

West Michigan Jazz Society

Board Meeting Minutes

March 26, 2022 9:30 am

Zoom

I. Call to order/Roll Call 9:35am

Present: Jim Reed, Peni Reed, Michelle Needham, Jordan VanHemert, Jake Vanderheyden, Shannan Denison, Scott Freeman, Jan Basham, Mary Rademacher

Absent: Dan Ohlman, Kevin Jones

II. Approval of minutes from last meetings

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

III. Review and Approval of Financials

Jan motioned to approve; Mary seconded. All in favor.

IV. New business

A. Jazz in the Park Planning

A.1. Sponsors Needed

A.1.a) All board members need to reach out to businesses/people

A.1.b) Shannan is working on updating the new packet.

A.2. Park Updates

A.2.a) Parking attendants are needed, almost none are returning. Five per week are needed, the payment is \$30/night

A.3. Bands

A.3.a) The committee is one band away from finalizing the lineup.

A.3.b) Jordan said that it should be finalized by early April.

A.4. Sound Technician

A.4.a) Someone needs to reach out to Kurt about pricing.

A.5. Food Truck Contracts – MN sent to Coney Girl and Kool Breeze – need returned

A.5.a) WMJS is looking for an incremental vendor

A.6. Signup Genius for Board Members/Volunteers (See volunteer grid – updates?)

V. Open Business

A. Jazz Gumbos – April 18th and May 16th

A.1. Ellen Rowe is no longer available for April 18th

A.1.a) It was suggested to bring in a sub & still have Andrew Bishop play at the next event

A.1.b) WMJS needs to find out if the contract is void, we will look for a substitute.

A.2. Numbers have been down in Feb & Mar, but with COVID concerns there still might be some soft numbers due to the event being indoors.

B. Black History Month Final Update

B.1. Shannan said the event was a great success and the band was awesome.

B.2. The frequent posting on social media resulted in good engagement overall, but a variety of different types of posts (videos, stories, live) will help.

VI. WMJS Board Committee Updates

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

A.1. By-Laws Review

A.2. Work with Dave V and Jake to set up emails for officers and committees

A.3. Need to work on Conflict-of-Interest Policy

A.4. Jake – potential guest speaker for the board & collaborations

B. Nominating Committee – chair Mary Rademacher-Reed

B.1. Executive Committee and Mary will be meeting on the following:

B.1.a) Musician of the Year – discussion/update/need for documenting complete process and rules/regulations which are currently insufficient

B.1.b) Board Member Openings – 1st term ending 6/22 & Up for 2nd Term Renewal (Jim Reed, Jake Vanderheyden, Dan Ohlman) and also one open position

C. Jazz Program Committee – chair Jordan VanHemert

C.1. Updates – almost done with booking Jazz in the Park

C.2. Jordan will work with Jim & Michelle on developing new contracts that are specifically for gumbo & jazz in the park so that the specific information is relevant for each event type

C.3. Web form for artist information is in development

D. Treasury Committee – chair Jim Reed

D.1. Planned Estate Giving – Shannan Denison – Update

D.2. Mitten Foundation Charity Partnership Application

E. Marketing/Communications Committee – chair Jake Vanderheyden

E.1. Newsletter – April-May 2022

E.1.a) The committee met earlier in March, final draft is not complete yet.

E.1.b) Lisa is on vacation, the editing was delayed by a week for the next newsletter.

E.2. Advertising and promotion for Jazz in the Park and last 2 Jazz Gumbos

E.2.a) Should setup meeting to discuss strategy (EightWest, Shelley Irwin show on the radio, etc.)

E.3. Jake reviewed WMJS social media metrics and spending, continued growth of the audience & following

E.4. The scholarship application could use some advertising in emails/social media.

F. Membership Committee – chair Scott Freeman with Lauren Starke (volunteer)

F.1. Update on membership renewals for 2022

F.2. Scott noted that lapsed memberships should receive a letter from WMJS to catchup with renewals

F.3. WMJS will provide a report from Wild Apricot on #s of members in each category and a total count of memberships (chart showing membership types out of the total). WMJS also needs to look at active membership vs. lapsed. Current total membership count is 472 (active +lapsed).

F.4. Potential volunteers reaching out – setup plan, volunteer signup sheet

G. Scholarship Committee – chair Jim Reed with John Miller (volunteer)

G.1. Max Colley's grandson sending application

G.2. Marketing committee will work on promoting

H. Education Committee – chair Kevin Jones

H.1. Updates – Kevin's event for Black History month went well at Grand Rapids Christian Elementary school. It was well received and is a good start for bringing back more educational outreach events for WMJS.

VII. Adjournment, Next Meeting – April 26, 2022, 9:30am

Jake motioned to approve; Shannan seconded. All in favor. Adjourned at 11:03 AM.