

SEATTLE MANDOLIN ORCHESTRA BOARD MEETING

MINUTES

January 5, 2011

7:00 pm

Board Members Present

Abby Albreit
CP Jackson
Sue Lesser
Tom Moran
Ned Olson
Fayla Schwartz

CALL TO ORDER

Sue Lesser called this meeting to order at 7:05 pm at the Mosaic Coffee House at the Seattle First Church of the Nazarene.

MEETING OBJECTIVES

- Budget 2011
- Membership, donations and sponsors
- Concerts/performances 2011
- CD Recording and production
- Educational mission

BUDGET

- Fayla distributed proposed budget for 2011.
- Group discussed some of the variances between 2010 and 2011 (i.e., CMSA convention brought in some income, and expenses that were unique to that year; due structure changed so likely to increase income slightly, etc.)

COMMITTEES AND RESPONSIBILITIES DEFINED

- Sue distributed a breakdown of proposed committees for the SMO/Board, and we discussed per follows:

- **MEMBERSHIP** – Look for ways to increase our membership and to nurture the current members. Look at tiered membership levels and ways to encourage and promote donations, subscriptions and sponsorship
 - Abby agreed to work on this committee.
 - Ideas: recruit others from orchestra interested in helping in this area; outreach to mandolin instructors (raise awareness about SMO); could work in tangent with educational outreach in so far as we could grow membership via such contact
- **FINANCE** – Develop a strong fiscal plan and base for the orchestra to operate, keep records and report once a year to the general membership.
 - CP and Fayla to work together on required tax returns, etc
- **CONCERTS** – Publicity and promotion – schedule concerts, find venues, look for revenue streams and print tickets and programs.
 - Fayla will continue to schedule concerts she has been the point of contact with in the past (i.e, Folklife, Ballard library).
 - Enlist others from orchestra to help in this area
- **OUTREACH/EDUCATION** – Look for ways to increase visibility of our organization. Provide outreach to other non-profit organizations and establish liaisons with other orchestras and educational institutions.
 - Sue and Tom agreed to work together on this.
 - Ideas: Reach out to Portland orchestra (they've grown a lot in a short time, play regular concerts and have produced a CD) and other orchestras (both mandolin only and other community musical groups); reach out to area schools with music programs; explore outreach through contacts with Wintergrass, etc.

CD

- Abby brought pricing information to record/mix a cd at The Vera Project (a non-profit organization in Seattle):
 - High estimate to record 60 minutes of music is \$630
 - Estimate: 2 hours set-up, maximum 8 hours recording, max 7 hours mixing and 1 hour tear-down...~18 hours at \$35/hour
 - Cost to print CDs at Discmakers (located in Tukwila, and have good reputation):
 - 300 CDS = \$597 (includes 300 CDs, 2 panel insert, customer supplied design, color outside/b&w inside cover, color on-disc printing, clear tray, polywrap)

- Price breaks for higher quantities (500 for \$845, 1000 for \$990), but board agreed that 300 is a good starter quantity
- We have money in the budget to cover this, and the Board has agreed that we should make this a priority and go ahead and do this in 2011.

OTHER BUSINESS

- Sue brought up the thought that offering music in tablature may attract more orchestra members. (Portland orchestra does this, and the difference between players reading music vs tab is not apparent.) Other board members agreed this is something we should explore.
- Ned suggested making a sampling of music from our members-only page on website available to the public. Would give more transparency to potential members on what to expect. (Especially helpful if we show both “regular” music and tab version.)

NEXT STEPS

- Discuss orientation and/or instruction for new members or continuing instruction for current members at next board meeting
- Updates on: Membership, Finance, Publicity/promotion, Educational outreach at next board meeting

Meeting adjourned at 8:20 pm.