

Music Festival Proposal

Psalm 92:1-3 (The Message)

1-3 What a beautiful thing, GOD, to give thanks, to sing an anthem to you, the High God!
To announce your love each daybreak,
sing your faithful presence all through the night,
Accompanied by dulcimer and harp,
the full-bodied music of strings.

Mission

The Festival requests to become an outreach ministry of College Park Baptist Church in cooperation with selected local artists. The Festival provides an opportunity to learn to praise the Lord with music played on simple, affordable instruments. The Festival will provide learning and performing opportunities in an encouraging environment.

History

Twelve years ago the Brookridge Dulcimer Players and Meadows Music started the Winston-Salem Dulcimer Festival (the Festival). The Festival was at the Reynolda Friends Meeting, and members of the church prepared the meals. In '97, I attended the first festival as a beginning player. The Festival had already outgrown those facilities. We now regularly have over 100 students, 10 instructors, two concerts, and 30-some workshop sessions. The Festival provides two meals for everyone and housing for many of the instructors. Our mailing list now has 369 names.

1998 was the year of the first Festival at CPBC. Carolyn Ely and Sue Moore came out of that one with new lap dulcimers. In 2002, Joni Hanna visited the festival and came back later with her mother. We have also offered scholarships to Lucy and Liz Matthews, Michelle and Robin Cohen, Karly and Cindy Bertram, and Erin Faircloth.

The Brookridge Dulcimer Players continue to meet monthly and perform throughout the community. In 2004, the Harmony Grove (hammer) Dulcimer Club was formed and has played in CPBC worship, for the College Parkers, Forsyth Jail and Prison Ministries, and numerous churches and nursing homes throughout the area. HGDC is now investigating ways to partner with Baptist Children's Home.

In 2005, the Festival first arranged for a guest musician for CPBC worship on the Sunday after the festival. In 2006, HGDC members also played the Sunday before the festival.

Vision

The Festival has become a larger part of CPBC over the last eight years and many regulars have come to associate the two. Dulcimers naturally attract attention and allow conversations to start. Through the Festival, we should teach our students to use this opportunity to witness. We should enable people to take a simple, affordable instrument and use it as an instrument of praise.

Housing guest instructors brings many blessings to the host and the guest. This should be expanded to include students on tight budgets and Baptist Children's Home residents.

Concerns

The Festival is now planned by Jeff Sebens of Meadows Music and me. My first concern is about succession. I am not involved in the dulcimer community outside of the immediate area enough to meet new teachers, and Jeff is not involved in the details enough to run the Festival. I volunteer to serve on the Festival committee and recruit other members as necessary. Mary Keltner has also offered to assist. For the foreseeable future, Jeff Sebens will continue as the local artist partner.

The Festival is becoming a large enough part of CPBC that its image reflects on CPBC. We don't want another group to put on an event that might be confused with the Festival, but do a bad job of it. So it may be necessary to change the name to the College Park Dulcimer Festival. And we want to make sure that the Festival continues to be consistent with CPBC's policies.

Liability has become more of an issue recently. Event insurance is very expensive (relative to our budget) and difficult to obtain. Last year we required participants to sign waivers, which was difficult to manage and we question the effectiveness of relieving CPBC of liability. We are probably less likely to have an injury at the Festival than at a CPBC neighborhood function. We avoid preparing food, and do not use areas that are not ADA accessible, whereas the fall festival was largely outdoors and we served food prepared in private homes.

While growth of attendance has not been an objective, the Festival has gained a good reputation in the dulcimer community and we have been blessed by excellent instructors. In the last two years we have had some extremely large classes, so we are adding instructors. As attendance continues to increase, we will need to continue to select new instructors.

Committee functions

Commercial

- Selection of local supporting artists
- Establish guidelines for merchandise sales
- Providing instruments and learning aids
- Publicity and promotion
- Registration
- Budget
 - Revenue
 - Workshops
 - Meals
 - Concert admission
 - Expenses
 - Meals and refreshments
 - Instructors
 - Facilities and insurance
 - Advertising – *Dulcimer Player's News*

Committee functions (cont.)

Workshops

- Instructor selection
 - Reference and background checks
 - Performance
- Integration of curriculum and performances

Scholarships

- CPBC members
- Baptist Children's Home
- Brookridge (Mountain) Dulcimer Players
- Harmony Grove (Hammer) Dulcimer Club

Other activities

- Instrument building workshop
- Guest musicians
 - Sunday morning worship
 - Wednesday evening
 - LIFE
- Housing guests

Conclusion

We humbly request that the Festival be adopted as a CPBC outreach mission. We already have several members and other volunteers available to operate the Festival, and plans are well under way for the 2007 and 2008 festivals. We have operated on a break-even basis for twelve years, so the Festival will not necessarily impact the CPBC budget. (While we do not anticipate impacting the budget, CPBC may choose to provide more support. One possibility is to cover the expenses associated with the Baptist Children's Home partnership.) Under CPBC's direction, the Festival can become a more effective tool while extending CPBC's outreach to the community.

Terry Lefler

FAQs (answers by Terry)

Q: What is (would be?) required of CPBC?

A: The immediate need is to include the Festival in CPBC's liability insurance. Longer term needs include providing for continuing or discontinuing the Festival in the event that the current organizers are no longer available to do so.

Q: Why doesn't the dulcimer community take on this responsibility?

A: The dulcimer community is not well defined, but a committee could be established. That committee someday might consist entirely of non-CPBC members. At that point continuing the Festival at CPBC might not be feasible or desirable.

With Mary Keltner's support, CPBC has become my first choice to direct the course of the Festival. Another possibility might be the Arts Council. There are clearly several options, and I am asking CPBC first.

Q: Can CPBC agree to adopt the Festival as an outreach mission without incurring any financial obligation (other than insurance)?

A: The goal is to break even. The Festival has been self-funding for 12 years. (See the budget.)

If CPBC sees fit to expand the scope of the Festival, we will need to evaluate the financial impact at that time; however, we are budgeting to again break even again in 2007.

Q: Who would select the committee members to run the Festival? What would be their qualification requirements?

A: The Festival is run by Cindy Bertram, myself, and Jeff Sebens (founder and cooperating local artist). I will continue to recruit members for the foreseeable future. Eventually this arrangement should be evaluated to make sure that I don't try to do this to the detriment of the Festival. In other words, if I get too old to do this well, recruitment or some other committee should replace me.

Q: How many guests do you expect in 2007?

A: About 120 students and ten instructors. The festival is growing 5-10% per year.

Q: There is a comment about Terry not being involved enough in the dulcimer community to identify instructors. How would CPBC members be any better qualified or equipped to do this?

A: We have some other members (Clara Edmonds, Carolyn Ely) who are active with the Brookridge Dulcimer Players. Eventually, another member may arise who is better connected than us.

The cooperating artist is also a good resource. Jeff Sebens has been very considerate about recommending instructors who fit in well with CPBC's missions. Where CPBC administration could possibly help is in checking references or other background checks.

Q: Can CPBC agree to support the Festival as an outreach mission while requiring someone who is a knowledgeable/experienced dulcimer player to be "in charge" and serve as the liaison/leader to CPBC?

A: As with Mountain Outreach, we should always have one committee chair to be responsible to CPBC for the Festival.

Q: Who is ultimately "in charge" if the CPBC committee and the dulcimer player leader disagree on something?

A: We should prayerfully seek agreement on all issues; however, Jeff Sebens and I recognize that we may need to change some practices to come in line with CPBC policies. (Hypothetically speaking – right now I can't think of any changes.)