

Midland Concert Band
Board of Directors Meeting
October 26, 2025

Members present: Taylon Honeman-Earle, Beth Thomas, Matt Thomas, Madison Roberts

Meeting called to order at 6:03pm by Taylon Honeman-Earle

Reviewed and approved minutes from September meeting.

Secretary's Report:

Madison sent out the overdue thank you notes from June.

Some members donated and she will bring their thank you notes to rehearsal on Thursday.

Treasurer's Report:

We are on track to collect the remaining dues.

We had 167 audience members at the last concert.

Beth now has access to the Community Foundation.

A member would like to be reimbursed for his printing expenses including an entire ink cartridge. Beth advised that he ask the librarian for copies in the future and declined the reimbursement for now.

Taylon would like to know the average market rate per page for copies made at a public library.

Madison said the library in Midland charges 10 ¢ per page for black and white. The library in Bay City charges 15 ¢ per page for black and white. Both libraries charge 50 ¢ per page for color.

Taylon will make an announcement at the next rehearsal to make sure members are going to Kerry for extra copies in the future.

Marketing Report:

Matt did not know he was responsible for bringing the powerpoint to MCFTA for the A/V team there. He will do it in the future.

There were mistakes in the program at the recent concert because info came to Matt late.

He thinks that one sheet folded in half for the program is good. We don't need more pages than that.

The merch sale ends tomorrow at 11:59pm. Items should take a couple weeks to make then they will be distributed.

Matt is working on getting sponsorship information to local businesses and getting a post out on AskMidland for community bulletin boards where we could post our concert flyers.

Taylon asked that Matt come up with a fun name for the holiday concert beyond just "MCB Holiday Concert."

We don't know if the Chorale is playing with us or not. Taylon will have more info on that by Thursday.

If they are playing with us, we will be collaborative for marketing.

Education/Conductor's/President's Report:

Taylor says good luck to Angela on her musical.

If we have the Chorale with us in December, we will write a thank you check to the guest conductor.

We could potentially play with the jazz band for the winter concert to save on rehearsal time.

Joel says not to worry about the audience count because the purpose of MCB is to promote music in the community not to generate a huge audience.

Board members expressed concern with this. Revenue from ticket sales is important to keep the band funded. Also a large audience is more exciting for band members.

Taylor asked if we are able to grow the audience with better marketing.

Matt said better marketing isn't going to make a difference overnight. He also has to budget the time he spends on MCB with his other responsibilities.

Taylor noted that the chorale does enjoy singing with us and suggested that we could do an audience survey at the end of the concert.

The meeting minutes have been updated on the website.

Taylor sent out dates for the next 2 board meetings. He will also send out reminders for them.

He is also working on updates to the member portal. When members paid and what amount they paid. We're getting good feedback from the band on the member portal.

There was a problem with Square recently. Beth went in and manually updated who paid via Square. There was some kind of outage between our end and the bank's end not connecting.

Beth got us a nonprofit PayPal account. We can now accept donations of any amount. This will be good for the jazz band.

To grow the audience, Matt suggested a smaller venue with free tickets. The Orchestra had a packed audience at the Bullock Creek auditorium. They do ask for donations at their concerts.

Taylor noted that Chorale members buy tickets and give them away. Maybe if we find a way to increase the excitement for members, they will help increase the excitement for the audience.

He also noted that other organizations have a bigger marketing budget.

Matt noted that the ticket fee is probably one of our biggest hurdles because we are the only community band in Midland that charges for their concerts.

Taylor says to try to get the audience to understand the cost vs. benefit of purchasing tickets.

Collaborations allow us to combine audiences instead of stealing audiences from other community groups.

Madison voiced agreement with Matt. \$10 isn't a lot per ticket, but it adds up if you have a whole family.

It costs a lot to use MCFTA so our ticket prices went up. We won't have a place to play if we don't worry about the revenue.

The possibility was brought up of doing a free concert with volunteer members of the band to bring awareness. Maybe one of the evening summer concert slots? Or Tunes by the Tridge? It would reach a different audience than what we get at MCFTA.

Beth noted that we are approaching a \$50,000 annual budget which means doing a more extensive tax form. We also don't have a license to solicit which we might need if we start getting bigger sponsorships.

Adjourned at 6:58pm

Action Items:

Taylor will make an announcement at the next rehearsal about going to Kerry for copies of parts.

Madison will bring thank you notes to the next rehearsal.

Beth will keep an eye on our budget to make sure we don't go over \$50,000

Taylor and Matt will look into playing at Tunes by the Tridge this summer.