

West Michigan Jazz Society

Board Meeting Minutes

August 26, 2020 6:00 pm

Zoom

I. Call to order/Roll Call:

Present: Michelle Needham, Jim & Peni Reed, Kevin Jones, John Miller, Tim Froncek, Mary Rademacher Reed, Loren, Jordan, Jake, Shannan Denison,

Guests: Loren, Jennifer Gradnigo,

Not present: Dan Ohlman, Jerry Scott

I.

II. Presentation – Jennifer Gradnigo from Reboot Theory - Fundraising Proposal

Fill up committees with friends. Invite them to events

To DO's: Automatic email and letter to all donors with tax receipt for their donations. Should use standard letter template with specifics. Follow up calls to all donors thanking them for their donation.

Board Giving should be at 100%. Not necessarily financial donation but time counts. No monetary minimum. A stretch goal. Grants like to see 100% board participation.

Invite friends to become donors.

Member Engagement:

1st Quarter: offer something on estate planning (an educational event) planned giving seminar, reception would be a soft ask.

Thank you event for all VOLUNTEERS

Socially Distanced Jazz Party

Reach out to local businesses for sponsors for food and cocktails in exchange

Text to Give, Pass the bucket, Plants in the audience

End of year Highlight in Newsletter members, scholarship participation

Planned Giving:

Ask to be remembered in the will

Michigan Grant Watch

MEDC Mini Grant Program

Pulling the heartstrings with a specific ASK.

Example Raise \$1000 for Randissimo's Jazz Jam and SpeakEZ

Kevin Jones asked if getting a grant from the NEA is possible. Talked about jazzmobile in NYC and wondered what needs to be in place to apply for a grant that would provide jazz education to the community.

Peni and Jim asked questions too about grant possibilities. Michelle mentioned diversity and inclusion grants from the Community Foundation.

Tim F. asked about how national grants would view state grant recipients, etc.

After 45 minutes, Jim suggested that we table the fundraising and have a committee to explore Jennifer's ideas and pay her to do it. Peni seconded and all were in favor.

John Miller mentioned if we got the money what would we do with it. Jordan suggested that we would be able to find better musicians. Mentioned that we have to think BIGGER. Jake suggested using funds to enhance technology and Michelle suggested enhancing education.

Michelle asked board members to email if they want to be on the fundraising committee.

II. Approval of minutes from last meeting:

Jim moved that we approve the minutes as submitted.

III. Review and Approval of Financials

Had zero income in the month of July. No memberships, no donations, will approve the financials

IV. Open Business

A. Private Concerts at Shannan Denison and Tom Norton's Homes

B. Drive thru jazz festival at Noto's on September 15th

Will have a \$15 picnic meal and have a grill going and will most likely have a drinking area.

- C. Jazz at Millennium Park – Reserved for 2021
 - D. Musician of the Year Event Watermark Country Club – On hold
 - E. Fundraising Event 2021 – Tabled until MOY is planned
 - F. The Sunday Goodtime Hour – On hold indefinitely
 - G. Volunteer Coordinator Needed
 - H. Federal/State Grants
- V. New business
- A. Virtual Events for Members: Kevin Jones spoke to various musicians and suggested an open forum for musicians: Master class for members only on zoom and interviews done live on FB on a regular basis. Jordon suggested giving members access to master class archives on the website. Michelle suggested promoting it to the education community.
- VI. WMJS Board Committee Updates
- A. Executive/Strategic Planning – Board President is the chair John Miller will work with Michelle Needham on Bylaws.
 - B. Nominating Committee – chair Mary Rademacher-Reed
 - C. Jazz Program Committee – chair Jerry Scott, Jordan would like to help with scheduling musicians.
 - D. Treasury Committee – chair Jim Reed
 - D.1. Planned Estate Giving – Work with Shannan Denison – Seminar/action plan
 - E. Marketing/Communications Committee – chair Jake Vanderheyden, a good kickoff would be to have Paul Brewer and promote the Noto's event. Looking for content for Jazz Notes, created a private FB Group for members (not yet launched)
 - F. Membership Committee – chair Kevin Jones: Lauren will send Kevin a list to the people who haven't renewed.
 - F.1. Promote that new members can join for half price.
 - F.2. Approximately 250 members have not renewed
 - G. Scholarship Committee – chair John Miller 68K in the scholarship fund
 - G.1. Fund balance decrease – Need to encourage more to contribute
 - H. Education Committee – chair Tim Froncek
- VII. Adjournment, Next Meeting 9/23/20 at 6pm