and need for this to be on track.

Sign/Info: Last year had some communication problems within team; things are looking good for this year.

Sound: No updates.

Stage: Need a Board liaison for this core. Jesse signs up.

Ticketing: Separate agenda item below.

Volunteer: Need a new liaison as Jen is no longer a board member. Sadiya signs up. Carolyn currently is volunteer gnome coordinator, however this core was envisioned as recruiting/propaganda for getting more volunteers for all cores, and we may want to find someone to do that work as well.

Work Weekend: Waiting on confirmation of dates for work weekends. Kirk has said that we can have a weekend in May. Current proposed June dates have been approved. There will be a small solstice get-together on the 21st but it should not interfere with our activities.

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Sanctuary: TJ is going to do it again this year, considering adding a co-lead.

## Discussion / choosing of an Event Lead (RB)

Doug assembled a timeline of responsibilities, which is sort-of a job description. Sadiya has a list of personal characteristics for the role. They will combine these into a more complete job description in words. *[Action: Event Lead job description -- Doug & Sadiya]*

We still need suggestions on who we could ask. Ideas?

Once we have the job description we will send it to the planning list for volunteers to interview, and then to the blink list if we need more candidates. *[Action: Send out call for Event Lead after job description is approved by board -- Ike]*

## Deciding on event dates [Tues - Sun, Wed - Sun, Wed - Mon] (RB)

Either Tuesday-Sunday or Wednesday-Sunday are ok with Kirk.

Will an extra day of event be a problem for Rangers? Forest does not think so. Will any of the other cores find this challenging? Concern with how this will interact with early arrival (Monday) and the work weekend immediately prior. The work weekend prior must be limited to bug building and lighting to prevent the event from starting four days earlier rather than one day.

Consensus is starting on Tuesday. This is a decision requiring a confirmation vote passing 11-0... but Blake arrived and so we are going to jump back to consensus building phase. More gloom and concern about stressing the system with an extra day. So far core leaders have been receptive/excited about a longer event. **Consensus remains on starting Tuesday.**

**Jered moves that Firefly 2014 begins Tuesday, July 1 and ends on Sunday, July 6. Jesse seconds. Motion passes 12-0-0.**

Cores need to know about this immediately. The planning list needs to know as well. *[Action: Notify planning list of Firefly 2014 dates -- Sadiya]*

## Budget and resulting Event price and size

Review of yearly expense charts sent out by Chuck; working on resolving some minor discrepancies (lack of detail of what's in a line item, variances from year to year) in taking over responsibility for records. Review of proposal for 2014 budget, with much more granular line items.

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If we are optimistic about parking we can probably get the same number people on the land for 2014 but we cannot expand the event. We should do what we can to make life easier for Parking core. For example, do we think that a parking fee will reduce the number of vehicles?

What about a cap on number of cars? This is already practically the case, as we have limited parking space. We could enforce this with pre-purchased vehicle passes. Last year we had 609 cars (for 850 people) which is a very sad ratio (1.4 Fireflies per vehicle). The upper lot can accommodate about 400 cars. The bottom lot is extremely variable based on weather.

A bus option is being explored by Parking. What about a “stuff” truck, like the art truck but where people can have bins of art/tents/food/water sent up?

Our options are 1) set a fixed number of cars and sell passes, or 2) reduce the event size to the parking capacity (times) 2014 carpool ratio.

**Consensus is that there will be 850 tickets for Firefly 2014, same as last year. Parking will be limited to 500 vehicles.**

Ticket prices need to go up; they have not in two years, we have added a day, we are allocating a significant budget for the Firefly Gallery, and our general costs (e.g. insurance) have gone up substantially.

**As informed by the budget, consensus is that tickets will be \$85 and parking will be \$20.**

Ticketing will be responsible for announcing parking passes and reasoning on why these are necessary. *[Action: Draft ticketing announcement -- Dan]*

**Ticket Registration details. Confirm a “directed tickets” plan.**  
(dan)

This is a codification of the process that occurred last year as documented in the 2013 Afterburn report, whereby board members and core leaders are allowed to direct a small number of tickets to people who registered and did not receive tickets in the lottery.

**Consensus is that this process will occur exactly as last year (as defined in the Afterburn report), with the same numbers of tickets as in 2013.**

## Firefly Gallery Proposal (Sadiya)

Consensus is that this proposal is very exciting and a great opportunity, and that we should do it. Given the large expense we choose to do a confirmation vote.

**Ike moves that the Board allocate a budget of up to \$15,000 for the “Firefly Gallery” proposal. Jered seconds. Motion passes 12-0-0.**

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Steambath infrastructure grant - this seems to have happened last year, have they been in contact / has it been budgeted? (RB)

Review of steambath funding support from previous years. No discussion or contact yet. *[Action: Investigate and report back to the Board. --Rachel]*

## Afterburn Report Update

Ike has a lengthy TODO list of what he needs to complete this; Board members should fill in missing sections and Ike will remind people who need to help him.

## Gate closing early - Friday night? (RB)

Tabled to next meeting. Discussion via email in the meantime.

## Canadian art truck - temperature check (RB)

Board is interested in considering this and will need a ballpark budget to discuss. *[Action: Get proposed budget for Canada art truck -- Rachel]*