

NSN Board Meeting
Feb. 20, 2024
6:00 p.m. CST

Call to Order: Chair, Trudy Hanson

Present: Sara de Beer, Trudy Hanson, Angela Lloyd, Margaret Read MacDonald, Barry McWilliams, Gwen Napier, Rishi Nixon, Claire Nolan, Lisa Overholser, Delanna Reed, Lisa Williams, Linda Yemoto. Staff: Dot Cleveland, Robert Johnson.

Determination of Quorum: (According to the By-Laws)

8.5 Quorum. At all meetings of the Board of Directors, a majority of the number of Directors then in office shall constitute a quorum for the transaction of business. (13 Board Members are currently listed on the NSN website. Therefore, we need at least 7 board members present to conduct any business)

Announcement of NSN Election Results: Rishi Nixon has been elected NSN Vice-Chair Elect. Congratulations!

Motion: That the minutes of the January 20, 2023 meeting be approved. Moved by Delanna Reed. Passed unanimously.

On the Calendar: (for Complete Details check the online NSN Event Calendar)

- ✧ Feb. 22--11 a.m. to noon--Narrative's Leadership Virtual Workshop
- ✧ Feb. 22-- 4 p.m. to 5:15 p.m. EST--The Confluence of Storytelling and Publishing with Ted Parkhurst, presented by the SIO SIG. It is free to SIO SIG members and \$10 for non-members
- ✧ Feb. 24-- 12 p.m. Transforming an Info Dump into a Compelling Story with Judith Black. Presented by ECO SIG. Fee for ECO SIG members; \$15 for nonmembers
- ✧ Feb. 25--10 to 11 a.m., The Great Story Immersion with Laura Simms (Sliding scale fee)
- ✧ Feb. 25--Risk! Presents, 3 to 6 p.m. Admission \$25
- ✧ Feb. 28-- 6 to 7 p.m. Oars in the Water hosted by Sara DeBeer and Anabelle Castano
- ✧ Feb. 29--11 to Noon, Narrativ's Leadership Storytelling Virtual Series.
- ✧ Mar. 2--Traditions and Truth, 7 yo 8 p.m. Virtual Open Mic
- ✧ Mar. 2 and 3-- Voices 2024--Live Show
- ✧ Mar. 3--4 to 5p.m. If These Walls Could Tell: Bottleworks Hotel
- ✧ Mar. 7-10--Tejas Storytelling Festival
- ✧ Mar. 7--11 to noon, Narrativ's Leadership Storytelling Virtual Series
- ✧ March 10--1 p.m. Navigating Controversial Conversations in Family and Beyond, online
- ✧ March 14-17 Women's Storytelling Festival. Online and in person. Features 21 tellers

Officer and Committee Reports:

- President's Report about recent correspondence
 - Ray Hicks Fund update--Trudy communicated with Connie Regan-Blake about possibilities of how to use the \$8933 balance in the fund. Connie is in favor of establishing a scholarship that would be awarded to those who perform or research traditional stories. Trudy asked Delanna Reed about establishing such a

scholarship at ETSU and Delanna felt it would be better to have NSN administer the scholarship. Any volunteers who would like to take charge of this?

Angela will talk to Connie Regan Blake, Adam Booth, Lynn Ford, Elizabeth Ellis and others reforming a small group to oversee growing the fund and offering scholarships. Suggestions were made that we investigate preserving you tube clips of Appalachian tellers or helping the Cotsen Project with preservation of Appalachian tellers' videos.

- Treasurer's Report—Bob Johnson.
- See attached.

Discussion about need for paying Dot more equitably.

Gary Kuntz will have time to work on clearing out our Kansas City storage area in a few weeks. The rental fee has gone up there.

- **Motion: The NSN Board agrees to have former employee Danni Altman-Newell removed from the US Bank checking account and to replace her with Treasurer Robert Johnson and Bookkeeper Dorothy Cleveland. Moved by Trudy Hanson. Passed unanimously.**

- Finance Committee Report— Rishi Nixon Committee is creating a template for SIGS to submit budgets each fall.

Finance committee members are being designated. New Finance Committee Chair to be announced next month.

- Fundraiser Update (Solar Eclipse glasses)--Lisa Overholser. Lisa contacted organizations who might want to purchase glasses. Wants to add info on this to the website and newsletter. They will contact organizations a bit out of the totality path as well.
- Kathryn Tucker Windham Scholarship Committee Update—Linda Marchisio --List of scholarship winners: They are Charlot Lucien, Lillian Nantucket Shoji, Darlene Nelda Tone, Garol Knarr Gebert, and Gwendolyn Napier.

Oracle Awards are due March 11. 2024

2024 NSN Conference Update—Margaret Read MacDonald and Delanna Reed— 127 attending as of 2/19/24. Dumas Bay holds 92, we will house 90 as two individuals are singles in double beds. At the moment we have 3 twin and 1 single available.

Discussion of conference program booklet...48 vs 64 page. Booklet vs app. Use of ads to offset price of booklet. B & W vs color.

Motion: That the board approve a 64 page conference program booklet at \$3,350 or less. Moved by Delanna Reed. Passed unanimously. .

- **Updates from SIGS**

- Linda Yemoto and Claire Nolan (ECO),
Feb 24, Zoom Workshop with Judith Black EST 1-2:30 Transforming an Info-dump into a Compelling Story.. \$15. Free to ECO members.
March swap...Carrie Anne using props and rhymes to tell stories.
March There will be 4-5 tellers sharing public domain tales that are suitable for Earth Month.
Eco has over 50 members.

- Lisa Williams (SIO), Feb 22 Confluence of Storytelling and Publishing. Ted Parkhurst. 4:00-5:15. April May and August events upcoming.

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- Lisa Overholser/Barry McWilliams (PRO), April: Social Media Marketing workshop with Jessica Robinson and Claire Moore.
Production Guide to be out by Conference. Will be available on Amazon.

- Angela Lloyd (YES)
April: workshop on connecting with communities and marketing.
YES funded two presenters for NSN conference.

Sunday February 25, Let's Talk About SIGS. SIG leaders meet to discuss.

Unfinished Business

- The Ad Hoc committee on Setting and Prioritizing NSN Goals (Lisa Williams, Delanna Reed and Sara DeBeer)

Presented proposal to spend \$3500 for a consultant to revise the brand, mission, values and purpose of NSN.

Ad Hoc Committee Report: Sara DeBeer, Delanna Reed and Lisa Williams

NSN Board Priorities

1. Revise the brand, mission, values and purpose of NSN.
2. Develop a marketing team for exposing more people to NSN. (Must happen after rebranding.)
3. Define board member roles, responsibilities, and qualifications.
4. Develop training manual for incoming board members.
5. Build our resources through fundraising, sponsorships, and grant writing.
6. Set long term goals for hiring office personnel.
7. Build relationships with other organizations. (Have a visible presence.)

SIG Priorities

8. Institute SIG monthly/bimonthly meetings.
9. Write NSN guidelines for SIG responsibilities.
10. Set long term goals for creating new SIGs.

- Tellabration Revitalization Ad Hoc Committee -(Barry, Delanna and Trudy) --The committee met via ZOOM and put together the attached report. See below.
- Donations Update--published in e-Newsletter. Four Diamond level donors have RSVP'd to attend the Donor Dinner at the 2024 Conference

Assignments: Angela will pursue creation of ad-hoc committee to oversee Ray Hicks Fund.

Dot will change signer on US Bank account.

Dot will send an email reminder blast about the Oracle Awards Deadline.

Lisa O will send flyers about solar protection glasses to anyone who wants some.

Motion: That the meeting be adjourned. Moved by Rishi Nixon. Passed unanimously

NSN Board Meetings for 2024 (All times are Central Time Zone.)

- Tuesday, February 20 at 6:00 pm
- Saturday, March 16 at 12:00 noon
- Tuesday, April 16 at 6:00 pm
- Saturday, May 18 at 12:00 noon
- Tuesday, June 18 at 6:00 pm
- Saturday, July 20 at 12:00 noon (weekend after conference)
- Tuesday, August 20 at 6:00 pm
- Saturday September 21 at 12:00 noon
- Tuesday, October 15 at 6:00 pm
- Tuesday, November 19 at 6:00 pm
- Saturday, December 21 at 12:00 noon

Report from Tellabration Revitalization Committee

Trudy Hanson

Delanna Reed

Barry McWilliams

As an ad hoc committee, we were charged with researching the current state of Tellabration events and making recommendations to the NSN Board of Directors about appropriate changes needed.

First, we determined that we should honor the original purpose of Tellabration as stated on the NSN Website:

TELLABRATION!™ has expanded to include a month-long array of events that build appreciation and advocacy for the art form at storytelling centers, colleges and universities, schools, museums, libraries, performing arts centers, senior centers, and even on trains, boats, and planes! It's not only a great way to celebrate storytelling, but an important opportunity to reach out to all those story enthusiasts who are not yet NSN members.

A brief summary of 2023 Tellabration events listed on NSN Website:

Most of the events (There were 19 listed) were in person, but there were many online events. About half were free and the rest had a small admission fee or donation request. The announcements/posters most often did not mention NSN, but of course that would be expected since there's limited space on the poster. The venues varied from public spaces (libraries and parks) to Senior Living Centers. Missouri sponsored the most events. Two of the events were organized by NSN SIG's. Remember that this list does not reflect ALL of the Tellabration events that were held. For example, Tejas Storytelling sponsored an event but did not post it on the NSN website

Decision One:

Does NSN want to continue to provide information to interested parties about producing a Tellabration event?

OR

Does NSN want to take a more active role in sponsoring and promoting Tellabration events?

One of the questions raised in our deliberations was: **What benefit does NSN gain from Tellebration?**

Based on this decision we can choose which direction we want to go.

Continue to Provide Information about Tellabration (laissez-faire option)	Take an Active Role in Promoting Tellabration
<p>Actions needed:</p> <ul style="list-style-type: none"> • Update Tellabration packet to reflect both face to face and online options and the use of social media. The current guide is 38 pages long and is in need of updating • Refer sponsoring organizations to the production guide that the PRO SIG is publishing (provide a link to where this can be purchased) • Continue to promote Tellabration events on the NSN website • Target organizational members with an email message encouraging participation in Tellabration (We have 164 organizations that are members of NSN) 	<p>Actions needed:</p> <ul style="list-style-type: none"> • Update Tellabration packet to reflect both face to face and online options and the use of social media. The current guide is 38 pages long and is in need of updating • Designate an entire month for Tellabration events. • Consider changing the time of Tellabration events to coincide with World Storytelling Day (March 19, this Year) • Re-design the Tellabrationtm trademark so that it can be more easily included in promotional materials. • Refer sponsoring organizations to the production guide that the PRO SIG is publishing (provide a link to where this can be purchased) • Create promotional templates that organizations can use for their events, including graphics. • Target organizational members with an email message encouraging participation in Tellabration (We have 164 organizations that are members of NSN) • Asking the PRO SIG to host an online workshop with tips about producing a Tellabration event • Continue to promote Tellabration events on the NSN website

If you've looked at the current Tellabration guide, you know at the very least we need to:

- Delete the requirement that says NSN will provide 2 promotional articles for each organization. We do not have the staff to do this.
- Move information found on pages 25 and 26 earlier in the document
- Update the proclamation to reflect current participation and the change from a single day to an entire month focused on sharing stories
- Decide what is actually "required" by NSN
- Condense the guide from 38 pages to no more than 10 to 12 pages

- Revise the section on media to include traditional and social media
- Provide a digital template that can be used to create promotional materials

Decision Two:

Based on the direction we would like to take, then we would need to decide on an implementation plan:

- Determine who will:
 - Redesign logo
 - Create downloadable promotional materials
 - Revise current Tellabration packet
- Set date for the roll-out of the new Tellabration guide
- Determine if we want Tellabration to remain a November event or move it to the Spring.