

SJMB Special Board Meeting Minutes

September 26, 2011

Opening

Dave Brown, President, called the special meeting of the San Jose Metropolitan Band Board of Directors to order at 6:43 p.m. on Monday, September 26, 2011. The meeting was held at Obi Studio, 320 Piercy Road, San Jose, CA.

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| 2011-2012 | |
| x Dave Brown, President | Mark Bishop, MAL |
| x Kent Thomas, Treasurer | Vern Chatfield, MAL |
| x Tami Bois, Secretary | Lisa Miller, MAL |
| x Greg Bergantz, Musical Director | x Joe Quintal, MAL |
| April Hixson-Goldsmith, Librarian | x Steve Woloshin, MAL |

Also in attendance were band members Judy Purrington, Barb Moreland, Patty Hair, Ed Lacina, Larry Miller, Theresa Brandl and Jerry Zis.

Approval of Minutes

Steve moved that the regular meeting September minutes be approved. Joe seconded the motion, and the motion carried.

Treasurer's Report

1. See the attachment at the end of this document. For an electronic copy, see the "Documents" section of the Board's gmail account.

2. Kent reported to the Board that, due to a miscalculation on what the membership donations were for 2010, he would like to revise our goal for 2011 to \$3900.00-\$4000.00. After discussion, Tami moved we change our goal to \$4000.00. Steve seconded the motion and the motion carried.

Old Business

1. Kent will call McAfee Theater to inquire about our deposit check for the November 6 concert that has not been cashed.

New Business

1. This special Board meeting was called to discuss publicity for the November 6 concert. Dave stated his goal is to determine who is going to do what and to get the word out as soon as possible. The concert will have a Fantasia theme.

2. Dave recently attended the Silicon Valley Arts Coalition Press Luncheon in order to determine if we would like to rejoin after not being members for some time. He stated he was "semi-mobbed" by people who wanted to know what they might do for our organization. The basic cost to join is \$75.00. It is \$150.00 to include work product, such as discount print ads in the Metro publication. Ed stated that, among other things, it might be good public relations to offer them meeting space at Obi Studio. After discussion, Dave moved that we rejoin the Arts Coalition for \$75.00 annually. Tami seconded the motion and the motion carried. Dave and Kent will get this done.

3. The following is a list of media outlets that we might use to publicize our events and the individuals who agreed to work on getting our event listed: **San Francisco Classical Voice** (sfcv.org) - Steve. The publication advertises events in the Bay Area. You can also sell tickets on their site. **Artsopolis**, free - Patty. **Yelp Events**, free - Patty. **Times Media**. **San Jose Mercury News**, free listing, but \$20.00 for premium, which puts you toward the top of the list. **Metro**, two versions, but calendar items are free. **Silicon Valley Community Newspapers**, free, two weeks advance notice - Barb. **Good Times Singers**, Patty has a friend at work who can help with this. Judy agreed to contact **KBAY, KGO, KFJC, CREATV**. (Public Service Announcements are free). Judy informed the group that CREATV offers a service that will help produce a PSA video. She suggested we should consider applying. After extensive discussion on publicity options, it was agreed that the best form of publicity is still word of mouth.

4. In light of our Fantasia theme, Ed was able to procure two tickets to the Walt Disney Museum that we can give away at our concert. In order to have a give-away/raffle, we need to plan for printing tickets for the concert. Due to time constraints, Tami suggested we wait to discuss ticket production at our next meeting. This was agreed upon by general consent.

5. After discussion, it was agreed that the ticket price be a "suggested donation" of \$10.00/Adult, \$5.00/Student or Senior. Ed agreed to contact the Disney people regarding printing flyers and tickets to see if we might use some of their trademark graphics and/or help us with production. Steve stated he would check with a vendor he knows also.

6. Dave stated we will need a team for a flyer as soon as possible to produce, reproduce and deliver it. After discussion, it was suggested that we ask Don Abel to produce the flyer due to his expertise and his help producing them in the past. It was agreed that we should not use trademarked images to start. Ed agreed to deliver flyers to Senior Centers, Jerry agreed to deliver them to music stores, and Joe agreed to deliver them to schools. Dave stated he does have a publisher file from our last flyer.

7. It was agreed that we should develop a survey for our concert audience, to be discussed further at our next meeting.

Closing

Tami moved to adjourn the meeting at 7:25 p.m. Joe seconded the motion and the motion carried.