

**a) West Michigan Jazz Society**  
**b) Board Meeting Minutes**

May 28, 2022 9:30 am

Zoom

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

Present: Jim Reed, Peni Reed, Michelle Needham, Jake Vanderheyden, Shannan Denison, Jan Basham, Kevin Jones

Absent: Dan Ohlman, Jordan VanHemert, Scott Freeman, Mary Rademacher

II. Approval of minutes from last meeting

Jan motioned to approved; Kevin seconded. All in favor.

III. Review and Approval of Financials

April was the first profitable month. April event broke even, but large fixed expenses have been pulling down the bottom line earlier this year.

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

IV. New business

A. Betty Forest Jazz Ambassador Award Banquet – Kurt Ehinger - 9/22?

V. Open Business

A. Jazz in the Park Planning

A.1. Shannan needs help finding sponsors!

A.1.a) All board members must reach out to businesses/individuals

A.1.b) Have updated form for sponsors

A.1.c) Shannan is also working on some community collaboration by offering a Non-profit Charity Spotlight for each week of the series.

A.2. Park Updates

(a.i.1.a) WMJS still needs parking attendants for the summer.

(a.i.1.b) WMJS is looking to purchase a tent for the bands until the band shell project is complete as this summer it will not be.

A.3. Bands

A.4. Sound Technician

A.5. Food Truck Contracts –Coney Girl and Kool Breeze – Michelle may have Tiki Boiz for one or two, possibly another

A.6. Signup Genius for Board Members/Volunteers (Sent, need board members to sign up). Members were sent the information via email.

A.7. Bucket Brigade – Who is heading this up?

B. Jazz Gumbos – Update on May, Casino Club wants to get on the calendar for next series.

(a.i.1) Jazz gumbos in January & February always struggle financially every year, WMJS may need to consider removing those dates in the future.

- (a.i.2) Verbal announcements to remove background talking helped.
- (a.i.3) Caterers starting earlier has also helped reduce the line for food.

C. Speaking of Jazz Updates – Have been on hold for now

## 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. Kevin mentioned that we could reach out to the Detroit Jazz Festival & Jazz Mobile to help WMJS with developing a process for grants/funding.

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 –The executive committee and nominating committee meet to develop a clear, written process for nominating, voting, etc. which would include both board and membership involvement.

B.1.b) Board Member Nominations – 1<sup>st</sup> term ending 6/22 & Up for 2<sup>nd</sup> Term Renewal (Jim Reed, Jake Vanderheyden) Dan Ohlman is leaving the board as of 6/22.

(B.1.b.1) New nominations need to be submitted ASAP.

B.1.c) Board Member Matrix – Review the document. To be completed by all current board members by May 3, 2022, and executive committee members will review and send the final document to all board members for review. It gives an idea of the needs we have on the board at the present time. As of 5/27/22 no forms were sent to Michelle.

C. Jazz Program Committee – chair Jordan VanHemert

C.1. Updates

C.2. Created an online form for artist bios and pictures for promoting events – in development with Dave VanWyk.

C.3. Create venue cheat sheet which gives all pertinent information for the artists such as sound requirements, where to unload equipment, piano or not, etc. – would be given to artist/manager for Casino Club, Millennium Park, etc.

C.4. Jordan suggested a more permanent sound system solution for gumbos or other smaller events so that to make the artist experience easier as well as less coordination for WMJS. Mary also suggested some music stands and mics.

C.5. Diversifying the locations of performances would help with accessibility and reach.

C.6. Kevin suggested a specific annual jazz dancing event. There is a great opportunity to meeting up with the Swing dancing community as well to plan something.

D. Treasury Committee – chair Jim Reed

D.1. Planned Estate Giving – Shannan Denison – Update on possible kickoff event/fundraiser with lifetime members.

D.2. Mitten Foundation Charity Partnership Application

- E. Marketing/Communications Committee – chair Jake Vanderheyden
  - E.1. Newsletter – April-May 2022 almost complete, holiday weekend is delaying the print but it should be ready by May 31<sup>st</sup> and will be mailed shortly after.
  - 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, radio, Experience GR, Shelley Irwin etc.)
    - E.2.b) Facebook advertising: for about 3% of the impression reach on facebook WMJS got 1 event response in 2021. It is an average of \$0.19 per person. WMJS spent \$250 last year for jazz in the park which was about \$83/month.
    - E.2.c) Budget for 2022 JITP - \$150 for June (\$90 for event ad, \$20/wk for promoted post about sponsors/artists/food trucks)
    - E.2.d) Will look into getting short videos from artists to help with online engagement.
- F. Membership Committee – chair Scott Freeman with Lauren Starke (volunteer)
  - F.1. Update on membership renewals for 2022
    - F.1.a) Renewals have been slowly rolling in at recent Jazz gumbo events.
  - F.2. 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. Scholarship Applications Received - Elijah Cosby, Others?
- H. Education Committee – chair Kevin Jones
  - H.1. Updates – committee has not met recently, but there are follow ups from the last meeting
  - H.2. Saturday Jazz workshop proposal to bring in artists to teach younger students
  - H.3. Kevin suggested that WMJS could sponsor a college night to bring in a college group and students

VII. Adjournment, Next Meeting – June 25, 2022, 9:30am

Jan motioned to adjourn; Jim seconded. All in favor. Meeting adjourned at 11:45am.