



Southern Maryland Youth Orchestra

Meeting Minutes

March 9, 2014

In attendance: Julia, Susan, Liz, Susie, Caroline, Emily, Krystal, Jill, Lindsay

I. Call to order at 5:42pm.

II. Minutes from February 2014 approved.

III. President's Report – Julia

- Vote in Krystal McCoy to the board
- Vote to approve choir directors
 - report on interviews of Lori Beth Sink and Laurel Deitz
 - AMK's contract tweaked for choral directors – changes on concert timing but 2 concerts still expected; need to finalize the pay amount; option for summer session included
 - Question/discussion: do we need two directors?
 - The two being hired is contingent on the recruitment numbers – will put this contingency in the contract; CMK will word the contingency element
 - should we include specific recruitment tasks? Review recruitment list
 - JN will email it out for board review
- GoDIVA event update
 - Some families have volunteered – Jen is also getting volunteers
 - We need more students besides the players to come and make a presence
 - Julia's been getting donations to Jennifer Cooper
 - Julia to run auction with Maria Scott who will be there both days –
 - Need for multiple computers;
 - "Paypal Here" app – look into – need to sync with orchestra's account
 - wifi will be available
 - Liz has been working with Paypal issues
 - Need to lift our \$500/mo. limit but it's all in Lisa's name
 - Jen has created website for purchase of tix online – need to link it to our website
 - almost \$1500 in donations so far; Another \$1500 check has come in
 - Jen is doing some ads – but hopes to spend as little as possible
 - JN and JC doing Metrocast spot on Tuesday
 - Thursday JN back up to La Plata for liquor license
 - Jen is advertising on her FB page; we need to advertise event on ours
- Media Policy discussion
 - Review of recent parent issue having to do with photos of the kids (parent felt that photos of kids in this event wasn't appropriate on picture boxes; JC is okay with not doing them)
 - Review and discussion of Media Consent form; wording too specific? – wording taken from school system policy
 - JN will send it out for our review and approval next mtg
- Begin discussion of board nominees
 - Dave, Caroline, Emily, Susie, Lindsay up for reelection
 - JN will have private discussions to determine interest in next term
 - Will discuss further next time
- Coordination of St Maries Musica joint event for 2015
 - Performance 1st week in May

- Assessment is coming up
 - Board assessment and director assessment
 - New board requirement for next year: every board member attend 1 rehearsal during the course of the year

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

- Sectionals very successful – AMK grateful all instruments were covered
- Issue with Irvin, trumpeter, will be back next week – AMK rewriting the parts for him
- Hoping for better attendance in rehearsals to come– there's been sicknesses, etc.
- Working to finalize the program

VI. Marketing Report – Susie

- Audition info flyer for schools
 - Half sheet for each group – orchestra and choir
- Press release for choir - to go out early April
 - We have the new website: smychoir.org
 - thinking about choir brochure
- SMYOrch will be included in next MD annual business and organizational guide
- Discussion of SMYOrch advertising
 - Focus on word of mouth or newspaper since that's how most have learned of us
 - SG distributed document **Advertising Options**
 - Comparative costs between 4 different SoMD newspapers; also Weekend section
 - Other options: Somd.com; SoMD This is Living Mag; radio spot; others?
 - We placed one ad in Newtown players program
 - Ads for recruitment:
 - Timing? When's best? - running ad before auditions best timing
 - Document shows our marketing budget will be gobbled up if we do SoMD newspaper ads
 - Somd.com – not good use of funds
 - Plan to use newspaper columnists to spread the word - contact Susan Crayton to include a blurb at key moments
 - Press release – include contact us for more info

VII. Financial Report– Liz

- Balance \$5,055.27
 - \$560 tuition
 - \$500 in donations
 - \$22.76 domain name
 - \$245 for sectionals (\$35 per section leader)
- Budget discussion opened
 - orchestra director salary for next year – bump up for raise; \$5700 decided on
 - \$900 bumped up to \$950 per payment – 5.5% raise
 - do we need greater liability insurance with the addition of the choir?
 - Should we find out what other groups about our size have on liability?
 - JN to pose question on League of American Orchestras
 - Need for website \$ -- funds for new site
 - Marketing \$ to double
 - Decision that JN will sign us up on Choral America as an organization (we won't lean on Krystal's personal account)
 - Need for shirts for chorus – expect Chorus students to buy them - add to registration fees (up it to \$225, with \$10 covering shirt)
 - Ad form sent home with all the students
 - Merchandise?
 - 2014-2015 Liz will switch over to CHARMS
 - Discussion of the grant submitted to St Mary's Art Council – uncertain when we'll hear
 - We'll vote on the budget for next year in May

VIII. Board Development discussion – **Mission, Planning and Evaluation** Government Series book discussion– Lindsay leading

- Strategic Plan discussion
 - Mission: need words that are less restrictive for expansion
 - List of values
 - Strategic plan – how often should we discuss? Annual.
 - June review of strategic plan?
 - How often should we be rewriting the plan?
 - 2-3 years since we’re so young
 - Long range plan is tacked on to our strategic plan
 - Nice point to remember in thinking about future fundraising: we are asking for money because “we meet needs” not because “we have needs”
 - Clarifying terminology: objectives v. goals
 - Objectives – shorter term; goals – longer term
 - Need/wish to fill VP position – broad organizational role: board nomination, professional development, strategic plan, board calendar – someone who keeps us on track in general...
 - JN requests every Board member give feedback on strategic goals doc
 - Discussion of Survey Monkey for end of year survey -
 - Let’s use for annual end-of-year survey
 - feedback from orchestra parents on AMK performance and on other issues
 - send out 1st part in first week back from spring break – 6 weeks out
 - Student and parent versions – students do in the rehearsal
 - CMK and LJ and JN to discuss survey

X. Adjourn – 7:50pm

Future meetings:

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