



Southern Maryland Youth Orchestra

Meeting Minutes

January 12, 2014

In attendance: Julia, Susan, Caroline, Liz, Emily, Dave, Lindsay, Jill, AnneMarie, Krystal McCoy

1. Call To Order
2. Minutes approved from December 2013 with the following correction:
 - Caroline was not in attendance at the December 2013 meeting
3. Introduction of Krystal McCoy and the possibility of the children's choir:

Krystal's points:

- Krystal is currently searching for a director – promising lead or two
- Would start as 2nd-6th grade; long term vision is 3 tiered program
- her connection to CSM means potential venue there
- potential launch in Fall 2014
- Advertising this spring in various concerts
- Vision of separate treasurer, etc., in long-term

Broader discussion:

- Need for choir to have a separate brochure from orchestra at first because of targeting different ages – potential point of confusion
- Need to discuss financial situation – look at other groups, good accounting software
 - Charms – could it be used for financial data?
- Library of materials – storage issue (Sterling's office?)
- Purchase of a scanner for choral group?
- Increase our board number to 11 to add Krystal – in time, we might need to increase to add another choral-focused person
- Legal documents – articles of incorporation would need to be amended? Tax filings? Make the change at annual filing? Insurance?
- Again, the importance of good relations/partnership with public schools – working in conjunction with the schools
- Laurel Dietz having a part?
- Look into Chorus America membership
- Branding issues to consider
- Buy another domain name? - smychorus? -
- Set up formal interview for potential director– Krystal to set up
- Joining groups maximizes our fundraising potential

3. Vote to take on the children's choir endeavor: Approved

4. Director's Report

- Auditions –
 - 2 completed so far – clarinet – too weak; trumpet – yes
 - Problem: a number of kids don't have the audition requirements/material
 - We need students to acknowledge understanding of audition requirements
 - DK made change to website so student now needs to input name of solo piece
 - Need to edit Julia's email to prospective players
 - Monday: 5 to audition
- Recruitment of more brass, woodwind, cello – etc. –
 - Going through public schools is not working – band directors not helping us
 - Is it time to put \$ toward advertising? – ask Susie to look into this
 - Homeschooling association? – let's ask Krystal – let's ask homeschool parents
 - Ryken – email to music director to acknowledge his support –
- Events coming up:

- Bring a friend night - February 10! – Valentine’s week – socializing for ½ hour before and after... snacks...
- Ice breaker during break next week

5. Manager’s Report

- Tuition policy – all in agreement to initiate late fees: starting fall 2014
- Volunteer point system –
 - Do we require players who are on tuition assistance to volunteer? - not required but strongly encouraged
 - points put toward what? tuition? Merchandise? Varsity letter? Pin system? Pin system plus tuition discount? Recognition on website?
 - Selling ad space gets points?
- Problem with loss of music – kids not turning things in...
 - Alice in Wonderland and Take5 – can’t be played, missing too many parts
 - Julia will come early and help AMK to look through all the music
 - Julia to email students and parents about the music

6. Financial Report

- Account balance \$5184.84
 - IN
 - \$650 donations (includes the \$100 donation noted in last minutes but hadn’t been deposited)
 - \$146 reimbursement for incorrect invoice on venue rental (auditorium and lights)
 - OUT –
 - \$1318 – for insurance (about \$200 less than what was budgeted)
 - \$120 ad with Newtowne players brochure
 - \$318 AMK bill for music coming soon

7. President’s Report

- Julia did phone interview for *SoMD This is Living* article– Spring issue – Caroline working on photo – Emily and Julia getting student quote(s)
- GoDIVA: Liz and Julia met with Elby – Jennifer Cooper’s partner for GoDIVA –
 - Discussed partnership
 - Liz setting up separate music account – with Liz and Jennifer on it
 - We need more details on how to administer awards – that will come
- Summer session & River Concert Series – tabled until February
- Photo of Liz... Susie’s
- What to do with our donated instruments? - we need to sell them – discussion tabled until February – research on where we can sell them

8. Board Development - SBL led discussion on fundraising book

General points of discussion:

- Time to write a strategic plan – create a list of what goes in so we can all agree on it?– CMK and LJ volunteered to create a strategic planning committee & will work with Julia is drafting one
- Time for committees: next year – move toward committee format
- Fundraising goals -> establish them after strategic plan
- Cultivating donors
- Julia’s fundraising packets
- Reminder of gift giving for board members
 - annual board appeal will be in June

10. Adjourn

Future meetings:

6pm	February 9
5:30pm	March 9
6pm	April 6
5:30pm	May 4 (pre-concert meeting)
6pm	June 8