



Southern Maryland Youth Orchestra

Meeting Minutes

February 9, 2014

In attendance: Julia, Susan, Caroline, Liz, Emily, Lindsay, Susie; guest Jennifer Cooper

I. Call to order at 6pm.

II. Minutes approved from January 2014

- One correction on LB's name

III. Go-DIVA! SWAN Day event – Jennifer Cooper

- Personal history behind event; wishes to reach kids passionate in the arts – plus issue of schools no longer serving students as they used to in the arts
- Details of the event:
 - Wants the students – quartet or trio - to be seen: connection to actual musicians key
 - Importance of volunteers – parent and student – task supervisors for every area of volunteering - Emily as “wrangler” with students; kids as door greeters; selected students as VIP greeters - chosen by Emily & Julia
 - If volunteers are going to eat/drink and sit at the tables, they need to buy a ticket
 - Julia to talk in the middle of the show – will be introduced
 - Silent auction closes during intermission – during 2nd half of concert volunteers are closing up auction
- SMYOrch Board is asked to spread the word:
 - Start with www.go-diva.webs.com - ticket info there
 - Postmark date of the 18th for \$35 tix – after that up to \$50; 200 would be selling out
 - Solicit donations: letter to send with form for donations – donors will get a number for discounted ticket
 - Alcohol can not be a donation
 - Silent auction donors: focus on women contributing
 - trying to have even donations for the 2 days
 - Flyers
- SWAN: Support Women Artists Now (7th annual) – March 29 – national celebration of women in the arts
- End of the process – choosing the recipient of the funding
 - application process, group interviews, narrowing down: aim is to give to a student in need, with deep, immediate passion for music - have it “in their core” - not about long-term paths

IV. President's Report - Julia

- Emily Skelly – plan to get her doing some guest conducting in case of our needing a substitute
- St Mary's Musica spring festival – tabled for when Krystal can be here
- Mission/Vision and bylaw changes
 - Approved
- Non-discrimination policy changes
 - Approved
- Strategic plan – table until March

V. Director's Report – given by Julia in AMK's absence

- Rehearsals going well
- Last rehearsal only 20 students – 10 students out sick (6 from the pizza social) –
 - a. pizza social: kids enjoyed it – some games, some door prizes – some of the shy ones were talking
- Non-refundable audition fee? –would be applied to tuition if they get in
 - a. problem: lots of people doing lots of last-minute cancellations – registration fee \$10
- If a student misses 1 season, AMK feels they should re-audition

VI. Manager's Report – Emily

- Discussion of recruitment ideas – tabled for now
- Point system? Discussion:
 - just for parents; not for students in performance situations
 - kids don't see more performance opportunities as the point
 - pins –reward for performance, sense of prestige, etc.
 - additional ways to gain points: bring in ads or donations, bring a friend/referral
 - this month – how many opportunities we will have, how many points could we get to? – attainable goal but just
 - what do points go toward?
 - continue conversation next time
- Bring a friend night– refreshments?

VII. Marketing Report - Susie

- March 20 Leadership of So. MD event: trifold board needed – doesn't cost us anything – arts alliance will be there
- Need for more advertising: ads around concert time or audition time

VIII. Financial Report - Liz

- Account \$4263.03
 - \$500 donation
 - payment out to AMK
 - Paid music bill \$309.34
 - Go-Diva SWAN day event details:
 - Payment to AMK for Go-Diva
 - Checks cost \$12 – only cost for Go-DIVA event
 - Jennifer & Liz set up special account – all checks to be written to SMYOrch and go to SMYOrch - but whatever's left will be for Go-Diva to decide on –Jennifer can deposit but can't write checks
 - Discussion: cost effectiveness of different payment plans: Paypal vs. Heartland (using a credit card app through the credit union) – vs. The Square – Paypal chosen
 - Mention fees associated w/ credit card on event?

IX. New Business - Julia

- Next board development discussion
 - Mission planning & evaluation – Lindsay will lead

X. Adjourn 7:40pm

Future meetings:

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