



Southern Maryland Youth Orchestra

Meeting Minutes

June 8, 2014 at The Ruddy Duck, St. George Island

In attendance: Julia, Caroline, Susie, AnneMarie, Dave, Emily, Lindsay, Liz, Lori Beth, Krystal, Susan; not present: Jill, Laurel

I. Call to order at 6:30pm.

II. Minutes from May 2014 - approved

III. Marketing Report - Susie

- RCS – because of the issue of staffing a table (not having enough volunteers, problematic nature of having just an info table), we won't be having a table.
 - Placed a program ad: \$400/quarter page – black and white – with dual logos
- Table cover –
 - Question posed: do we want a conference style table cover with dual logos? 6ft or 8ft; roughly \$170; Susie will donate \$50 toward the purchase.
 - General consensus to purchase
 - Plan to have it ready for Arts Fest 2014.
 - Susie's sister-in-law has been helping us with the logo designs... will we continue working with her once Susie has moved?
- Choir press release
 - Went out last week
 - There may be follow-up press – hopefully an article in The Enterprise

IV. Financial Report– Liz

- Account balance \$5146
 - Incoming:
 - \$865 in donations
 - \$413 in concert revenue
 - \$40 in ad revenue
 - Out
 - \$900 payment to AMK
 - \$200 sectional leaders (2 concert ringers)
 - \$741 for spring space rental
 - \$25 for concert cupcakes
- Concert numbers
 - 70 adults
 - 21 kids
 - Comp tix: 7 adults/2 kids
 - A “Save the Date” card used as a ticket comp – in future, we need to put “not a ticket” on flyer ads...
 - TOTAL: 99
- Budget: voted to approve

V. Fundraising Report– Julia

- Vote on formation of fundraising committee
 - Voted to approve
- JN asks that all board members join one committee starting next year
 - Currently 3 committees: strategic planning, recruitment, fundraising
- Distribution and review of 2014 fundraising plan (document)
 - Voted to approve

VI. President's Report/Discussion Topics – Julia

- Board member re-elections
 - Dave, Lindsay, Caroline up for re-election
 - Voted to approve all
- Strategic Planning Committee (LJ, CMK, JN): update
 - Met on May 5
 - New plan for goals 1-year-out so the 5-year goals don't suddenly surprise us
 - Set to discuss and vote on the 1-year goals in August
 - Board needs to look them over and discuss priorities so we can generate our action items
- Recruitment/Surveys/Plans for the fall
 - Rehearsal Location discussion
 - Hollywood United Methodist (HUM) church as potential new rehearsal space for us
 - JN and KMc visited earlier this week
 - Good space for choir rehearsals
 - Good drop-off situation; Sectional rehearsals can work in this space
 - Other pluses:
 - Krystal's ties (used to work there) –they will hand over the keys immediately
 - There's not a lot going on there re. other groups using space/possible conflicts
 - They might be willing to give us storage?
 - We will offer \$100/mo, per group
 - Still have to pay for performance space
 - Need for storage for music library, future percussion instruments
 - We hope not to need to store the drum set much longer
 - JN spoke to Ashley Adams at Allegro Music about selling on consignment
 - They take 25%
 - JN doesn't wish to do Craig's list sale... anyone else welcome to take it on!
 - Issues with HUM space
 - Percussion
 - Would it be manager's job to move the percussion to and fro?
 - Rental? Purchase? What could we rent? What will we need?
 - It really is a major hassle to move percussion regularly– might be reason alone to stay at CHS
 - Music stands – students will need to bring, we'll need extras on hand
 - JN also visited St. John's – doesn't look promising, AMK encourages us not to pursue
 - Question posed: where's the current geographical center for the orchestra?
 - We are not recruiting from Charles –youth orchestra already there
 - Hollywood better for our Calvert students
 - AMK says a move will be a problem for CHS kids, she stays after school with them so they can stay and participate
 - Review of CHS kids – a number not returning – Monica, Moriah
 - General sense that there's a difference (if only psychological) between Chopticon and Hollywood for the majority of St. Mary's County residents
 - Krystal has been saying choir will likely be in Hollywood or Leonardtown and getting a positive reaction
 - Higher Ed Center?? – DK can look into this for us
 - JN and Krystal to meet w/ church board of trustees and will discuss storage issues
 - JN plans to survey kids to ask if they are returning next year – further, will ask if decision hinges on location - either a) stay at CHS or b) move to Hollywood
- Surveys – all reference the disparity in level as problem
 - Do we shoot for 2-tiers and extend rehearsal? Meet from 6:30-7:40? 7:40-8:45? Have upper level kids w/2nd director?
 - Effectively rest of full orchestra would then be in a sectional
 - AMK feels extending the rehearsal or giving separate 40 min. is not going to be enough time to make this work
 - Could we get them in for a 2nd rehearsal? Consensus is probably not. We're not big enough yet.
 - Practicing incentives
 - Lots of kids admitting they don't practice enough
 - Complacency problem.
 - All about communication and setting expectations
 - Need a practice workshop; AMK needs to teach them "how to practice"
 - More structured and organized rehearsals

- Practice Plan – AMK to institute one in the fall
 - Practice recordings submitted
 - Point system – earn pts for submission, will allow them to play in concert
 - Can just do spot checking
 - We’d need to modify the student contract
 - Prizes for those who do well with practicing: earn some swag
 - “dollar incentive”
 - Importance of having recordings as part of the plan next year
 - Can we figure out a way to pay an orchestra manager?
 - Idea of paying director an hourly admin fee (as KMc gets in other jobs) – for tasks separate from direction – making recordings, etc.
 - “Challenge Piece” – an extra piece that’s bonus for those who can play it/have earned it
 - If we can’t offer them more advanced music, are there other ways to give stronger players more responsibility and importance? ... ex. have concertmistress run a sectional? i.e. teach other skills
- CHOIR plans for fall
 - Open rehearsals first 2 weeks
 - School starts Aug 20; start regular choir rehearsals mid-September
 - Aug 25 – potential date for 1st rehearsal
 - Thursday rehearsals
 - Need for a choir-specific meeting later this month

FALL Board meetings planned:

- **All meetings 6pm**
- **All meetings at Schaefer**
 - **August 10**
 - **September 14**
 - **October 19**
 - **November 16**
 - **Dec 14**
 - **FALL Orchestra CONCERT Nov. 22**
 - **FALL Choir CONCERT TBD – Dec.**

X. Adjourn