

West Michigan Jazz Society

Board Meeting Minutes

November 20, 2019 6:00 pm
Coopers Landing

I. Call to order/Roll Call

Michelle Needham opened up our meeting at 6:07 PM.

Present: Jake Vanderheyden, Jerry Scott, John Miller, Dan Ohlman, Peni Reed, Jim Reed, Tim Froncek, and Michelle Needham.

Absent Board Members: Mary Reed

Guests: Jan Basham and Barb Miller

II. Approval of minutes from last meeting

Jerry Scott made a motion to approve with edits, Tim Froncek seconded. Edits: First show on June 8th, 2020. There will be 10 jazz in the park concerts, last show will be August 10th. There will be an option for rain dates after.

III. Review and Approval of Financials for October 2019. Penni Reed motioned approval, Michelle Needham seconded. All in favor. Note: Collection of sponsorship for table sponsor occurred in September.

IV. Open issues

A. Jazz Gumbo update

1. Venue is becoming very popular with guests, about 136 in attendance
2. Record 50/50 sales, winning portion donated back to WMJS
3. Gumbo quality was below par this past week and they ran out of salad due to guests taking too many
4. More sponsors are needed, email and online positing for table sponsors
5. \$5 per musician to eat gumbo

B. Holiday Party 12/16/19 at Watermark – Silent Auction donations needed

1. About 70 attendees registered so far
2. \$750 for sponsoring a table with 8 seats and wine
3. Potential tabling for In The Blue Jazz Ensemble (quartet) to play while the main band is eating dinner. Jerry will follow up with Jake about this.
4. Food is comped for the band at the holiday party.

- C. Grand Rapids Federation of Musicians Grant Update
 - 1. If they allow us to submit the paperwork after each performance. If we potentially pay for three union memberships (sound technicians), we can get the grant funding from the GRFM.
 - 2. There are no requirements for all the performing musicians to be in the union
- D. Volunteer Party/Volunteer Opportunity List/Volunteer Coordinator
 - 1. Party is on hold until the volunteer coordinator
 - 2. Every board member needs to submit volunteer positions before the end of the year
- E. Membership Event/Musician of the Year/ Reception for Eric Wendlandt
 - 1. Mary still has not followed up about the Membership chair responsibilities, someone needs to take over this responsibility from Kat.
 - 2. Jim needs membership amounts to be prorated for 2020.
 - 3. Potential to hire someone or to find a volunteer to manage membership and data responsibility. They could also help manage wild apricot.
 - 4. Michelle and Shannan will reach out to the owner of SpeakEZ Lounge about scheduling the event.
 - 5. Jake will look into training resources from Wild Apricot.

V. New business

- A. Fundraising/Grants – Update on call with Kennari Consulting
 - 1. Jake shared the notes from Kennari for events and fundraising

VI. WMJS Board Committee Updates

- A. Executive/Strategic Planning Committee
 - 1. Strategic Planning – Goals and Outcome
 - a) This committee will begin reaching out to organizations that sponsor the Grand Jazz Fest
 - b) We may work with Kennari on the first steps for fundraising and grants
 - c) The committee of Michelle, Dan, Jim and Jake. The committee will meet on Saturday 11/23 9am at LMCU (5701 28th St SE, Grand Rapids, MI 49546)
- B. Nominating Committee
 - 1. New board member recruitment will begin soon
 - 2. A board member needs to takeover this committee

- C. Jazz Program Committee – chair Jerry Scott
 - 1. Committee is getting ready to meet. Jerry is working on increasing the budget and is open to suggestions about groups that can play.

- D. Treasury Committee – chair Jim Reed
 - 1. Jim met with the president of the park foundation. He will meet again to provide what information is necessary for a new bandshell at Millennium Park.
 - 2. They will help WMJS with advertising on radio, media, and print for Jazz in the Park.
 - 3. Kurt Ehinger and Tim’s ideas for the new bandshell: easy access in the structure for power, performance area is shielded from the elements, avoid puddle areas, no steps (ramp for unloading gear), no acoustic ring or reverberation in the structure, enough space for a ‘big band’ sized ensemble.

- E. Marketing/Communications Committee – chair Jake Vanderheyden
 - 1. Update on Facebook ad and Gig Submission Form
 - a) Facebook ad was very successful, future ads will use targeting and audience building.
 - b) Waiting on update from David on web tool for gig submissions
 - c) Facebook donation nonprofit status, Giving Tuesday is 12/3/19

- F. Membership Committee – former chair Kat Jones training Mary Rademacher-Reed
 - 1. Incentives from establishments:
 - a) Jake mentioned the new gig at Forty Pearl, they will offer a free order of truffle fries or whitefish dip appetizer to any WMJS member who visits by showing their card. Friday and Saturday evenings 10pm-1am featuring a rotation of local artists.
 - 2. New membership levels – artist, venue, venue, sponsor
 - a) Jake will send out more information to the board

- G. Scholarship Committee – chair John Miller – contact form
- H. Education Committee – chair Tim Froncek
- I. Fundraising Committee – Suggested to possibly add one
- J. Volunteer Committee – Suggested to possibly add one
- K. Musician of the Year Committee – Suggested to possibly add one

VII. Adjournment, Next Meeting

John motioned to adjourn at 8:05pm, Jerry seconded that motion. Next meeting will be on Wednesday, December 18th at 6pm at Coopers Landing.