

Midland Concert Band Board of Directors Meeting

Wednesday, January 17, 2018

Huss Residence

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

**Attendance:**

Kenny Barnt

Sue Bovid

Megan Carlsen

Patrick Heider

Travis Hein

Mary Huss

Katelynn Kozar

Rachel Morr

Ellen Peden

Joel Wiseman

Pat motioned and Kenny seconded to accept the January 2018 minutes. Passed.

**Section Leaders:**

Mary will talk to the section leaders at the next rehearsal to ask them to provide a list of performers from their section to the Director of Printed Materials for the initial draft of the program.

**Small Ensembles:**

Three groups have requested to perform at the next concert. The flute ensemble will perform in the lobby area before the concert. The clarinet ensemble will perform at the start of the second half. The brass ensemble will perform in the lobby area during intermission.

**Red Cedar Band Festival:**

Joel will prepare an informational handout to provide to the band with important details for playing at the festival. The information will also be linked on the website.

**Tuba Christmas:**

Kenny provided a report on the 2017 Tuba Christmas concert. See attached copy.

**Director's Report:** (Joel)

Joel is working on getting soloists selected for the May concert. He is also looking to get some bigger artists lined up for the 2018-2019 season which will require fixing the concert dates. Mary will work on meeting with the MCFTA to lock in the concert dates for next year.

**Chair's Report:** (Mary)

Nothing to report.

**Treasurer's Report:** (Sue)

Sue submitted the monthly income statement for the board to review. In reviewing the income statement and the ensuing discussion of ticket sales, the board reviewed how we could get

additional income to cover the increasing costs to run the band. Other area bands with smaller audiences are charging more than our level which has not changed in several years. Ellen motioned and Megan seconded to increase ticket prices to \$10 for general admission and \$8 for senior and student admission. The proposal passed. Rachel will look into the package, bundle, and pre-sale options currently available and prepare a proposal on how to adjust their prices.

**Director of Education's Report:** (Ellen)

Application forms for scholarships have gone out and completed ones have been submitted.

**Director of Hospitality's Report:** (Kasee)

Snacks are lined up for the next two weeks. At the last performance, the turnout for dinner was far under the amount who originally signed up. This resulted in the restaurant having empty tables held for the band. At the next concert, the board will confirm attendance in rehearsals leading up to the performance and at the on stage rehearsal in order to provide a more accurate number to the restaurant.

**Director of Printed Materials' Report:** (Megan)

Megan will look into adding a mentioned of the Red Cedar Festival in the program for the upcoming concert. Mary is planning on sending the newsletter out within a week. Megan plans on sending a draft of the program to the board for review before going to the printers. She will also start providing a list to check names earlier in the rehearsal schedule.

**Webmaster's Report:** (Katelynn)

Work is continuing on the website. She plans to limit the number of minutes available on the website and rearrange how they are accessed to make it easier to review the minutes. No more than 7 years of minutes will be stored based on the retention policy for minutes. Additional photos are required of the band, director, and board members for the website and programs. The board will all review potential photography contacts for the next meeting to select someone to take these photos.

**Director of Tickets and Special Projects' Report:** (Rachel)

Megan will take over handling ticket sales at the next concert since Rachel may not be available. Rachel will look into when is the earliest the City Forest Chalet can be reserved for the end of year potluck. Rachel will look into scheduling a technology meeting to cover various new web technologies used by the board.

**Director of Advertising's Report:** (Travis)

Travis will look into getting the folder containing materials for the board position from Kasee. It appears one or more ads are still unpaid. Some of this may be from an ad that was printed at a larger size than requested by the advertiser.

**Secretary's Report:** (Pat)

Pat set up a new email list containing contact information for the board members and appointed positions. He will keep it up to date so the board can more reliably contact everyone by email.

**Next meeting:**

Mary will contact the board for scheduling the next meeting. This needs to be done to allow time for selection of the scholarship winners.

Mary motioned and Kenny seconded to close the meeting at 9:10 PM.

# TubaChristmas 2017 Report

## Participants

Last 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.

This year we had a total of 31 participants: 12 returning from last year, 14 playing in their first ever TubaChristmas, and 5 who'd played in TubaChristmas before, but were new to Midland. Geographically, the majority of participants looked like last year: most from Midland, a smattering of folks from further out (Bay City, Saginaw, Harrison, Beaverton), and a few longer-haul people including two participants from East Tawas. Again this year we had no participants from Bullock Creek or Meridian, and few enough from the Midland schools.

There is definitely room for growth here, especially if we get more repeat participants in the future.

## Venues

First United Methodist Church initially did not return repeated contact attempts, so I had started making arrangements with the Library. My preference is to stay downtown with the Courthouse steps being ideal (I didn't approach the Courthouse this year because I was under the impression their remodel work would preclude it). FUMC eventually did get back with us and were very easy to work with.

The layout of the sanctuary at FUMC however, will make it difficult, if not impossible to grow much more than we already have, so looking at their fellowship hall or another downtown venue might be warranted in the future, but at this point I would still look at FUMC next year.

## Merchandise

Because we had significant stock left over from last year, there was much less new merchandise ordered this year, and sales were good. This year, we actually have a net revenue from TubaChristmas, though it is only about 40% of the net expense from last year, so while we're moving in the right directions, we still haven't broken even. (See attached for exact figures).

## Marketing/Promotion

This year's event was promoted in these ways: a Facebook page, posters at MPS and Meridian Middle and High Schools as well as CMU and SVSU, and an entry in the Santa Parade. I have covered the Santa Parade costs apart from the printing of the fliers distributed (which were ordered along with MCB holiday concert posters), and am happy to consider those a donation to MCB in light of the current budget tightness and the lack of pre-planning for those expenses.

The audience this year was significantly larger than last years, which I think owes partially to more Facebook activity and word of mouth from last year, as well as a better attended Santa Parade (due to better weather) where we ran out of both fliers and candy early.

## **Conclusion**

Overall I think this year's event turned out very well, 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 event for two years.