



MINUTES

Board Meeting

August 7, 2018

9:00 AM – 5:00 PM EST

Meeting called by President, Todd Stoll

Attendees: President, Todd Stoll; Immediate Past President, Caleb Chapman; Vice President, Bob Breithaupt; Treasurer, Tim Fellow; Secretary, Lonnie Davis; Diane Chandler-Marshall, Roxy Coss, Doug DuBoff, Mary Jo Papich, Dustin Rohrer, Ashley Shabankareh, Julius Tolentino, Francisco Torres, Pharez Whitted, Treb Winegar, Greg Yasinitsky, Managing Director, Sharon Burch

Absent: President Elect, Sean Jones

Agenda

9:10-9:15 AM

2018-2019 INITIATIVES

TODD STOLL, PRESIDENT

DISCUSSION	<ul style="list-style-type: none"> • Membership • Increase the profile of diversity & inclusion throughout the organization • Establish clear standards and procedures for the organization 		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

9:15-9:45 AM

MANAGING DIRECTOR'S REPORT

Sharon Burch, Managing Director

DISCUSSION	<p>Membership 2017 August - 2000 2018 August - 2861</p> <p>Analytics charts from Neon CRM</p> <p>Suggestion for membership growth.</p> <ul style="list-style-type: none"> • Develop and execute campaign strategy targeting collegiate chapters in August and September. • Create more "why join" for all membership. <p>JENi</p> <ul style="list-style-type: none"> • Update directory (compliance with Bylaws) • Use JENi for documentation of communication and document storage <p>Conflict of Interest Policy</p>		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

9:45-10:02 AM

MARKETING/COMMUNICATIONS REPORT Steve Nigohosian, Marketing Director

DISCUSSION	<p>3 Focus Areas of the Marketing Communications Team (previous 12 months):</p> <ol style="list-style-type: none"> 1. To support committee initiatives aimed at increasing JEN membership numbers and donation revenue. 2. To increase the visibility of ethnic and gender diversity within the organization's membership to accurately reflect its true representation. 3. To increase customer engagement (JEN members and associates) to win, serve and retain their loyalty. <ul style="list-style-type: none"> - Dallas conference marketing initiatives were successful - Newsletter reaches 6500 people 		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
<ul style="list-style-type: none"> • Will report increase in followers since January 2018 meeting, per request of Ashley Shabankareh • Will research newsletter subscribers vs. social media followers. How can JEN boost newsletter subscribers, and increase a younger audience. 	Steve Nigohosian		

10:03-10:55 AM

Finance Committee Report

Tim Fellow, Treasurer

DISCUSSION	<p>Strategic Objective #5</p> <p>Key Initiative #1: Need to engage new CPA Firm for bookkeeping, Shaw & Co. Accounting Firm. Total cost for service is ~\$600- \$700/month.</p> <p>MOTION: Vote to hire Shaw & Co. for bookkeeping services: Motion presented by Tim Fellow Ashley S. seconds Motion passed.</p> <p>Key Initiative #2: Improve Audit Reporting Processes <ul style="list-style-type: none"> - Sept. 2018: Turnover audit process to audit committee </p> <p>Key Initiative #3: Accelerate Budget Timeline <ul style="list-style-type: none"> - Cause of decrease in net assets, due to hire of Managing Director, additional expenses (CRM, etc.), Membership Dues. </p>		
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	<ul style="list-style-type: none"> - Increased Expenses: Supplies and Software (acct 8110), - 2018 Conference earned revenue over \$30,000 - EC will have an opportunity to review budget in advance moving forward - FY20 budget will be reviewed in Jan 2019 Board meeting for approval. ● 2018-2019 Budget <ul style="list-style-type: none"> - Membership Dues reflect marketing trends and last year's figures. - Discussion about reforecast of revenue/expenses at half-year mark. - Increase in expenses for Scholarship winners, new contractors for membership administration. 	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

11:10-11:32 AM

NEA Jazz Masters Opportunity

Lou Fischer/Michael Shirtz

	<p>Program Solicitation: 2020 NEA Jazz MAsTers Tribute Concert and Ancillary Events</p> <p>Proposal Deadline: August 15th</p> <p>Mary Jo Papich in favor of JEN presenting this event. This has been a part of the long-time vision of JEN. Dr Lou Fischer - favorable about JEN's ability to execute this event</p> <p>Michael Shirtz- Considering a Saturday evening concert event with detail to logistics.</p> <ul style="list-style-type: none"> ● JEN would ensure that this event was is a part of the 2020 Conference. ● Marketing should be JEN focused. ● Ticketing - FREE concert, community event ● 15-20% can be allocated to Administrative overhead
DISCUSSION	<p>Scope of Work: The purpose of this Program Solicitation is to select an organization (Cooperator) to produce and coordinate the 2020 NEA Jazz Masters Tribute Concert and ancillary events in conjunction with the NEA. In brief, the Cooperator will:</p> <ul style="list-style-type: none"> • Produce a free, public Concert in an indoor venue in a U.S. city in the winter or spring of 2020. • Coordinate program components such as a live webcast and broadcast of the Concert; a marketing and public engagement strategy that appeals to local, national, and global audiences; and ancillary events as detailed below. • Contract with an experienced videography vendor to produce Tribute videos for all award recipients per the specifications and timeline agreed to by the parties. <p>MOTION: Mary Jo makes a motion for JEN to present an RFP for the 2020 JEN NEA Concert Diane Chandler seconds Motion passed.</p>

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
<p>Get assistance from a grant writer - Grant proposal due Aug. 15 Work on preparation of grant to host 2020 NEA JazzMasters ceremony at conference in New Orleans.</p> <p>Sharon Burch will be managing the proposal information and input from JEN Board.</p>	<p>Todd Stoll Todd Stoll, MJ Papich and Sharon Burch, Michael Shirtz</p>	<p>Aug. 15</p>

11:33-12:00 PM

Development Committee Report

Treb Winegar, Chair/Michael Shirtz

<p>DISCUSSION</p>	<p>Campaign Comparison Report</p> <p>Donations - Outline presented to Board.</p> <p>Michael Shirtz outgoing committee Chairman. Treb Winegar incoming Development Committee Chairman. Addresses new infrastructure that will support new fundraising efforts.</p> <p>Jamey Aebersold Endowed College Scholarship Fund (per Bob Sinicrope)</p> <ul style="list-style-type: none"> ○ Total 108 donors or pledges in the amount of \$56,362 ○ Donations received through Neon system - 100 donors in the amount of \$46,462 average gift \$463.62 ○ Pledges 8 in the amount of \$9900 average gift \$1102.78 <p><i>Note per Bob Sinicrope: The reason this is less than the previous report is that an institution that pledged donated under a different name and was counted twice. I didn't pick that up before the last report.</i></p> <p>- Goal of 100,000 over 3 years; over 50% achieved to date.</p>	
	ACTION ITEMS	PERSON RESPONSIBLE

LUNCH BREAK: 12:00pm - 1:30pm

1:30-2:12PM

REPORTS FROM LUNCH MEETINGS

Todd Stoll, President

<p>DISCUSSION</p>	<p>Development Conversation</p> <ul style="list-style-type: none"> ● Target audiences and diversity of scholarship recipients ● Jazz 2 You Grant ● Need to establish policies for Endowed Fund <p>Marketing Conversation</p> <ul style="list-style-type: none"> ● JEN messaging presentation, Branding "Objectives" ● New perspectives about why JEN membership is important 	
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	<ul style="list-style-type: none"> • Mini festivals, community outreach • Survey of our membership • Logic models: Create theories of change across the Board <p>President suggest the creation of a “College Board of Directors”. These directors meet at the conference, and are appointed by each JEN Board member.</p>				
ACTION ITEMS	<table border="1" style="width: 100%;"> <thead> <tr> <th style="width: 60%;">PERSON RESPONSIBLE</th> <th style="width: 40%;">DEADLINE</th> </tr> </thead> <tbody> <tr> <td> </td> <td> </td> </tr> </tbody> </table>	PERSON RESPONSIBLE	DEADLINE		
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2:12-2:21 PM

NAfME JAZZ COUNCIL/JEN BOARD EXCHANGE SEAT

Mary Jo Papich

DISCUSSION	<p>NAfME (David Kauffman) has proposed to do an exchange Board seat with JEN. This association will be beneficial to JEN; valuable affiliation. Suggestion for each organization would cover its own costs.</p> <p>MOTION: President Stoll requested motion for JEN to exchange Board seat with NAfME Board.</p> <p>Bob Breithaupt seconds. Motion passed.</p>				
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2:21-2:42 PM

By-Laws Proposed Amendments

Tim Fellow

DISCUSSION	<p>Election/ratification 6.2(a) accurately describes our current policy. Our ByLaws need to align. Suggested bylaws change drafted by Bob Sinicrope.</p> <p>Proposed changes:</p> <p>Red highlighted text would be deleted. Yellow highlighted text would be added.</p> <p>ARTICLE IV – Board of Directors</p> <p>4.1 Number and Election of Directors. <i>Members of the Board of Directors, are elected by the membership.</i></p> <p><i>(a) The Directors shall be elected by the membership from names submitted by the Board of Directors Nominating Committee to the membership.</i></p> <p>(c) Eligible JEN members are invited to nominate potential Board of Directors to JEN’s Nominating Committee each year. The Nominating Committee will select from those nominated, a slate to be ratified by eligible JEN members. Refer to 6.2(a) for more details.</p>
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<p>ARTICLE V – Officers of the Corporation</p> <p><i>5.1 Election. Officers shall be elected by the Board of Directors from names submitted by the Officer Nominating Committee as described in 5.2(c).</i></p> <p>5.1 The Board of Directors are invited to nominate potential Officer Candidates to JEN’s Nominating Committee. The Nominating Committee will select from those nominated, a slate to be ratified by the Board of Directors. Refer to 6.2(a) for more details.</p> <p><i>General Consul Dan offers recommendations following break: Members may raise issues to Bylaw changes, with Nominating Committee creating slate and Board ratifying. Illinois code suggests membership having more direct vote on slate. Board has been in violation of the bylaws for a period of time relating to the nomination of Board members.</i></p> <p>(4:45 PM)</p>		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
President Stoll suggest tabling this discussion. Executive Committee will further discuss this issue, and come up with recommendations.	Executive Committee	January 2019

2:43-2:55PM

PERSONNEL COMMITTEE

Mary Jo Papich

<p>Sharon Burch’s performance evaluated and Personnel Committee proposes the following”</p> <ul style="list-style-type: none"> ● \$10,000 bonus ● 5% salary increase <p>Consider conducting a search for social media contractor (individual or firm). Personnel Committee will make a recommendation following the January conference. Steve Nigohosian</p> <p>MOTION: Mary Jo makes a motion to approve Managing Director’s bonus of \$10,000 and 5% salary Bonus, retroactive July 1st, 2018. Diane Chandler-Marshall seconds. Motion passed.</p>		
DISCUSSION		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

2:55 PM - 3:05 PM

Outreach Committee

Mary Jo Papich, Chair

DISCUSSION	Outreach a challenge at 2019 conference due to schedule.
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	Jazz2U Grants- 2018 Results as of 8.6.18 were presented by Mary Jo Papich and Diane Chandler Highest participation to date. 11,339 reached in 2018	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

3:05-3:40 PM

JEN INTERNATIONAL FESTIVALS

Todd Stoll, President

DISCUSSION	Structure or vetting system for making decisions needs to be established. (Rob Klevan serve as coordinator or committee chair.)	
	<ul style="list-style-type: none"> Italy (Pilot program: EC has already approved engagement, 2 student exchange, Students are over 21 years old, but JEN is still liable.) Pescara, Italy - Mary Jo exploring possibilities of JEN student engagement at Pescara Jazz Festival. What can be the JEN benefit of such an engagement?	
ACTION ITEMS	<ul style="list-style-type: none"> Croatia: Caleb and Mary Jo exploring possibilities. Would like to partner with JEN, would like to get a festival started. This engagement can provide some financial support to JEN. Mexico, Puerto Vallarta: Mary Jo exploring possibilities to expand festival. Francisco shared experience performing at festival. Potential to be a much larger festival. Discussion to keep this event non-JEN affiliated, or make an official JEN event. Mary Jo will consider 	
	PERSON RESPONSIBLE	DEADLINE
Business deals should be outlined for EC and Board. Who makes the vetting decisions relating to clinicians, artists, etc. And consider diversity	EC approves each, template Caleb, Ashley, Bob B. Mary Jo, Tim, and Julius	

3:40-4:30PM

JEN AWARD DISCUSSION

Todd Stoll, President

DISCUSSION	Berklee College of Music would like to take over this award.	
	What they are proposing:	
<ul style="list-style-type: none"> \$1500 Cash Prize \$500 Travel Stipend to attend JEN Conference Berklee Online Course Berklee High School Festival Package 		
John LaPorta Award		

	LeJENds of Jazz Education Award LeJENds of Latin Jazz Award- Alex President's Service Award African American Jazz Caucus - Griot Award Student scholarships	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
<ul style="list-style-type: none"> • Will present a new proposal to Berklee, making the award a Berklee award presented on Wednesday at the JENeral session on Wednesday. • Establish a documented system and process for each award. • Policies established by Development Committee 	Todd Stoll will contact Darla at Berklee Development Committee	October 1st for policy draft

By-law proposed amendments discussion resumed until 4:45pm.

Meeting Adjourned by President Stoll until August 8th