

Midland Concert Band Board of Directors Meeting

Wednesday, March 21, 2018

Morr Residence

The meeting was called to order at 6:40 PM by the treasurer, Sue Bovid.

Attendance:

Kenny Barnt

Sue Bovid

Megan Carlsen

Patrick Heider

Travis Hein

Katelynn Kozar

Rachel Morr

Joel Wiseman

Action items:

Band picnic: Pat will announce need for someone to help run the picnic this year as trial for taking the hospitality role. Kenny will post on Facebook about this as well.

Feedback from Red Cedar: Pat will make the recording of feedback from Red Cedar available to the band.

Facebook page: Kenny will get added as an administrator for the Facebook page and add other board members so there is redundancy in ownership.

Digital concert recordings: Sue will ask about getting digital recordings available for the band. Mary (suggested, not present) will inquire at MCTV about their broadcasting and selling band recordings.

Scholarship schools: Resume discussion of extending scholarship program to additional schools.

Alden and Vada Dow foundation grant: Pat will get a copy of the submission from Dave for the secretary's records.

Business sponsored concert: Shelly is working on a proposal for a business to sponsor a concert.

Name tags: Pat will get list of people and make new name badges.

Ad sales: Travis will reconcile collected money and ads sold and printed in the program.

Ads on tickets: Megan will look into options to add ads to tickets.

Scholarship recipients in newsletter: Mary will list the names of scholarship recipients in the next newsletter after obtaining OK from students.

Concert dress: Mary will announce that skirts are available from Ellen for women who need them for the concert. She will also make clear the policy that leggings and yoga pants are not acceptable dress for performances.

Program changes: Megan will print out the concert order to pass around the band for the concert. This can be on half or quarter sheets and just have the music listed in order. Megan will

work with Greg to get his program notes to include in the program. Megan will include an acknowledgement for the Gerstacker Foundation grant.

Performer names in program: Mary will review list of performers with section leaders to ensure the list is accurate.

Technology meeting: Rachel will send out a Doodle to select a time to review technology options for the band.

Ticket package pricing: Rachel will develop a proposal for package ticket costs to align with the price increase on individual tickets.

Marketing poster costs: Kenny will talk to Stacie about providing pre-made posters for a season to reduce the costs to develop individual posters for each performance.

Kenny motioned and Rachel seconded to accept the February 2018 meeting minutes. Passed.

Open positions:

The hospitality and historian rolls are currently unfilled. Secretary, treasurer, director of education, director of advertisements, and director of tickets and special events will be up for reelection. Sue and Ellen are not planning on running again for their roles. The hospitality role needs to be filled to assist running the band picnic. Jim was suggested, but he is not playing in this concert.

Music selection proposal:

The follow proposal was submitted to the board by Mary:

The plan has been developed to allow input from the membership on one selection for each concert. This selection will be flagged as "Members Choice" and will be selected as follows:

1. At the first and second rehearsal of the concert cycle, all band members will be invited to provide the name and composer (and arranger, if known) of one piece of music they would like the band to perform. One piece per person.
2. The selections will be collected and reviewed by the Board members. The method for this will need to be determined, as the potential exists for 80+ different selections to be reviewed. (Selections may be sorted by categories: music we have, ability to perform, etc.)
3. The Board will select 5 pieces that would be appropriate for the band to perform.
4. Those 5 selections will be brought to the band membership for a vote. One piece will be selected to be performed at the next concert.
5. The process will begin again with the next concert cycle. If a members selection is not chosen, they may enter it again as many times as they choose.
6. Additional option for an entire concert to be "Members Choice" music per the selection guidelines developed for item 2) above.

Joel presented his views on the proposal. The bylaws call out the conductor has the duty to select music for the band. Further, Joel has requested and maintained a list of music suggestions from the band. He has programmed a member selected piece at nearly every concert. He also reviewed the programming to see that the number of pieces or difficulty of the pieces have not changed. He suggested that the suggested pieces often are delayed before he can fit them into a concert and that may create the perception that this is not done.

Pat motioned and Kenny seconded to accept the proposal. It did not pass.

The board discussed several options on improving the band's perception of their suggestions being heard and acted on by Joel. Joel can acknowledge when a piece on the program came from his list. Additionally, something like "suggested by a band member" could appear in the program next to pieces. A web form could be used to collect suggestions.

Red Cedar feedback:

Joel has the feedback recordings. He will give them to Pat to distribute to the band.

Concert recordings:

The board discussed making digital recordings of the concert available to the band. Sue will look into this. The board discussed selling CDs outside of the band and this would be difficult due to royalties. The board should include a statement in the program about not recording the band. The board will check with MCTV how they broadcast and sell recordings of the band.

Scholarships:

Kenny suggested increasing the area of schools targeted for scholarships to outside Midland county. In the past this was not done to avoid being seen to encroach on other community band areas. Questions were raised about if this would reduce the money going to local audience and the extra workload contacting and following up with schools further away. This was tabled for the next meeting.

Concert dates:

The MCftA requested that we move our December concert to December 2. This would reduce the number rehearsals and be similar to the 2017-2018 concert season dates. Joel and the board were ok with the change.

Equipment from MCftA:

Mary met with the MCftA and determined that risers and percussion equipment come at an extra cost, but we can use them for free if they are not required by other paying shows.

Chair's report:

No further report.

Director's report:

No further report.

Treasurer's report:

Kenny motioned and Megan seconded to accept the treasurer's report. Passed.
Sue will not be at the rest of the rehearsals so Pat will collect dues and CD money.

Alden and Vada Dow foundation grant:

Dave received a request to provide a balance sheet which Sue provided. This was simpler than the foundation may expect since the band operates with a cash account.

Director of education's report:

No report.

Director of hospitality's report:

Pat has the box of supplies from Kasee including items for the picnic and making name badges. He will get a list of new name tags to make at the next rehearsal. He will also put out a sign up sheet for food at the next concert.

Secretary's report:

Pat will continue to list action items in the minutes.

Historian's report:

Pat has the historian boxes. He needs items from the past 1-2 years that should be included (programs, newspaper clippings).

Director of printed materials' report:

Megan has the cost to add pages to the program. Audience members have been giving programs back to ushers. Megan will make sure it is clear to ushers that we do not need them back. Greg can make an announcement during the performance which can include a sponsor acknowledgement.

Webmaster's report:

The update to the website is progressing and is starting to look better.

Director of marketing's report:

Kenny is getting poster info from Stacie and will send a final version to Katelynn for the website. Kenny is also considering spending more money on Facebook advertising without going over budget. He can review with Mara what the reach of different channels are and their impact on attendance. Kenny will look at getting a story written in the Midland Daily News about the students receiving scholarships.

Director of tickets and special events:

The total tickets collected from the winter concert were:

Children - 8; Students - 8; Adult - 48; Seniors - 252; Comps - 40; Advertisers - 3; Paid tickets with no mark - 8; Grand total - 367

Rachel is working on developing a proposal for prices of ticket bundles with the new individual ticket prices. This update will require changing the copy on a lot of materials that go out.

Director of advertising's report:

Travis now has the binder of records for the role. He is going to reconcile the collected funds with the ads sold and printed in the program. Shelly will look into writing a proposal for having a business sponsor for a concert. Travis is also considering how to include more coupons in the program for advertisers to place. Megan will look into options for adding ads to tickets.

Kenny motioned and Megan seconded to adjourn at 9:10 PM. Passed.

The next meeting will be on April 18 at 6:30 PM at the Huss residence.