

# **West Michigan Jazz Society**

## **Board Meeting Minutes**

February 24, 2024 9:30 AM EST

Zoom

### I. Call to order/Roll Call – 9:36AM

Present: Mary Rademacher, Michelle Needham, Laura Ohman, Shannan Denison, Kevin Hubbard, Jordan VanHemert, Jake Vanderheyden

Absent: Jan Basham, Jim Reed

### II. Approval of minutes from last meeting

Shannan motioned to approve, Mary seconded. All in favor.

### III. Review and Approval of Financials – Delayed due to QuickBooks transition and Jim Reed being on vacation.

There were no financials to report or approve due to Jim's absence.

### IV. New business

A. Jake suggested that an attendance spreadsheet for all events is created

A.1. Look for trends based on the artists booked

A.2. Add weather notations or other comments as the attendance can greatly differ

A.3. Track the key financial points (was it profitable or not)

A.4. # of memberships, # of renewals, high-level break even, revenue per person avg. at events

A.5. This also could be a great resource to attract sponsors

### V. Open Business

A. Fundraiser

A.1. Plan for next year.

A.1.a) Susan and Kent Riddle gave dates of 9/21/24 or 9/28/24

A.1.b) Carlos Kulas-Dominguez – Event Planner

(A.1.b.1) Carlos contract updated based on changes proposed by the board earlier.

(A.1.b.2) Carlos has recommended a brand refresh and consistency across all marketing materials.

(A.1.b.3) The board members on the committee suggested that while this would be great, it would be a large expense that is not adding value right now.

(A.1.b.3.a) Other priorities for the WMJS budget were agreed to be a focus such as musician payments.

A.1.c) Laura Ohman – Committee Chair

(A.1.c.1) Provided updates above from the meeting with Carlos.

A.2. MOY announced at Monday Night Jazz – Mike Hyde

A.2.a) MOY announcement at the event helped to get membership renewals.

B. Jazz in the Park

B.1. Contracts and tax forms have been sent out to all the bands, the dates are set.

B.2. The August 5<sup>th</sup>, 2024 date is not available due to a wedding, however, the park has already set the dates for 2025 in advance.

B.3. Sponsorship letters will be going out for the fundraiser and Jazz in the Park.

C. Steve Zaagman – Grand Rapids Swing Society

C.1. Cross Promotion - Michelle will contact Steve about 2024 events.

D. Monday Night Jazz – Casino Club

D.1. Updates

D.1.a) March 18, 2024 Olivia VanGoor Quartet

(D.1.a.1) Jake will work on a press release to distribute out to media outlets to give the specific details for a boost leading up to the event.

D.1.b) April 15, 2024 Jim Cooper Quartet featuring Elgin Vines

D.1.c) February had 102 attendees and made a profit of \$626 not including membership renewals and new memberships

VI. WMJS Board Committee Updates

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

A.1. Working on Conflict of Interest Policy and By-Laws Review

B. Nominating Committee – chair?

B.1. Board Member Nominations – Bob Nixon said to follow up after new year and need to talk to Dr. James Sawyer.

C. Jazz Program Committee – chair Jordan VanHemert

C.1. Jazz in the Park line-up is set

C.2. For booking consideration deadlines, similar to how other festivals have deadlines. For jazz in the park it could be a deadline in October for consideration for the next summer, for example.

D. Treasury Committee – chair Jim Reed

D.1. Planned Estate Giving – Shannan Denison

D.2. Mitten Foundation Charity Partnership Application

D.3. QuickBooks being setup to start using in 2024

D.3.a) Statements will be setup for events to have better visibility into financials for events.

D.3.b) The bank statements will be reconciled through the system by uploading bank information. PayPal and Wild Apricot will both also be connected to the new system.

D.3.c) Michelle also noted that WMJS should pursue a bookkeeper for the future to maintain the data entry. Jake mentioned that QuickBooks has accredited individuals too

- E. Marketing/Communications Committee – chair Jake Vanderheyden
  - E.1. Mar/Apr newsletter remaining needed
  - E.2. Work with Dave V and Jake to finish setting up emails for officers and committees
    - E.2.a) Jake will work with Dave to switchover the WMJS email server to Google following the meeting.
- F. Membership Committee – chair Laura Ohman
  - F.1. Sam Needham caught up memberships and donations and sending cards, letters and stickers out for 2024.
  - F.2. Wild Apricot – Michelle was reviewing and corrected several errors/missing information.
  - F.3. Volunteers – setup plan, volunteer signup sheet
- G. Scholarship Committee – chair Jim Reed with John Miller (volunteer)
  - G.1. Plan for promoting due date and getting out to students to apply.
  - G.2. Added info to Mar/Apr Newsletter & website forms have been updated.
  - G.3. Get in touch with Tim Froncek & Blue Lake for scholarships from WMJS.
- H. Education Committee – chair (TBD)
  - H.1. Need to talk to Bob Nixon and Dr James Sawyer
  - H.2. Kevin Jones proposed working with WMJS to do outreach with MSU, possibly at East Kentwood HS. This is based off of the proposal sent to the board last year.

VII. Adjournment 11:05 AM EST

Mary motioned to adjourn; Laura seconded. All in favor.

Next Meeting March 23rd, 09:30 AM EST

- A. Reminder: Zoom contract is ending. We will be using Google Meet next month.