

**Midland Concert Band
Board of Directors Meeting
October 27, 2024**

Members present: Sue Gessford, Brittany Perry, Dave Selley, Kerry Smith, Beth Thomas, Joel Wiseman, Jacob Wisenbach

Meeting called to order: 1:03 pm, by Dave Selley

Review and approve minutes from the last meeting (September 29, 2024)

The minutes were approved with one correction of a misspelled name. Sue moved to approve, Beth seconded, and the motion carried.

Treasurer's Report (Beth)

The final financial report for the previous fiscal year was reviewed. The income and expenses came very close to the budgeted totals, so planning was accurate. Sue moved to approve the report, Brittany seconded, and the motion carried.

Conductors' Reports (Joel/Jacob)

Jacob: Jazz Band is preparing for the MCB winter concert. He also has the contract from the library for the stand-alone concert and will be working on that.

Joel: Jazz band selections will complement the programming for the winter concert. The holiday concert will not include Santa this year since our usual Santa got booked before we could get on his schedule. Having a replacement Santa could be jarring for the audience and this year it might be difficult to fit in that segment with everything else going on. Next year if we can get our usual Santa that would be great, or we could get a new Santa and it would not be as big a change after a year off. We still need a harpist for the Nutcracker piece. If we can't find one or find a replacement instrument we need to let the dancer know the affected bars will be eliminated.

Education Report (Sue)

The MACF is planning to open scholarship applications on November 1. The link is not available yet. Endowed scholarship applications will go through MACF but we will still choose the winners. We will have to wait and see how the process goes.

Herter scholarship applications may already be open for next summer and the process is unclear. The camp price has increased to \$835 for one week so we will have to consider how many students to sponsor. She will update the application we use, or we could consider a grant to Herter's to divide up among applicants.

Publicity Report (Brittany)

In response to negative comments about attendance at the last concert, she presented data regarding results of publicity efforts for recent concerts and a closer look at Facebook publicity. Facebook interactions for the fall concert were extremely low; interactions for the Holiday 2023 concert were higher and ticket sales were over 300. Correlation does not mean causality, but it is something to look at further. Member engagement is important for publicity efforts on Facebook to be effective so the band will be reminded to help get the word out through social media interactions.

Discussion followed regarding Brittany's presentation of the publicity budget and expenses with focus on prioritizing, effectiveness, and future spending. Some traditional options do not bring the results they have in the past and we may have to make difficult choices away from those and toward less expensive and more effective options. Brittany offered several new ideas for future publicity efforts and the board commented in turn on which seemed most manageable/effective and offered other suggestions.

Roundtable/other topics

Joel: none

Sue: none

Beth: none

Kerry: none

Brittany: none

Dave: The wife of a longtime band member has donated four tuxedos to the band. We need to follow up with a letter and acknowledgement in the programs.

Next meeting: Sunday, November 24 at 1:00.

Meeting adjourned: 2:37, Brittany moved, Beth seconded.

Submitted by Kerry Smith, Secretary