

Midland Concert Band Board of Directors Meeting
Wednesday, October 18, 2018
Dow High School

The meeting was called to order at 6:01 PM by the president, Mary Huss.

Attendance:

Kenny Barnt	Sue Bovid	Megan Carlsen
Patrick Heider	Travis Hein	Mary Huss
Katelynn Kozar	Rachel Morr	Ellen Peden
Joel Wiseman		

Action items:

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. - See below.

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

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

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

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

Performer names in program: Mary will review list of performers with section leaders to ensure the list is accurate. - Mary has reviewed program and identified some names to update

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. - See below

Music loaning: The board need to decide on a policy for loaning music. As part of this, Mary will talk to the librarian about the options discussed by the board. - Pending

Band logo: Any board member with a high resolution copy of the logo should send it out. Kenny may have a high resolution version or will contact Stacie about getting a copy. He will also inquire about the costs for designing a new logo from Stacie. - Mary has updated logo for clothing order

Alden and Vada Dow grant: Dave will provide a follow up report at the end of the summer after the 7th and 8th grade students attend the summer camp funded by grant funds. - Pending

Webmaster role: Mary will look for a volunteer to take on running the website. - Pending

New MCB shirts: Mary will organize ordering new shirts before the holiday concert. - See below

Minutes:

Mary motioned and Kenny seconded to approve the May board meeting minutes. Passed.

Concert recordings:

Digital recordings are available, but company won't handle distribution. It provides MP3 of the file with metadata. Since the bulk of the work for the band would be handling distribution, the board decided to not pay for digital copies and to instead provide digital copies as needed to members who request it.

Chair's Report:

Mary is working with Saginaw Knitting Mill to provide branded MCB wear. She will have images of the options at the next rehearsal. She has a slightly updated logo to use with the order. There is a small setup fee and minimum order which we can handle by getting preorders from the band.

TubaChristmas:

TubaChristmas will play at the H courtyard. Kenny is still looking for a backup indoor venue. He also needs to confirm a location for registration and rehearsal.

Tickets and special project director's report:

Orders for tickets are coming in later than usual due to the slightly later Midland Daily News advertisement wrap. Mary has continued to receive calls from confused people trying to order tickets with some questions on pricing. Rachel proposed handling all online tickets as "will call" so we don't need to mail them out.

Hospitality director's report:

Katelynn will bring food for MCTV who can record this concert. She will have a sign up sheet for band members to bring snacks.

Printed materials director's report:

Megan will try to get the required information to submit program drafts to the board a week before it needs to be printed. Board members should submit items for the program early to allow time for the program to be drafted.

Marketing director's report:

Print ads and the Midland Daily News wrapper have gone out. Wrapper was a little later than normal in mid September instead of Labor Day weekend. Travis is reevaluating digital ads on Midland Daily News website. They are the largest expense and he does not think they bring in much traffic to the band. He is going to get a report to confirm click through and other information. Travis has run two separate Facebook campaigns. The first was with the wrapper which got a lot of views and shares. The second was for the event for the concert. Since running these campaigns, the Facebook page has received 28 additional followers. The online ticket store also appears to be picking up. Travis is going to look into prices for advertising on MLive since that may be a better portal than Midland Daily News.

Stacie is too busy to make posters for the band. Travis is looking into other options and can possibly continue to make them himself. He decided not to run The Bay radio spots but keep the

in-kind advertisement in the program. He will look into requesting some air time later, but less than previously to reduce the cost for advertising there. Lastly, Travis got a deal to have an ad run on a digital billboard around Midland. He received a discount on a one month rate by allowing the company to rotate the ad between three different signs.

Tickets and special project director's report:

Orders for tickets are coming in later than usual due to the slightly later Midland Daily News advertisement wrap. Mary has continued to receive calls from confused people trying to order tickets with some questions on pricing. Rachel proposed handling all online tickets as "will call" so we don't need to mail them out. Camps is selling tickets well. Camps is still taking checks sometimes and Rachel has reminded the owner that we need cash. Rachel will work with Megan to produce a flyer advertising the concert calendar for music stores to post.

Rachel has some plans on how to improve describing ticket prices and packages for next year that she plans to implement. She has also updated the online store with new photos and prices. The store is being used to purchase tickets and make donations. The band is also eligible to get a second Square card reader which she will request to have an extra one around TubaChristmas. Rachel will work with Sue to provide monthly reports of online sales for the treasurer's report.

Volunteers are lined up for ticket taking. Rachel will try to get one more volunteer at rehearsal.

Advertising director's report:

Ellen is still trying to get the last few unpaid ads paid by the businesses.

Education director's report:

Kenny and Sue discussed having Dave request funds for the middle school scholarship from the Midland Community Foundation for the Midland area schools we already support. They believe that we could then change the focus of the Alden and Vada Dow foundation grant to request funds for schools outside of Midland to focus on underserved music students.

Ellen motioned and Kenny seconded to adjourn at 6:55 PM. Passed.

The next board meeting will be schedule via email for November.