

Midland Concert Band Board of Directors Meeting
Minutes from preceding impromptu meetings:

Thursday April 20, 2017

Dow High

Attendance:

Patrick Heider

Mary Huss

Rachel Morr

Ellen Peden

Jim Schutz

Mara Simanskey

Spring Concert Programs:

Matt requested the board vote on the number of programs to print for the spring concert. We had 525 covers remaining for the concert. Mary motioned to print enough programs for the 525 remaining covers. Pat seconded. The motion passed

Lindemann Visit:

Jim will contact Seanne to ask if Jense would tour area schools on Monday prior to the masterclass. He would spend approximately 1 h at each school meeting with students. Also, Mary will inform Sue that the luncheon will still occur even with a low RSVP rate.

Thursday May 4, 2017

Dow High

Attendance:

Matthew Christianson

Kasee Diaz

Patrick Heider

Mary Huss

Ellen Peden

Jim Schutz

Spring Concert Video Recording:

Verdoni has offered to record the spring concert. Mary will reply that we have already scheduled MCTV to record the concert. She will offer the option to record the fall concert when MCTV is usually unavailable.

Elections:

Elections for board positions were held by the full band membership. The results:

Chair: Mary Huss

Director of Printed Materials: no nominations received

Director of Hospitality: no nominations received

Director of Marketing: no nominations received

Wednesday, May 24, 2017

Huss Residence

Attendance:

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 6:40 PM by the Chair, Mary Huss.

Alden and Vada Dow Foundation Grant: (Mary)

Dave Selley is mostly done with the grant report. The board will need to reapply to provide the middle school scholarship next year. Mary will check with Dave about applying for the grant.

May 2018 Concert: (Mary)

Mary was approached by the Midland Center for the Arts about moving our May 20 concert to make room for another group. They provide options to move to May 6 or May 13. The board discussed several options including moving to a Saturday night (May 12) prior to Mother's Day. Jim motioned to move it to the evening of May 12 if the cost is < 75 % of the current rental fee. Rachel seconded. The motion failed. Mary will inform MCFTA that we will keep our original date.

Mary will also request to have a list of provided equipment written into the rental contract. This is to address the issue at the last concert where percussion equipment was unavailable and the MCB only provided with a few days notice to find replacement equipment.

Conductor's Report: (Joel)

Joel has mostly planned the fall concert. He will send the proposed program to the board to review and offer suggestions. Joel is pursuing potential guest artists for the next season for the Christmas and Winter concert. He also discussed the potential to partner with Jens and the Brass Band of Battle Creek to bring in a charity concert for the Cancer Blows foundation. The board discussed this and decided it does not meet the mission of the MCB and would detract resources from our mission. The band members could support the concert, but the board could not provide the main driver for the event.

Treasurer's Report: (Sue)

Sue submitted the treasurer's report previously. Mara motioned to accept the report and Ellen seconded. Passed. Sue has questions for budget purposes in 2017-2018. The board will address these in the June meeting so they can be incorporated into a budget for vote in the August meeting.

Marketing Report: (Mara)

Mara mentioned that the advertisements for the spring concert said 7th graders and should say 7th and 8th graders or middle schoolers to match the expanded scholarship.

Advertisements Report: (Kasee)

The board discussed ways to increase income from advertisements. The cost for an ad has not gone up recently and could be increased. The board could also sell time on a projector shown prior to the concert and during intermission. A ticket sponsor could be put on tickets. Restaurants could provide a discount with a program to encourage concert and a dinner evenings.

Hospitality Report: (Jim)

The band picnic will likely come under budget once all receipts are counted. This was likely due to a lower than normal turnout. The board also discussed increasing the per concert budget for food. This will be discussed at a future meeting as mentioned above.

Band Member Contact Information: (Mary)

The board discussed how to improve distributing information to the band. This was prompted by thoughts that the picnic was poorly attended due to lack of communication beyond mentioning during rehearsal announcements. This would also include contacting for canceled rehearsals. Mary will talk with Brenda about getting an updated email list for band members for contact. The board could also solicit email contact from members for this use. Further discussion was tabled until the next board meeting.

Ticket Sales: (Rachel)

Ticket sales were 585 with an estimated attendance of 600 for the spring concert. The number of sales made using the Square card reader were up from previous concerts. There were some complaints from band members who could not request complimentary tickets closer to the concert after they were limited due to anticipated high attendance. Limiting the timeframe for handing out tickets should be reevaluated in the future to ensure it is clear to band members.

The board would like to track ticket sales closer. This includes knowing how many comp, advertisement benefit, discounted, and full tickets are sold. Rachel will develop a proposal what and how to track this information for the next board meeting.

Masterclass:

The audience at the masterclass included a number of people who did not attend the concert. It was thought that this could be that the attendees were unaware that Jens was performing with the band. In the future, masterclasses could be schedule the day prior to the concert to ensure that attendees are informed of the concert.

Printed Materials Report: (Matt)

Matt plans to print new tickets in late August. The board should check MCB envelope and letterhead levels at the next meeting so additional amounts can be printed.

Food and Drink at Concert:

Mary will follow up with the MCFTA as to why food and drinks were not provided to the audience during the concert. This was previously requested from the band and the board had given permission.

Childcare during Concert:

Joel suggested creating arrangements for childcare during concerts to accommodate band member and possibly audience members with small children. The board discussed the idea and did not decide to pursue it further at this time.

Board Meeting Minutes:

Pat motioned to accept the February 2017 and March 2017 board meeting minutes. Ellen seconded. Passed.

Next Board Meeting:

The board decided to move the June board meeting to June 11 at 6:30 PM to accommodate board member availability.

Mary motioned and Pat seconded to close the meeting at 9 PM.