

West Michigan Jazz Society

Board Meeting Minutes

November 21, 2020 9:00 am

Zoom

I. Call to order/Roll Call 9:04AM

Present: Michelle Needham, Jim & Peni Reed, Jordan VanHemert, Jake Vanderheyden, Shannan Denison, Kevin Jones, John Miller, Jerry Scott, Dan Ohlman, Tim Froncek, Mary Rademacher Reed

II. Approval of minutes from last meeting

Jordan motioned to approve; Peni seconded. All in favor.

III. Review and Approval of Financials

Jim noted that we are lost \$1,341 in October in reality because the donations we received for Wednesday night jazz is for future use. We are slowly eroding our income since membership was low this year and due to the fact that we have not been able to host events.

Jordan motioned to approve; Jake seconded. All in favor.

IV. Open Business

A. Jazz at Millennium Park – Reserved for 2021

B. Federal/State Grants – Jazz in the Park & Educational – Add Juneteenth Event

B.1. Jim is still working on finding grants from the State for 2021 with Jennifer.

C. Musician of the Year Event Watermark Country Club – On hold

D. Fundraising Event 2021 – Tabled until MOY is planned

E. Black History Month – Virtual Talks/Concerts Featuring Black Musicians

E.1. Jazz Talks will be scheduled with a focus on black history month.

E.2. Tim and Kevin have started planning activities for the event in 2021. Tim suggested having a panel discussion. Kevin suggested having one panel with younger artists and one with more experienced artists. He suggested that we could do a virtual concert at GR Noir.

F. Juneteenth Event

G. Jazz Talks

G.1. Need board support and promotion

G.1.a) All videos are available on demand to view also.

G.1.b) Numbers are still strong, building but we need more live engagement.

G.1.c) Shannan mentioned that the time slot might be a challenge later in the evening.

G.2. Schedule/Guest Ideas – committee will plan the calendar after their committee meeting.

H. Jazz Jams at Sandy Point Beach House – On Hold

I. Noto's Supper Club – On Hold

J. WKTV/WMJS – JazzWorks Program

J.1. Tom Norton said that they have been behind, but they are still interested. Jordan mentioned that using original music will help to get the event off the ground to avoid issues with copyright and licensing.

J.2. They can offer a special marketing push for WMJS. They would love to share a new show every week on social media. They can be taped in advanced, so one day in the studio could be a filming opportunity. Audiences will be from a broad area, not just locally, to help with numbers.

J.3. Sponsors will be given an underwriting credit at the beginning and end of each program.

J.4. Jake also noted that we could promote venues as a partnership to promote their businesses during these difficult times. This would help to create a virtual experience for viewers.

J.5. Jordan motioned to approve Michelle's proposal to partner with WKTV. Tim seconded. All in favor.

K. Wine & Canvas Jazz Fundraiser – On Hold

V. New business

A. Holiday Virtual Concert – Tickets/Donations

A.1. Jordan wants to have an artist perform virtually (even from their home) to help fundraise for WMJS near the end of the year. Jordan suggested to charge \$5-\$10 each, pay the musician \$100, and the rest would be profit for WMJS.

A.2. Shannan mentioned that someone could underwrite the concert and have viewers donate instead of requiring tickets. Shannan offered to support by sponsoring the musician via her own business.

A.3. Michelle motioned to approve a virtual committee meeting to plan the event (Jake, Michelle, Kevin, Jordan, Shannan, Tim). Jordan seconded. All in Favor.

B. Shannan suggested that WMJS should send flowers to a member who lost a loved one.

John motioned to approve this suggestion; Jim seconded.

I. WMJS Board Committee Updates

A. Executive/Strategic Planning – Board President is the chair

A.1. Discuss need to do committee meetings throughout the month to coordinate and come up with plans to bring to the board.

A.2. By-Laws – Work with John Miller

B. Nominating Committee – chair Mary Rademacher-Reed – no update

C. Jazz Program Committee – chair Jerry Scott

C.1. Jerry is going to start thinking about the next season and 2022.

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

E.1. Need person to do newsletter – Jake needs to set up committee meeting – include Jim, Peni, Mary, Shannan, Jan, Michelle, Eva, anyone else?

- E.2. Jake mentioned that the candidate needs to be involved with WMJS events to be able to cover them properly. The board is our greatest resource to add to the newsletter.
- F. Membership Committee – chair Kevin Jones (Lauren Starke, Membership Coordinator)
 - F.1. Membership Renewals 1/1/21 – Need committee meeting/action plan (Michelle, Kevin, Lauren).
 - F.2. Board Members Paragraphs – Get to know board members, state why joined/on board,etc. Use to promote in emails, newsletter
- G. Scholarship Committee – chair John Miller
- H. Education Committee – chair Tim Froncek
- II. Adjournment at 10:54AM. Next Meeting – Saturday, December 19th, 2020 9:30am on Zoom