

West Michigan Jazz Society

Board Meeting Minutes

September 25, 2021 9:30 am

Zoom

I. Call to order/Roll Call 9:40AM

Present: Jim Reed, Peni Reed, Michelle Needham, Jordan VanHemert, Jake Vanderheyden, Kevin Jones, Dan Ohlman

Absent: Mary Rademacher, Shannan Denison, Scott Freeman, Jan Basham

II. Approval of minutes from last meeting

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

III. Review and Approval of Financials

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

IV. New business

A. Board Member Opening – Tim Froncek is done on board but will help with Education

(a.i.1) Jim motioned to approve; Jordan seconded. All in favor.

B. Signup Genius for Board Members/Volunteers at Jazz Gumbos and ArtPrize/GRCCT

(a.i.2) Reminder that a board member is always needed when cash handling is involved at a table.

V. Open Business

A. Jazz at Millennium Park – Final Update

(a.i.2.a) Tents and portable restroom costs more than necessary due to audience needs, but next year the park will have more solutions to these issues. Jim noted that there will be a restroom trailer available. The bandshell fundraising has been delayed.

(a.i.2.b) Highest attendance was 600-700 people at a couple events in 2021. The audience seemed to have a lot of new people.

(a.i.2.c) Facebook Ads reached over 40K people, WMJS got ~1,300 responses (about \$0.19 per response). The audience overall was skewed towards younger audiences in the data.

B. GRCCT – Art Prize Jam Sessions – Sunday 9/26, 10/3 from 2-5pm

(a.i.1) No Musicians sat in at the first session, but there were people in attendance.

(a.i.2) Jake will send an email to promote more WMJS member attendance. The venue is close to downtown and has parking. The night before GRCCT had a full crowd for their other event.

C. Jazz Gumbo – 3rd Monday 9/21-5/22 except 12/21

(a.i.1) More promotions/word of mouth is needed. COVID concerns could be an issue indoors as well as delays with the newsletter for promotion.

(a.i.2) New acts coming in will take an adjustment with WMJS audience attendance.

(a.i.3) Board members can advocate online and in person when possible. Sharing to their news feed and in Facebook groups.

- (a.i.4) WMJS will increase online advertising to \$75 for events as a test to increase attendance.
- (a.i.5) Jordan will draft a letter for members about supporting artists and the series.
- (a.i.6) Note in promotion that the room has been remodeled, tasty food, and affordable drinks.

D. Speaking of Jazz – Update on when starting again

D.1. Jordan is planning to restart again in October, starting with Ivan. Artists at WMJS events will be a focus. Bi-weekly cadence will help. Jordan will contact Steve Talaga about starting on September 29th to promote the jam session.

E. Musician of the Year Event Watermark Country Club – 12/6/21

E.1. Paul Brewer approved the date and will get people to perform with him

E.1.a) Newsletter form is needed.

E.1.b) Attendance is a concern, 125 guests are needed to break-even.

E.2. Need Silent Auction Items and Sponsorships

F. GR Noir event for Black History Month

F.1. Planning needs to start soon (band, logistics, sponsors, live stream, etc.)

F.2. Speaking of jazz panels to build up the series online.

F.3. Only one band (quartet or quintet) this year, there should be a delegated speaker to talk about jazz & black history month. The video that Jordan helped to organize should also be played at the event this year.

F.4. Peni noted that getting a speaker from the Grand Rapids African American museum or a similar organization to co-promote the event.

G. Noto's Supper Club – They resumed and will be Wednesday 9/29/21 and 10/6/21.

(a.i.1) They have extremely limited space in the bar area so we will not be promoting it heavily.

H. Listening Room – no update at this time

VI. WMJS Board Committee Updates

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

A.1. By-Laws Review and Approval

A.2. Discuss need to do committee meetings throughout the month to coordinate and come up with plans to bring to the board

A.3. Liam Bailey is meeting with WMJS as a potential volunteer to help with grants.

B. Nominating Committee – chair Mary Rademacher-Reed

B.1. Potential Board Members: Charles Johnson, Others suggestions?

C. Jazz Program Committee – chair Jordan VanHemert working with Jerry Scott (volunteer)

C.1. Work will begin soon on booking for jazz in the park 2022.

D. Treasury Committee – chair Jim Reed

D.1. Scholarship funds have been distributed out to recipients.

D.2. Planned Estate Giving – Shannan Denison – Update

- D.3. New Volunteer – Liam Bailey (Board, Diversity and Equity, Non-Profit and Fundraising Experience)
- D.4. Federal/State Grants – Jazz in the Park/Educational/Black History Month
- E. Marketing/Communications Committee – chair Jake Vanderheyden
 - E.1. Newsletter Update – working on October issue
 - E.2. Advertising – will report back on increased budgets
- F. Membership Committee – chair Scott Freeman with Lauren Starke (volunteer)
 - F.1. Setting up meeting to work on membership/volunteer needs and plans
 - F.2. Volunteer signup sheet
 - F.3. Potential volunteers reaching out – setup plan
 - F.4. Mailing addresses are still missing in the newsletter, need to review with Storr printing.
 - F.5. Need a plan for WMJS membership renewal campaign in 2022.
- G. Scholarship Committee – chair Jim Reed with John Miller (volunteer) – no update
- H. Education Committee – chair _____
 - H.1. Kevin is willing to chair the committee and steer it going forward. Tim said that he is willing participate as a volunteer if needed.
 - H.2. New program planning can begin once the committee forms and funding is put together.
- VII. Adjournment, Next Meeting – October 23rd, 2021, 9:30am
 - (a.i.2) Michelle motioned to adjourn; Jim seconded. All in favor.
- VIII. Tabled Business for a Later Date
 - A. WatercolorsGR July 2022
 - A.1. Need to set up another meeting with Renee Johnson.
 - A.2. They are working on their 501c3.Fundraising Event 2022
 - A.3. Event will be July 2022 in either Ah Nab Awen Park or Millennium Park
 - B. Wine & Canvas Jazz Fundraiser
 - C. WKTV/WMJS – JazzWorks Program – Availability for meeting with Tom N
 - D. Private Home Concerts