

August 7-9, 2012 JEN Board of Directors Minutes of Meetings

JEN BOARD of DIRECTORS MEETINGS

HYATT PEACHTREE HOTEL • Atlanta, GA

Tuesday, August 7, 2012

Present:

Dr. Lou Fischer, Willard Jenkins, Darla Hanley, Andrew Surmani, Rick Kessel, Bob Sinicrope, Caleb Chapman, Ruben Alvarez, Monika Herzig, Paul Bangser, Mary Jo Papich, John Clayton, José Diaz, Judy Humenick, Bob Breithaupt

Office Coordinator, Larry Green

Meeting called to order by Andrew Surmani at 8:40

President's Welcome – Andrew

Andrew expressed appreciation to the different committees. Two new people were hired – marketing/communications and bookkeeper. A new Sarah Vaughn vocal competition will be launched in partnership with Larry Rosen. A strategic plan is in development and will be continued throughout the meeting.

Welcome new board members Bob Breithaupt and Judy Humenick

Board Orientation:

- o Board Forum
- o Review Board Service Goals
- o Review Decision Making Process – as listed in detail on website
- o Reimbursement Procedures/Limitations for travel expenses
- o Discuss Robert's Rules of Order as meetings are conducted following these rules, stated in our Bylaws in clause 7.8 .
- o Review Board Term Slate - Paul Bangser, Willard Jenkins, and John Clayton are up for renewal of terms
- Membership Committee Report, Part 1 (LCD) – Larry Green, Chair
- o Current Membership Update and Membership Renewal Program:
Renewal flier has been mailed to addresses of expired memberships. So far there were 143 renewals with a 13.7% response, which is a very good rate. Responses to website alert notices on renewal were 33%, about 67% are not renewing on time. JEN has a total 25.8% increase of members as of July 31, 2012 over the last year.
- District & Area Rep Program Initial Discussion
Districts have been grouped in geographic regions to compare membership data and percentages and detect possible trends. The data will be most helpful for grant writing purposes. The goal is to have reps in each area as membership liaison.

o Canadian members and proposed mailing to MusicFest list :

Judy provided background info on MusicFest and a possible collaboration that includes a mailing of a save-the-date flier for the JENerations Festival. Cost for us would be \$1128.59 for printing 4928 copies (full color, bilingual tumble format). MusicFest is a not-for-profit organization and strongly supported by music educators

and music-related non-profit organizations, and board members felt that this collaboration would be consistent with JEN's non-profit mission. The agreement would be to provide a \$500 scholarship by JEN in exchange for the extensive fall mailing of over 4,000 pieces and for complimentary exhibit space at the May festival.

Motion by Lou: We accept the collaboration suggestion as discussed with exception of point g of the agreement letter(trading ads) (because Symphony Publishing controls the ad terms and not JEN) and move it forward to the scholarship committee to develop the criteria. The term will be two-years with optional yearly review after that.

Second by Bob Sinicrope

Discussion: Judy suggested a two-year term with optional yearly renewal after that. The biggest potential is getting groups for conference participation and promotion.

Motion accepted , all in favor

Action: Scholarship committee will work out criteria for the scholarship and Judy will work on final negotiations with MusicFest

• Marketing Committee Report –Marina via Skype

Marina presented a list of goals that includes marketing to existing members as well as reaching out to new markets, creating more benefits, multi-media marketing, and branding the organization. Tasks completed are revising the JEN logo, conference branding, features for the new website, more multi-media

Marina will prepare general materials in form of postcards, fliers, banner ads, e-mail blasts, multimedia for everyone to distribute and have available as needed. She also offered special support and marketing materials for the membership

• Presentation by Michael Butera of National Association for Music Education (NAfME):

Michael offered a collaboration of NAfME with JEN. NAfME will make their capabilities in data mining and advocacy available in exchange for JEN offering presentation options and booth space at their convention.

Discussion with the board focused on further details of such a collaboration including possible resource allocations and advocacy contents.

.Motion: Mary Jo proposes that JEN move ahead in pursuing the advocacy partnership with NAfME as outlined in the letter of agreement.

Second: Willard

Motion passed, all in favor

• Bret Primack Proposal:

Bret has provided video coverage for JEN in the past with no reimbursement but housing for him and his assistant. He has now asked for reimbursement as it is a large time and financial investment for him and has also offered to work with The Rush on creating valuable coverage for the 2013 conference.

The board discussed the value to JEN of Bret's video services, including his large video subscriber base. The board also discussed that his video services complement, and do not duplicate, the services that The Rush will provide.

Motion: Judy moves that JEN approves Bret's proposal to do video coverage for \$ 2,000 and housing.

Second: Rubin

Motion passes, all in favor

• Personnel Committee Report – Lou Fischer, Chair

1. Part-time marketing/ communications coordinator

During the meeting of the personnel committee in June, Marina Terteryan was selected for a salary of \$ 24,000 per year, starting July 1, 2012

2. The personnel committee selected from four bookkeeper applications the top two candidates via e-mail. The job was offered to Lynda Chavez from Houston, Texas for a stipend of \$500 per month and airfare and housing to help at the conference as night auditor in addition to the bookkeeping responsibilities. Lynda accepted starting July 1, 2012.

• Presidential Advisory Council – Andrew Surmani

Current List includes Shelly Berg, Roger Brown, MadeleineCrouch, Per Danielsson, Daniel Gregerman, Donna

Hale, Steve Houghton, Michael Kenyon, Joel Leach, Erik Martin, Ron McCurdy, Larry Ridley, Bobby Sanabria, Terrell Stafford

• Registration Update/ Exhibitor Report (Larry Green)

We're only one booth behind last year's reservations and a few more booth spaces can be added if needed. Problems from last year include less spending of attendants, therefore publishers need to be in good spots to get maximum traffic..

Registration: 18 Early, 6 Spouse – we're ahead of previous year. We're competing with 24 State Music conferences. Also, public school in Atlanta is not in session during that week, making it difficult for outreach programs.

• Housing Update

JEN has a 2,000 room block. currently booked at 690 room nights with an 80 room jump from last week. Performers and clinicians are required to book rooms at the hotel and will need those confirmation numbers for their registration. Overflow possibilities are secured. JEN is obligated for 50% of those rooms due to long-term contract.

• Submission Review Committee Report (Bob Sinicrope)

There were 104 submissions for pro groups, 73 student groups, and 163 clinics with 41, 43, 77 accepted respectively for a total of 161 events and 47.4% acceptance rate.

Recommendations for next year's review process:

- subdivide instrumental clinics and small groups into smaller subcategories
- increase number of reviewers for each subcategory and discount lowest and highest scores
- have names and commitment of reviewers in place in advance of submission deadline
- create a button in notification acceptances website form to accepted applicants
- try and have SID automatically loaded to front of each document
- keep identity of reviewers anonymous and known only to overseers
- move application period up two months

? Performance Venues

Set-up will need to start on January 1, which is a holiday and means double rates for employees. It'll save cost and also be more comfortable using one of the smaller stages for the Wednesday evening concert. If enrollment numbers are higher than last year, we'll use the big ballroom, otherwise reduced section. Late night concert and pro jam might be at Sweet Georgia Juke Joint – still being negotiated. Lou walked the board through the concert line-up, six clinic venues, and evening concert structure.

Meeting adjourned at 5:15pm

Wednesday, August 8, 2012

Present:

Dr. Lou Fischer, Willard Jenkins, Darla Hanley, Andrew Surmani, Rick Kessel, Bob Sinicrope, Caleb Chapman, Ruben Alvarez, Monika Herzig, Paul Bangser, Mary Jo Papich, John Clayton, José Diaz, Judy Humenick, Bob Breithaupt

Office Coordinator, Larry Green

Meeting called to order by Andrew Surmani at 8:40

Mentoring Committee Report – Willard Jenkins, Chair

Report: Seven mentees were submitted initially, with an eighth added later. Willard was in touch with the mentors at beginning and midterm of the program for updates and asked them to fill out a questionnaire. Willard concluded that the pilot year had mixed results due to forced relationships with mentees being nominated rather than volunteers. He suggested broadening the pool of mentors, improve the pairing system, and have students formulate in writing their request for a mentor.

Action: The mentoring committee will discuss further steps and create needed application forms, call-out text,

and accountability process.

Outreach Committee Report (including discussion of tying in with Larry Rosen's Jazz Roots program, <http://www.jazzroots.net/> [1]) – Mary Jo Papich:

Members of the committee are Judy Shafer, Holly Wallace, Phil Dunlap, and Diane Downs. For this conference public school will not be in session, therefore events will be scheduled at public venues, community centers, private schools and possibly the following weeks with artists who can stay. Mary Jo also suggested extending the program throughout the year with support of possible grants. Interested parties would apply for a \$300 grant to invite a JEN artist to present for their program. She introduced a draft application for further discussion and asked for permission to get the program started. The Outreach committee was encouraged to move ahead with the re-granting program that was presented.

The Sarah Vaughn international jazz competition in conjunction with Larry Rosen will be at the New Jersey Performing Arts Center in conjunction with a concert series throughout the year.

Action: Mary Jo is leading a committee with Caleb and Monika to formulate specific strategies and a brand relationship for educational outreach with the Jazz Roots series.

Treasurer's Report Rick Kessel, Treasurer

Rick walked the board through the budget items. JEN is in sound financial position. Discussion included new policies on CD commissions, higher ticket prices for this year's LeJENds of Jazz Education Gala Fundraiser due to increased hotel catering costs, and price increases for conference registrations. The board was encouraged to find sponsors for the open sponsorship opportunities.

Total proposed income for the year is \$334,011.74, expenses \$328,564.56 with operating net income of \$ 5,447.18.

Motion: Ruben moved to charge 15% commission on all JEN member CD sales through the JENeral store at the conference.

Second: Rick

Discussion included the problem of accounting for performance groups versus non-performing groups and band members. Several board members feel that the commission should be dropped completely and CD sales without commission would be an acknowledgment of the artists' services for the organization.

Motion defeated, three in favor, ten against, two abstained

Motion: Caleb moved to drop any commissions for all JEN member CD sales through the JENeral store at the conference.

Second: John

Discussion: There will be a need to limit the amount of product and tighten up the process.

Motion passed, 10 in favor, three against, one abstained

Registration Fees

The EC committee has proposed price increases to \$40 for chaperones, \$95 for one day passes, \$40 for evening concert tickets, and \$75 for spouse registration. Increases to \$200 for regular registration, \$50 for student registration, and \$150 for Early registration have already been approved by the EC earlier in the year.

Motion: Bob Sinicrope moved that the rates suggested for the chaperone pass, one day pass, and evening concert pass are accepted.

Second: Jose

Motion passed, all in favor

Motion: Darla moved to adjust the sponsorship levels for the LeJEnds stage to \$5,000 and the Visions Stage to \$ 3,500.

Second: Rick

Motion passed, all in favor

There was discussion about having sufficient reserves to be safe during a bad conference year and the possibility of diminished exhibitor participation. It was noted that the organization is close to covering a year of revenue in case of emergency and that while exhibitors are getting more careful, the niche market occupied by JEN with little competition will always be attractive to exhibitors.

There was further discussion that a law firm has been approached to represent JEN on a regular basis that has the necessary non-profit knowledge needed for the organization. A budget line item of \$ 4,000 for legal issues as needed was suggested. Close to this amount was in prior budgets but not spent previously, in light of pro bono representation by a different firm (which did not have the same level of non-profit expertise as the new firm). General agreement was that the expertise is more important and the lawyer expenses are justified.

Motion: Mary Jo moved to raise the salary for the IC Office Manager Larry Green by 10% effective retro July 1, 2012.

Second: Jose

Discussion by the board recognized Mr. Green's long hours and dedication to the job and high value and expertise of his work.

Motion passed, all in favor

Fundraising & Development Committee Report – Paul Bangser, Chair

The traditional jazz curriculum project under Dave Robinson has prepared kits based on traditional New Orleans jazz to be duplicated and distributed to over 100,000 people. An application to the NEA Artworks Grant in support of the project is in preparation and ready to be submitted. JEN is now in the grants.gov system ready for future grants, especially a Jazz Masters Fellowship grant. Project suggestions need to go to Mary Jo and budgets for the different outreach programs need to be provided by the committees. Other funding possibilities were mentioned, such as private donors, crowd funding, federal campaign; further board assistance is and will be sought. A marketing piece was requested to approach large Atlanta donors. Mary Jo will work with Marina on this.

Education Materials/Curriculum Committee Report – Darla Hanley and Mary Jo Papich, Co-Chairs

Darla reported that the committee is working on finding new content and creating resource categories. Such categories include teaching strategies, master classes, games, artist profiles in new media style, listings of gigs, camps, festivals, contests, knowledge resources, and further links. These resources are divided by different levels – elementary, secondary, collegiate. Programming original content needs to be coordinated with the webmaster.

Music Streaming on JEN website committee – John Clayton, chair

Music will be selected from conference submissions, with bio and photo included. Final selections and rotation will be done by the music streaming committee. Only songs that have all permissions and copyright cleared may be selected. School or ensemble directors/ leaders need to be JEN members. The current suggestion is a loop of two playlists with 50 songs each, but final decision on this needs to be dictated by space and programming limitations of website.

Membership Committee Report Part 2 (LCD) – Larry Green, Chair

The JEN District Rep Program includes finding 11 representatives for the defined districts overseeing area reps. Their responsibilities will include serving on the membership committee, disseminate membership info to area reps, gather membership information from area reps, gather newsworthy news, help recruit affiliate groups. Some issues include privacy issues and finding suited personnel.

Motion: Lou moved to empower the membership committee to move the District Rep plan forward.

Second: Caleb

Motion passes, all in favor

Motion: Lou moved to run a membership drive in October

Second: Rick

Motion passes, all in favor

Festival Development Committee Report – José, Chair

Jose presented drafts of letters to go out to selected schools, conference applicants, and the invitation text for an e-blast to be sent out by Symphony. Registration for ensembles are \$175, combos \$100, and single participants \$20. There is space for 15 large ensembles, 15 combos, and 16 vocal ensembles. The committee projected a positive budget for this year. At the moment 11 ensembles are signed up. There will be three clinicians designated to the stages throughout the whole period and the committee suggested reimbursement of lodging,

travel, and per diem. All groups that did not get accepted for performances will be invited to participate in the festival. The board needs to send final edits to the letter to Jose so everything can be sent out asap. There was a suggestion to ask selected performers and clinicians to volunteer as additional clinicians for the festival rooms. Conference Site Review Committee Report, Lou Fischer, Chair:

The goal was to stabilize the offerings and facilities for the next four years – for exact details, amenities, and concessions - see Power Point presentation provided by Lou.

- o January 2-5, 2013: Hyatt Regency Peachtree Center – Atlanta, GA
- o January 8-11, 2014: Dallas, TX/Site Report
- o January 7-10, 2015: San Diego, CA/Site Report
- o January 6-9, 2016: Louisville, KY/Site Report
- o January 4-7, 2017: New Orleans, LA/Site Report

Discussion centered on the advantages of announcing all future locations and dates as a unit rather than focusing only on upcoming conferences. There was further discussion about the advantages of going with the Hyatt multi-year incentive plan, which worked out in four cities out of five, which provides some attractive benefits/incentives, such as lowering of the attrition rates for possible unsold rooms. Additional discussion that every board member needs to support the site decisions and promote to the public.

Strategic Planning Discussion - introduction by Lou and Mary Jo:

The board worked in four small groups on all areas for further revisions and input for an hour. The general feedback included the need of developing a tactics plan to implement the objectives and take the “how” out of the current plan. All suggestions were compiled into a revised document for review and to be developed further. MusicFest Collaboration

Motion: Judy moved to enter in a partnership with MusicFest and accept their counter proposal with the ad request costs being allocated from our marketing budget.

Second: Lou

Motion passed, 13 in favor, one abstention.

Andrew concluded the meeting at 7pm

Thursday, August 9, 2012

Present:

Dr. Lou Fischer, Willard Jenkins, Darla Hanley, Andrew Surmani, Rick Kessel, Bob Sinicrope, Caleb Chapman, Ruben Alvarez, Monika Herzig, Paul Bangser, Mary Jo Papich, John Clayton, José Diaz, Judy Humenick, Bob Breithaupt

Office Coordinator, Larry Green

Meeting called to order by Andrew Surmani at 8:30

Budget Review and Approval:

Updates from the previous day review are higher registration income expected at about \$96,000 meaning an increase of 50% due to price increases and higher expected attendance.

Motion: Mary Jo moved to charge \$95 per person for the gala dinner in Atlanta.

Second: Rick

Motion passed, all in favor

Motion: Rick moved that tickets for the gala fundraising dinner will be sold to everyone. Comp tickets will only be available to honorees, and one guest, sponsors whose sponsorship includes tickets to the gala, and performers at the evening gala.

Second: Bob B.

Motion passed, 12 in favor, one opposed, one abstention

Motion: Rick moved that we accept the budget for 2012/13 as presented.

Second: Paul

Motion passed, all in favor

Bylaws Proposed Change related to the Nominating Committee – Bob Sinicrope

Proposed amendment to article 6.2a:

Members of the Nominating Committee must have completed at least one full year of Board Service at the time of their selection to the Nominating Committee.

Motion: Bob S. moves to accept the amendment as presented.

Second: Judy

Motion passed, all in favor

Strategic Partnership with Music for All (MFA) – Lou Fischer

Highlights:

JEN's collaboration and participation in and co-presenting the summer symposium including leading the jazz division, creating jazz education director's track, creation of new or expanded student jazz curriculum for combo and jazz vocal initiative, leading showcases

JEN's collaboration and participation in and co-presentation of MFA's Honors Jazz Band of America at the MFA National Festival and development of additional program at MFA as well as JEN conference by creating additional honors ensembles at either conference.

MFA's collaboration in presenting JEN's JENerations Jazz Festival at the JEN Annual Conference including providing three MFA staff members

Several board members agreed that the issue of exclusivity and co-branding needs to be re-negotiated. Mary Jo and Lou are charged with renegotiating with MFA.

JENerations Committee Report – Andrew Surmani

Several roles of committee members have changed, such as Marina now serving as Marketing Coordinator and Ryan having a new job, and it might be necessary to dissolve the committee. The original intent was to have young leaders and the current members might have grown out of that role. Some of the committee members have expressed concerns about not getting enough directives from the board on their specific responsibilities.

Action Item: Mary Jo will go back to Ryan to discuss possibilities on changing the responsibilities and make-up of the committee.

New Board Member Elections:

There were 31 nominations, including self-nominations. Based on skills needed for the board, the initial pool was narrowed to 14. Over 180 were suggested from the current board members and contacted, but a large number did not respond or was not able to commit. Skills needed are organizational skills, grant writing, and administrative skills. Two board terms were renewed and two new board members were chosen. The questions raised were about the need to have the involvement of younger board members, world-renowned musicians, the size of the board, the need for more diversity, the need to include members from the business side, considering jazz as a world music, and working more closely with exiting board members on getting input. The newly formed Presidential Advisory Committee includes a variety of members that offset the issues raised earlier.

JENerosity Project – Mary Jo Papich

Mary Jo is in touch with AMP (Atlanta Music Project), an after-school project in need of instruments. More info is at www.atlantamusicproject.org [2]. Sam Skelton from Carerri Music has volunteered to repair any donated instruments for educational use.

Motion: Mary Jo moved to select Atlanta Music Project as the JENerosity Project recipient for the 2013 conference in Atlanta.

Second: Lou

Motion passed, 8 in favor – Board members who have left by this time: Rubin, Rick, Darla, Willard, Paul

JEN Cookbook – Mary Jo Papich

Mary Jo explained details on a cookbook project. Meredith Music Publications has offered to publish a JEN

cookbook at no cost. Meredith Music Publications has offered to publish a JEN cookbook at no cost. Such a book would include short “how to” articles by a wide variety of artists – MaryJo Mary Jo is compiling a list of names to be asked for contributions. Five other similar books are in existence. The book will be sold by the publishing company and through the JENeral Store with a percentage of sales being donated to JEN. Motion: Lou moved to allow Meredith Publishing to include the JEN logo on the back next to the listing of JEN as a royalty recipient.

Second: Caleb

Motion passed, 8 in favor

Lou moved to adjourn the meeting, second by John, all in favor, meeting adjourned at 12:10pm by president Andrew Surmani.

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Links:

[1] <http://www.jazzroots.net/>

[2] <http://www.atlantamusicproject.org>