

Flere Lag Stevne Steering Committee
(Gudbrandsdalslaget, Nord Hedmark og Hedemarken Lag, Romerikslaget,
Solørlag, Trønderlag)
Meeting at Rochester Best Western; Friday, October 22, 2021, 1:30 p.m.

Members Attending (Alpha order by Lag and then last name): Dick Lundgren (Gud), Nancy Pickering (Gud), Dixie Hansen (Hed), Joy Shong (Hed), Norma Kjenstad Barnes (Rom), Mike Miller (Rom), LeAnn Hookom (Sol), Kathy Johnson (Sol), Robert Fossum (Tr). Also Barry Dahl (Tr Genealogist).

Absent: Sam Christenson (Tr)

Tour of the Space

Introduction of Danielle Robards, Sales Manager at Best Western Mayo Clinic/Empire Event Center. She gave the group a tour and answered questions about the spaces.

The spaces are largely configurable, with separating panels to create smaller spaces within the two large ballrooms, the Grand (3 spaces) and the Royale (2 spaces).

- We looked at the drawings provided, and asked questions such as whether there are outlets in the floor (no, only in the walls),
- No built-in ceiling-mounted projectors but there are pull-down screens.
- There are configurable platforms to create a stage if needed, and
- The dance floor can be removed if not needed.
- The hallway between the ballrooms as well as spaces near the entrance to the outside are available for vendors (tables against the walls) and access can be locked.
- Consensus that five lags need the biggest space available for our Genealogy Lab, so the full Grand Ballroom will be used for that purpose, while the Royale Ballroom has two spaces for seminars with theatre seating. Even then, ~5000 sq. ft. in the Genealogy Lab means each lag gets 25' x 40' of space, which for some will mean consolidation of their genealogy collection. Some discussion about use of extension cords (especially for member's laptops) if there are no floor outlets; we'll need floor cord channel covers for safety.
 - Discussion about which Ballroom to use for the Banquet; asked about the time it takes to convert the space to round 8-person tables (1.5–2 hours plus time to put place settings); consensus was to use the Royale Ballroom/seminar rooms for the Banquet which eases the time constraints for packing up the contents of the Genealogy lab in the Grand Ballroom, which can be done Saturday morning if need be rather than Friday afternoon. Danielle also mentioned that the Royale ballroom can seat 250 people for a banquet.
- If there is to be a Silent Auction, the setup tables for that can be placed in the Genealogy Lab/Grand Ballroom against the hallway wall between doorways so as not to block or reduce space for the room's main purpose. That way they don't interfere with vendors in the hallway.
- There is a "coat check" counter just outside of Grand Ballroom A which will work nicely as our Registration Desk. Dixie will be in charge of Centralized Registration, while Mike Miller has volunteered to be on this committee. (Note: based on last year's figures, we estimate approximately 170 will attend this year.)
- The Continental Breakfast Room is plenty large for our Hospitality purposes; the map doesn't include the space the kitchen uses but it is still large enough for us. It is open for breakfast from 6:00-10:00 a.m. daily; after it closes for breakfast & cleanup is done it is available to us for our Hospitality Room. Some chilled items (cheese, for example) should be stored in committee members' room refrigerators overnight and we'll have to put away our trays & containers in the cupboards in that Breakfast room.
 - It was mentioned that the hotel charges \$21 per gallon for coffee but we can bring our own pots.

- We must be finished cleaning and clearing the room by 10:00 p.m. each night.
- The location for the group photos may be best on the platform “stage”/podium area in the banquet space (Royale Ballroom) before the meal. The stage configuration may also be influenced by whatever entertainment we have at the banquet.

Call to order & Adoption of Minutes & Adoption of Agenda:

Meeting formally called to order after the tour at 2:07 p.m. CDT. Nine members were present as well as Barry Dahl representing the lag genealogists. Adoption of the minutes of the October 7th meeting were informally approved as distributed by general consent, and the same for Adoption of the Agenda.

Committee Reports/ Agenda Discussion Topics

Discuss space use and schedule for Stevne

- Additional discussion about placing vendors in the hallway and that the space can be locked and secured overnight.
- Display tables for the individual lags for memberships, yearbooks, sale items, etc. —space in the hallway vendor area? Or near registration area if enough room? It might make better sense to have them as part of the genealogy display for each lag. We need an estimate of the number of tables which can fit in the genealogy lab, including tables for sitting to do research.
- Hospitality Room: Diane Clouch will be back leading this committee, and Mary Martin from Solør will help.

Schedule Grid discussion

Joy passed around printed copies of a new proposed schedule grid for recording time slots for various stevne activities over the course of the four days. Discussion centered around the timing of lag meetings and the tour, as well as speakers. In the past, Annual Lag Meetings for Tre Lag had always been scheduled in the mornings, but Romerike and Solør have held theirs in the late afternoon/evenings. Lag Board Meetings are smaller and if held could be scheduled on Wednesday night or whatever works for them; however, afternoon meetings might conflict with seminars or evening presentations. Tour suggestions included a Mayo Tour; the stevne tour has been held variously on Wednesday or Thursday; also discussed was how these activities may or may not conflict with time in the Genealogy Lab; would the tour and the lab schedules conflict? If we devote Wednesday to the Genealogy Lab, should we provide a box lunch in the Hospitality Room for those doing Genealogy? Reminder that vendors don’t arrive until Thursday.

We decided to make final the following decisions:

- Wednesday will be devoted to the Genealogy Lab during the day (open at noon or 1:00). No seminars scheduled during that day (although perhaps one in the evening, and/or a movie). Not a tour day.
- Wednesday and Thursday evenings are available for Solørlag and Romerikslag to have their Annual Meetings, starting at 7:00 or 7:30 p.m. Wednesday and 4:00 p.m. Thursday.
 - If those Annual Meetings are short, there is time to schedule an evening program afterwards.
- This means we have agreed to have the Tour on Thursday. It will follow the Opening Ceremony, Anthems, Welcomes, and Keynote Speaker (suggested inviting someone from the Mayo Clinic for the keynote). It’s possible to have one other seminar before leaving for the tour. There can be one evening program in addition to a Lag Annual Meeting Thursday evening. For those who don’t go on the Tour, they can either spend time in the Genealogy Lab (after the Keynote), browsing the Vendor tables if open, or it was suggested we show a movie.
 - Since the greetings on Thursday morning will be longer with 5 lags vs. 2 or 3, and we want to be more upbeat at the opening, the Memories of those who have passed will be the night before on Wednesday evening. Chris Falteisek has agreed to help with music, Robin as well? Still must learn about piano availability and we have options for recording, which would save the \$600 rental/tuning fee.

- The Tour itinerary is not yet decided. There will be a box lunch included in the registration for those who take the tour. Question whether parts of the Mayo Clinic can be seen by tour groups? Yes, but we do need details.

Speakers on the Schedule

Discussion of the number of speakers for Friday and Saturday. Don't want to overload; and some can speak more than once, either repeating the same talk or the same person making two different presentations.

The discussion turned to appropriate fees for speakers. Tre Lag had been paying \$100 for one presentation and \$160 if the presentation was given twice by the same speaker. Other lags took driving distance and/or gas allowance into consideration. It was also suggested the fee matches the speaker's credentials, and that speakers from the participating lags wouldn't receive a fee. It was also pointed out that the higher the speaker fees, the higher we'd have to charge for stevne registration to cover those speaker fees.

Rather than a final decision now, we agreed to more research into "the going rate" and presentation of findings at the next program committee meeting.

Other Old Business

Banquet—too early for much new discussion now.

Hospitality—Norma mentioned Alberta Rupert ("Bertie") from Romerike could be approached to help.

Publicity—Kathy from Solørlag will ask Jean Berg to help.

Catering—Norma and Kathy will begin work on this, but they would also like help from one other person from Tre Lag; please let Kathy know who that will be.

Financial

Joy started a discussion of the best way to set up the Flere Lag Stevne bank account. If we register at a bank as a business or a 501(c)(3), then we'll need an EIN number, which seems like overkill to us. Ron Helstad, previous Tre Lag Treasurer, had always held a personal account with his name AND "Tre Lag Stevne" as the account name and printed as such on the account checks, which negated the need for an EIN. If we follow that example, with Joy opening a personal account, but add the ability to have co-signer(s), would that suffice? M/S/C (DH/LH, NB amended). Mike Miller volunteered to be one of the co-signers.

Dixie reported that the grant money check from the Tre Lag Stevne in Middleton had gotten lost because it was sent to the name on record, John Reindl, who has passed away since the original arrangements were made. The check did get returned to its source, and the grant money will be re-issued. Then we can schedule the closing of the Tre Lag bank account. Tre Lag will return previous deposit checks ("seed money") to be replaced by new checks to the new Flere Lag Stevne account.

New Business

Flere Lag Stevne Logo—Nancy presented her "Design Considerations" as well as font choices and a screenshot of her workspace in Adobe Illustrator as she works on a design. She had chosen the Novarese font for its readability, and was considering a map simplification with the cross-stripe elements of the Norwegian flag, but several felt it was still too complex for "at-a-glance recognition," especially if the map outline was truncated showing just the southern half of Norway. Also suggested not splitting the name into two parts. The input was appreciated and the next suggestion to explore is using the "FLS" initials as a mask over the flag, letting the flag peek through hollow letters. The official logo used can still be separate from a map drawing, which can perhaps be seen on the back cover of the Program Booklet, which can more clearly show the outside borders of all 5 lags within the map of Norway.

Fellesraad Brochure Update—The "Explore Your Norwegian Roots" brochure produced by Fellesraad will be updated to remove Tre Lag and add Flere Lag, and Joy asked Robert's approval that he be listed as the contact person, to which he agreed.

Stevne Theme—Dick suggested a discussion regarding the Stevne theme. There had been a suggestion regarding outdoor lifestyle carried out in the Midwest that mirrors the same in Norway. He also mentioned that besides Mayo as a big employer, there is also a huge IBM manufacturing facility there. An anecdote of IBM's history is that Rochester was chosen over other East Coast locations due to the general feeling that the people of the Midwest tended to have higher moral values, indicating that there would be more stability and fewer distractions from business duties. Also as IBM employees were predominantly male, the large supply

of nurses in Rochester could be helpful. NOTE: That this was perceived as Midwest in character and not just from Norwegian character.

Dick also recounted the Mayo success story, growing from two unknown doctors from an unknown small town in an unknown county in an unknown state. Who would ever have thought it would grow into a world famous medical institution at the pinnacle of respect and honor world wide. He wondered "What were the odds of this happening?" This suggested "What are the Odds" as consideration for a possible catchier theme statement.

Next Steps

- We still need to come up with a good theme, one with a catchy phrase.
- The Program Committee will meet for speaker topics to support this; genealogy & culture for sure.
- Should we include barne activities again? Are there space restrictions to do so (maybe set aside a hotel room, but there would be a cost, so how about using a portion of the Hospitality Space? Seems to be enough room to do so...)
- Barry and Norma will discuss tour ideas.
- Registration Fees: Can we have a Daily Rate, for those who only want to attend one day or two days? (Perhaps they only want the Tour or only the Banquet?)
 - That might mean our Program Booklet also be designed in a black and white version for individual days?

Next Meeting

Will be held via Zoom on Thursday, January 20, 2022, at 7:00 p.m. CST.

Dixie moved to adjourn, LeAnn seconded, adjourned at 4:04 (?) p.m. CDT.

Respectfully Submitted,
Nancy Pickering
Secretary
Submitted 10/27/2021