

Midland Concert Band Board of Directors Meeting

Wednesday, September 27, 2017

Huss Residence

The meeting was called to order at 6:45 PM by the Chair, Mary Huss.

Attendance:

Megan Carlsen

Kasee Diaz

Patrick Heider

Mary Huss

Katelynn Kozar

Rachel Morr

Ellen Peden

Pat motioned and Megan seconded to accept the August 2017 minutes. Passed

New website coordinator:

Katelynn Kozar has taken over as the new website coordinator. She will be updating the concert date and rehearsal time information. Ellen will provide information on scholarship applications. Rachel will provide information on getting the Square store enabled. Megan will look into an option to get a photographer to take a photo of the band to update on the website.

Chair: (Mary)

Gary Burgess provided an estimate that the alto clarinet requires \$150-\$200 of repairs to fix. This will be discussed at the next meeting.

Mary is still looking for volunteers to take on Marketing and Advertising roles on the board.

The Red Cedar application has been submitted. We are waiting to hear back on acceptance. Mary will confirm with Joel that the current list of interested players will be sufficient for the band to perform.

MCTV is unable to record the October 22 concert as was previously expected. Sue had previously been in contact with Verdoni about recording our concerts. The board will look into what level of production they will do and what, if any, cost would be required.

Conductor: (Joel)

Nothing to report.

Treasurer: (Sue)

The new insurance is set up and paid. Tickets, advertisers, and donation funds are coming in. No other major updates to the finances for this month. As part of discussion into other ways to reduce expenses and maintain scholarship levels, Mary will look into the costs associated with having performances at Central school auditorium.

Education: (Ellen)

Ellen is soliciting additional donors to support scholarships.

Hospitality: (Kasee)

In order to further reduce expenses, Kasee will announce sign ups for potluck style food at the upcoming concerts. This will save the food expense for the concert.

Printed Materials: (Megan)

Tickets have been printed. Megan will get business cards listing this year's concert dates to hand out similar to previous years. She is also putting together a newsletter to go out via email to band members monthly. It will include articles by the director, chair, snacks calendar, and list other concerts by band members. It can be linked on the website and Facebook.

Marketing: (Mara)

The radio station 104 The Bay has agreed to air advertisements for space in our program. Mara needs someone to write the script for the ad. Mara is also looking for someone to write a press release for the upcoming concert. The concert flyer is completed and can be sent to the band for printing at home. Mary is going to look into a breakdown of costs for advertising related to reducing expenses to avoid cutting the amount of scholarships.

Tickets: (Rachel)

The new ticket system with individual numbers and boxes to select type is working well. Mailing the ticket orders out to purchasers from the newspaper wrapper is slightly expensive. The tickets don't fit in the smaller envelopes some people are sending and larger orders require additional stamps to mail. Online sales of tickets is confirmed as working. Rachel will also set up Square to take dues payments. Rachel is distributing tickets to stores in the area for in person sales. Three volunteers are required to sell and collect tickets at the next concert. Megan will look into printing a poster to stand next to the ticket table listing ticket costs.

Advertising: (Kasee)

Six advertisers are confirmed so far. Kasee will be contacting more previous and potential advertisers.

Mary motioned and Megan seconded to close the meeting at 8:45 PM.