

Midland Concert Band Board of Directors Meeting
Wednesday, January 18, 2017

Morr Residence

Attendance:

Sue Bovid
Matthew Christianson
Kasee Diaz
Patrick Heider
Mary Huss
Rachel Morr
Ellen Peden
Jim Schutz
Mara Simanskey
Joel Wiseman

The meeting was called to order at 6:30 PM by the Chair, Mary Huss.

Secretary: (Patrick)

December 21, 2016 minutes were submitted for review. Jim motioned to accept and Ellen seconded. Approved.

Patrick presented proposed changes to the bylaws. The final form will be made available to the band in hard copy and on the website at the 19 January rehearsal with plans to hold a vote > 15 days later as per the bylaws at the February 9 rehearsal. Patrick will create a summary sheet for board members to use to explain the changes.

Master Class:

The master class from members of the Brass Band of Battle Creek using the Gerstacker foundation funds will be on May 15. At the previous rehearsal, the board voted to approve spending an additional \$500 from the guest artist budget to support having the master class tutors play at the May 14 concert with the band. The total amount allocated is \$1500 from the Gerstacker foundation funds and \$500 from the guest artist funds to go to the Brass Band members for the concert and master class and \$500 from the Gerstacker foundation funds to cover costs for the venue rental and additional costs to host the event.

The board discussed possible locations to hold the event. The Midland Center for the Arts is booked as is Bullock Creek. The preference is a location close to Midland but SVSU could be explored. Northwood might also provide a venue. The Midland library auditorium may work as well. Western school in Auburn has a 250 seat auditorium that could work. Estimate is to have

300-500 attendees with 250-300 from north and west Michigan. Mary will look into additional options.

Chair: (Mary)

Nothing to report.

Director: (Joel)

He is reaching out to guest soloists for the upcoming concert.

Advertising: (Kasee by Patrick)

All advertiser accounts are paid in full.

Marketing: (Mara)

Nothing to report.

Education: (Ellen)

One application for scholarship has already been submitted. The board reviewed the selection process. There will be a separate meeting where board members will review applications and make decisions on the recipients. Discussed potentially extending application due date due to multiple snow days recently. Directors were generally positive about the scholarship with increased interest from middle school programs.

Printed Materials: (Matt)

Nothing to report.

Hospitality: (Jim)

Nothing to report.

Tickets and Special Projects: (Rachel)

Ticket sales are going well. Rachel is continuing to check with Camps Music for sales at a retail location. Rachel will book chalet for end of year party on Thursday after last concert (May 18).

Treasurer: (Sue)

The board reviewed the monthly treasurer's report. All but two members are paid on dues. Reviewed Tuba Christmas report (see attached document). Participating in the Santa parade float gave the band and Tuba Christmas good publicity. Flyer for the parade could be improved to include more information. The large sign purchased can be modified inexpensively with a small change to update the date. Proposal to pay back Kenny the \$337.33 to cover his expenses for Tuba Christmas. Motion by Mary and Jim seconded. Approved. Proposal to not guarantee to spend money on the next year's Tuba Christmas without approval from the board. Motion by Mary and Kasee seconded. Approved.

Motion by Ellen to adjourn. Mary seconded. Meeting adjourned at 7:30 PM.

TubaChristmas 2016 Report

Participants

The Harvey Phillips Foundation (HPF) provides guidelines for estimating participation in a TubaChristmas event which gave an estimate of over 250 participants. Since I know that Chicago's TubaChristmas generally has about 375 participants, that seemed hugely optimistic for a first year event in Midland. The more reasonable estimate I settled on was 50-60 participants.

In the end, this year there were 29 participants. The majority of participants were from Midland and the immediately surrounding area (e.g. Sanford, Auburn), but there were participants from Harrison, Bay City, Saginaw, and even one from Farmington Hills. All but four participants were doing their first TubaChristmas, with many being student musicians.

Beyond the fact that this was the first TubaChristmas in Midland, there are a couple of other factors that I think contributed to this year's participation being lower than it could have been. First was the weather. With a fairly significant snowfall event the night before the performance some potential participants probably chose not to chance it, particularly those from further away. One surprisingly significant factor was a low turnout from MCB and MIMBB members (which could have been in part due to the weather). Had the Tuba and Euphonium sections from those groups come out in full, the total number of participants would have been much closer to 40, if not higher. Another factor was the Meridian High School band playing at a Pistons game that day, which could have added quite a few more musicians.

At this point, I think that an estimate of 35-45 musicians for a potential performance next year would be reasonable.

Venues

Both the venues this year were available to us free of charge, and were easy to work with. The courthouse steps wound up not being used due to the weather. The sanctuary at First United Methodist worked well for this performance, but would likely be difficult to work with for a larger ensemble.

My thoughts for next year would be to try and schedule the event for earlier in December to increase the chances of the outdoor venue being suitable, and to try and use either the fellowship hall at FUMC rather than the sanctuary or find another suitable indoor location downtown (perhaps St. Brigid's gym?).

Merchandise

Merchandise sales were another point of mystery coming into this year's event, so I made my best guesses as to what would be in the highest demand. Overall trends were for treble clef and enlarged music books both being relatively more popular than I'd estimated, as well as scarves and headbands being less popular. The rate of music sales this year was fairly high because most participants were new to TubaChristmas, and will likely be lower in the future as there are fewer first-time participants vs the entire ensemble. The costs for merchandise and sales figures are detailed in the attached table.

Because merchandise needs for next year will be reduced by the remaining stock purchased for this year, and because we can better estimate what sales will be based on this year, it is much more likely that there will be less net cost, if not net revenue for next year's event.

Marketing/Promotion

This year's event was promoted in three ways: a Facebook page, an email sent to area school band directors, and an entry in the Santa Parade. Costs related to the Santa Parade are detailed in the attached table, and totaled \$435.25 with \$97.92 being covered by the MCB for the purchase of candy for the Santa Parade. The most significant cost related to the parade was the printing of signs for the parade float, which can be re-used in the future. The primary challenge here was obtaining volunteers to help pass out flyers and candy for the parade. Ultimately the Midland High Band's front line was recruited, which worked out well both for us and those students (as they got credit for doing both the Santa Parade and the Memorial Day parade).

Spreading the word a little more next year, perhaps by distributing posters, could help with both getting participants and audience members.

Conclusion

Overall I think this year's event turned out very well, especially for the first ever in Midland, and that it would be worthwhile to continue to hold this event annually, especially in light of the lessons we've learned from holding this years event.

HPF-Related Budget

Ordered Qty	Sold Qty	Unit Cost (HPF)	Unit Price (Retail)	Total Cost	Total Revenue	Note
Registrations	N/A	29 \$ 5.75	10.00	\$ 166.75	\$ 290.00	
Bulldozers	75	0 \$	2.00	\$ 75.00	\$ 0.00	Price is for sale of excess bulldozers to non-participants.
Books (Small)	40	9 \$ 16.00	20.00	\$ 640.00	\$ 180.00	
Book (TC Tuba)	1	0 \$	15.00	\$ 12.00	\$ 0.00	
Books (Large)	15	11 \$ 21.00	25.00	\$ 315.00	\$ 275.00	
Hats	20	16 \$ 13.00	15.00	\$ 260.00	\$ 240.00	
Scarves	20	4 \$ 13.00	15.00	\$ 260.00	\$ 60.00	
Headbands	10	1 \$ 8.00	10.00	\$ 80.00	\$ 10.00	
Merchandise Shipping		\$ 21.66		\$ 21.66		
This is the amount currently owed the HPF, Due Jan 31 ->				\$ 1,830.41	\$ 1,055.00	<- This is the amount collected for sales/registrations
Net Revenue/Cost \$				(775.41)	<- This is the net cost to the MCB	

Remaining Inventory Qty	Cost @
75	75.00
31	196.00
1	12.00
9	84.00
4	52.00
16	208.00
1	72.00
	999.00

Tuba Christmas HPF

Marketing/Other Budget

Cost	Paid By	Notes
\$ 35.00	Bart	
\$ 97.92	MCB	
\$ 104.56	Bart	Flyer need was over-estimated, could probably be halved in the future
\$ 160.00	Bart	Can be re-used with decal for new date/time
\$ 37.77	Bart	
\$ 435.25		