



## Meeting Minutes

October 19, 2014, at Schaeffer, 6pm

*In attendance: Julia, Liz, Dave, Caroline, Susan*

### ACTION ITEMS:

1. ALL - read financial responsibilities for next mtg: Liz to lead discussion next month
2. ALL - attend [one orchestra and one choir rehearsal](#)
3. SBL & JN - finish clean up of Drop Box & Google
4. JN – distribute brochures at next mtg
5. KMc, KD, LBS, LD, JN – discuss/decide/order merchandise for concert Dec. 4 (used ImageMarket.com for Orch)
6. LJ & JN – communication w/ Greg Corliss for website redesign; email logos and docs
7. KMc - Dec. 7 community concert situation?
8. JN - choir & orchestra concert programs; program ads?
9. SBL with KMc/KD/Directors - list of concert music for licensing
10. Liz – after Orch concert, \$ box to CMK for Choir concert
11. SBL, JN - concert tix
12. SBL, JN, AMK, others? - distribution of free concert tix to students; invite-a-friend tix
13. JN - insurance renewal
14. KD – info on parent volunteer interests (forms)– volunteer point system - discuss further w/ JN, etc.
15. KD – track down incomplete registrations
16. JN, SBL, AMK, KMc, LD, LBS? –mtg with LHS music teachers–Pearson, band, Oplinger, choir folk?
17. Liz – final checks to sectional leaders
18. SBL – press releases
19. SBL – orchestra music licensing
20. SBL – order choir banner
21. JN – order choir shirts, choir scanner?
22. JN –> Susie – order trifold board
23. KMc & KD – arrange for Choir photos at rehearsals; SBL – coordinating choir brochure
24. CMK – photography at Choir concert?
25. SBL – look into crowdfunding options for fundraising effort
26. JN – drum set

I. Call to order at 6:07pm

II. Minutes from September 2014 – approved

III. Update on the Drive/drop box

- Our Google drive is mostly cleaned out/cleaned up - many things moved to Dropbox; still has forms, policy docs and photos
- Issue of limited space on Drop box – photos/videos to go/stay in Google drive

IV. Financial Report– Liz

- Account balance \$10,644.36
  - In = \$7,505
    - \$500 donation
    - \$3,010 orchestra tuition (14 out of 16 students paid; 2 outstanding)

- \$3,655 in choir tuition (17 out of 22; of those 5 outstanding, one is the student whose father has offered to redo the website; 4 remaining)
    - \$340 merchandise
  - Out = \$4,138
    - \$3,032 in payments to 3 Directors
    - \$200 for choir rehearsal space
    - \$801 orchestra music
    - \$105 to sectional leaders
- Review of Budget
  - Budget original vs. budget actuals – 2 docs distributed for comparison
  - **In our original** budget, tuition income was based on 30 orchestra/40 choir students (70 x \$215 = \$15,050)
  - our **revised** budget is based on the **actual** number of orchestra (16) and choir (22) students (38 x \$215 = \$8,170)
  - If we hit the rest of our income and expenses numbers exactly, we'll be about \$2,100 in the black at the end of this budget year
  - we carried over almost \$6.400 from last year; we will be eating into that cushion this year
  - looks like we'll be okay this year, but will not be if we have similarly low participant numbers in our 2015-2016 budget year
    - → importance of recruitment and fundraising
  - need to represent Dave's sectional \$ as in-kind donation

## V. Orchestra Report – JN in AMK's absence

- Sectionals: Kids seemed to really enjoy it; more sectional leaders than needed – great!
- AMK thinks maybe all of the rehearsal should have been in small groups – some sections didn't get through everything
  - Dave felt they needed more instruction on which specific areas to work on within sections
    - Suggestion for next time: sectional leaders be given an agenda on what to rehearse – spots of difficulty noted, with more direction from AMK in advance
  - Dave felt like the kids really got a lot out of having the sectional leaders play alongside them in the second half – good for morale as well as musical understanding; probably particularly important when group is so small
- Good energy... more camaraderie
- Music is going well – but she'll have a better sense after this next rehearsal in terms of concert preparation
- Gave them *Robin Hood, Prince of Thieves*; for spring concert. They love it - it is difficult.
  - Would like to send this and maybe other pieces home over holidays for practice
- Concert date Nov. 15, 6pm – Board members: 5pm call for set up

## VI. Choir Report – JN via KMc's email

- Dec. 7 — SMYChoir has been invited to participate in a community concert at Maxwell House in Charles County - waiting to hear about singers' availability
- Directors asked about programs: JN preparing choir and orchestra programs for concerts
- SBL to communicate with KMc/Directors on music for licensing
- Dec. 4 – concert
  - Need to get merchandise for the event
- Liz can't be at concert – CMK will do money box
- Ticket prices the same?
- Point system for volunteering?
  - Choir parents seemed to be most interested in free admission to concert
- Info from the volunteer forms? – let's get specific details from Tina

## VII. Discussion Topics

1. Board committees
  - already established: Fundraising (SBL, JN), Strategic planning (JN, LJ, CMK), Recruitment (SBL, KMc, JN)
  - New committees/new organization for existing committees:
    - Turn Recruitment into Recruitment & Marketing
    - Website
    - Governance
  - Interest of individual board members:

1. DK - Fundraising → grant writing experience
2. CMK - strategic planning, governance
3. Liz – where needed
4. SBL - prefer recruitment/marketing to fundraising...; website?
5. Others? – future discussions necessary
2. Discussions about recruitment/marketing
  - Distribution of free tix for youth orchestra concert
  - Allison & Hannah: LHS ticket distribution....
  - Orch students get free student ticket to distribute to friend
  - Free tix to homeschooling groups
    - Ticket prices the same?
  - Can LD help with recruitment for both groups?
3. Website mtg
  - a. JN and SBL met with Greg Corliss, father of Choir member
    - Proposing re-do of our website in exchange for daughter's choir tuition
    - Joomla platform suggested; easier than Wordpress
    - fees – minimal annual cost, he'll pay directly
    - he'll mock up site for review once he has all the materials
    - **Vote to wave tuition** in exchange for new website - **Approved**
4. Social Media Document – Caroline to edit with inclusion of social media; then we'll resend to families
5. Strategic Plan – table that until next time: not enough people to comment on it
6. Fundraising – no report
7. Go-Diva awards – 5 awards – all got tuition; others got \$ toward purchase of instrument and lessons
  - Formal award ceremony at the beginning of the Nov. 15 concert

## VIII. Board development: annual self-assessment

1. Review of board self-assessments point by point with discussion
  - All elements of doc pertain both to Orch and Choir. (This doc was originally to be reviewed in July when Choir issues were not yet relevant. It will be updated for future.) Pts of discussion (numbers pertain to items on self-assessment doc)
    - a. **LEADERSHIP:**
      1. *[Board]...demonstrates duty of care in attending all mtgs...attention to needed tasks:* agreement that this was *mostly* happening; but this meeting very poorly attended - suggests we should re-examine mtg day/time?
      4. *...defines roles and responsibilities:* mostly, we are working on clarifying this, through committees, etc.; some confusion about the way roles/responsibilities are breaking down re. choir and orchestra. Need to ensure choir does not feel like a committee of the board.
      5. *...process to identify and select new board members:* NO. This needs improvement.
      8. *...identifies board goals and assesses progress toward goals:* could be improved. Discussion of continued wish/need for a VP to oversee general progress, keeps tabs on monthly goals
      9. *... works to build positive relationships:* mostly, could be improved
    - b. **STAFF RELATIONS & COMMUNICATION:**
      15. *...roles/responsibilities of Board vs. Director(s) clearly articulated:* still working on this
        - For future, let's include Directors' comments/welcome/stories at concerts.
        - recruitment & student retention: currently Board making big effort; better balance w/ Director(s)?
      16. *...effective communication channels:* varies with the different Directors.
      19. *...effective mechanisms for regular proactive communication:* JN's primary communication w/ orch community is frequent email; some people not great with email. Supplemented with better use of social media? Communication within choir community?
      22. *...communicates with customers through newsletters, website and media:* needs improvement -working on it – hope to make FB more prominent; website work beginning soon.
    - c. **ASSESSMENT:**
      24. *...committed to pursuit of quality, relying on measurable outcomes:* some uncertainty. How to measure? Quality of concerts? One element: retention rate and growth rate: for orchestra, needs improvement. For choir: tbd.
    - d. **ORGANIZATION & MANAGEMENT:**
      30. *...annual calendar identifying key tasks:* mostly, but needs more attention. Again, a VP?
      32. *...delegates responsibility of administering ... policy and direction...with operation to Director:* generally speaking... needs improvement but will certainly change over time as we acquire a staff – at the moment the board also working as staff so sometimes there's overlapping responsibilities.
      39. *...process for recruiting and retaining students:* Clearly needs improvement, in spite of efforts.
      40. *... procedure for disseminating info on crisis situation....:* okay? Weather issues indicated on website; other issues: by email.

IX. Other Discussion Topics

- insurance renewal – JN got forms and is doing

X. Adjourn 8pm

**FALL Board meetings planned: All meetings 6pm at Schaeffer**

- **November 16**
- **Dec 14**
  - **FALL Orchestra CONCERT Nov. 15, 6pm**
  - **FALL Choir CONCERT Dec. 4, Thursday HUMC, 7pm**