

# **MINUTES**

## Board Meeting January 6, 2020

## 9:00 AM - 5:00 PM EST

Meeting called by President, Todd Stoll

**Attendees:** President, Todd Stoll; President Elect, Sean Jones; Immediate Past President, Caleb Chapman; Vice President, Ashley Shabankareh; Treasurer, Dustin Rohrer; Secretary, Lonnie Davis; Bob Breithaupt, David Kauffman, Doug DuBoff, Johnaye Kendrick, José Diaz, Julius Tolentino, Mary Jo Papich, Pharez Whitted, Roxy Coss, Tim Fellow, Triniece Robinson Martin, Sharon Burch, Managing Director; Jesse Nolan, Membership Manager; Dan Flores, Legal Counsel

Absent:

## Agenda

<ul> <li>Key updates</li> <li>We now have a digital Board Meeting Reference Books for the first time.</li> <li>We also have new JEN membership brochures and swag.</li> <li>Overview:         <ul> <li>This year we have the highest conference registration and membership numbers t date.</li> <li>Due to intentional work, we have more diverse JJF Adjudicators this year</li> <li>The JEN Board will participate in Sexual Harassment training for JEN Board this week</li> </ul> </li> </ul>		bership numbers to this year
	PERSON RESPONSIBLE	Deadline
V	<ul> <li>We now have a digital Board Meeting Reference</li> <li>We also have new JEN membership brochures</li> <li>Overview: <ul> <li>This year we have the highest conferendate.</li> <li>Due to intentional work, we have more</li> </ul> </li> </ul>	<ul> <li>We now have a digital Board Meeting Reference Books for the first time.</li> <li>We also have new JEN membership brochures and swag.</li> <li>Overview: <ul> <li>This year we have the highest conference registration and membership</li> <li>Due to intentional work, we have more diverse JJF Adjudicators</li> <li>The JEN Board will participate in Sexual Harassment training for week.</li> </ul> </li> </ul>

9:15-9:25ам	MANAGING DIRECTOR'S REPORT	Sharon Burch Managing Director
Discussion	Discussion on housekeeping items (t-shirt sizes needed, discussion re/atten dinner, reception, etc)	ndance for
DISCUSSION	Board Bookit high-level training: JEN Staff updates: All operations running smoothly, additional support has been very helpful. Monthly meetings with JEN Treasurer have been helpful.	

	MS	PERSON RESPONSIBLE	DEADLINE
	Standard Operating procedures work is currently underway. Membership: 4100 estimated currently, thanks to Jesse, Membership Manager.		
Young composers Showcase - we have seven participants. Coordina made it what it is today. Ryan Middagh will be assuming the coordina the 2020 conference.			
	Asana is the project managment online application used to organize JEN operations; a comprehensive manual is being created as we go along, and collect operational data.		
	Community Engagement and Outreach- established.	- Standard Operations procedure	es have been
	Audit & Risk Committee- Tim Fellow is is much more detailed as the organization Insurance agent is Andrew Sumati - JEN	on grows. Overall, the audit proc	

9:25-10:09ам	Finance Report Dustin Roh Treasu	
	Audit process completed! It was a more detailed process this year. Audited financial statements available in JENI and JEN Website.	
	<ul> <li>Overall: Net Revenue (profit) is ~30% higher than budget YTD through We are experiencing a year of growth. Membership numbers are as forecasted.</li> </ul>	
	December (~\$150k vs budget of ~\$115k) • Strong membership and conference revenues have driven higher net revenues despite higher the budgeted expenditures	an
	<ul> <li>Revenues: ~25% higher than budget YTD through December</li> <li>YTD membership revenues and event revenue ~20-30% higher than last year; 2x number of paid pre-registered conference attendees from last year</li> </ul>	
DISCUSSION	Dec variance primarily driven by timing of Hal Leonard/Herb Alpert foundation grants (is reflected Dec vs Nov as forecasted)	in
	<ul> <li>Expenditures: ~20% higher than budget YTD through December</li> <li>YTD contract services and event production expenses are the main drivers of variance What does this look like moving forward?</li> </ul>	
	December 2019 expenses were in line with the budget.	
	<ul> <li>Plan for budgeting process reviewed – preliminary meetings to start in January</li> <li>Endowment next steps:</li> </ul>	
	<ul> <li>Conversation with lawyers last week to find pro-bono legal counsel</li> <li>Meeting on Investment Policy this week</li> </ul>	

Additional discussion led by President, Todd Stoll: Discussion regarding location of conference. Should we be in New Orleans each year? 2021- Louisville 2022- Dallas 2023- Orlando 2024- New Orleans 2025- Atlanta 2026- DC NCAA branding will be visibly displayed in public space of the hotel during this year's conference. We are working on solutions with hotel management. Reno - \$30K currently owed; there is new personnel at the Grand Sierra. Dan Flores has been managing this correspondence. Hotel will work to sell the room block over the next two years. May be revisited if block is not sold. ACTION ITEMS PERSON RESPONSIBLE DEADLINE

10:09-10:16ам	AUDIT & RISK REPORT		TIM FELLOW
Discussion	<ul> <li>What is Audit &amp; Risk Committee responsible for:</li> <li>Annual Audits - owned by this committee</li> <li>Conflict of Interest issues - statements signe</li> <li>Insurance contracts - responsible w Andrew insurance, etc.</li> <li>Behavioral and Sexual Harassment training</li> <li>*President Stoll suggest that JEN should also have a Will be working on cash handling policy to bring forth</li> </ul>	and Dan to insure appropria , issues, and protection for a "Protection of Minors" polic	ll involved.
ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE

## 10:16-10:37AM BREAK

CODE OF ETHICS/BEHAVIOR POLICY FOR JEN PERFORMERS/PRESENTERS (SUBMITTERS)

TODD STOLL PRESIDENT

	It was suggested that a Code of conduct/ethics signed by all artists and exhibitors in the application process. Waiver added that states that JEN is not responsible for their behavior at the conference. Add a check off list for the JEN Board. Questions around organizational accountability. Board members can "flag" individuals for further discussion, then make a decision on our stance. A process will be solidified. JEN Board has the right of refusal when issues arise. Julius Tolentino suggests background checks for the Board as well. How do we protect ourselves from financial responsibility (cancelled flights, hotels, etc.)?
	Jose Diaz suggests incorporating recommendation letters (online form) for artists.
	Moving forward, the President's letter will also address diversity and inclusion issues.
	Diversity and Inclusion Committee will clean up wording on the proposed code of professional conduct, below.
	For discussion:
	Code of ethics and professional conduct
	1. Be Inclusive JEN welcomes and supports people of all backgrounds and identities. This includes, but is not limited to; members of any sexual orientation, gender identity and expression, race, ethnicity, culture, national origin, social and economic class, educational level, color, immigration status, sex, age, size, family status, political belief, religion, and mental and physical ability.
	2. Be considerate As members of the jazz community we all depend on each other to produce the best educational conference we can. Your decisions will affect students, colleagues, artists, guests and supporters; you should take those consequences into account when interacting with each other.
	3. Be respectful We won't all agree all the time, but disagreement is no excuse for disrespectful behavior. We all experience frustration from time to time, but we cannot allow that Frustration to become personal attacks. An environment where people feel uncomfortable or threatened is not a productive or creative one.
	<ul> <li>4. Choose your words and actions carefully Always conduct yourself professionally. Be kind to others. Do not insult or put down others. Harassment and exclusionary behavior aren't acceptable. In general, if someone asks you to stop doing something, then stop. This includes, but is not limited to:</li> <li>Threats of violence.</li> <li>Insubordination</li> </ul>
	<ul> <li>Discriminatory jokes and language.</li> <li>Sharing sexually explicit or violent material via electronic devices or other means.</li> <li>Personal insults, especially those using racist or sexist terms.</li> <li>Unwelcome sexual attention.</li> <li>Advocating for, or encouraging, any of the above behavior.</li> </ul>

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## Community Engagement/ Outreach Report

11:21-11:45ам

MARY JO PAPICH, CHAIR

"Outreach", changed to "Community Engagement"
COMMITTEE KEY INITIATIVES:CONFERENCE OUTREACH/COMMUNITY ENGAGEMENT
2019-2020 Initiatives Outreach/Community Engagement/JAZZ2U
1. Work on developing a long-term sustainability plan for the JAZZ2U program, consider making the fundraising Scholarship Concert the Scholarship/Outreach/Community Engagement Concert and donation plan.
Reapply for the JAZZ2U grant with Herb Alpert Foundation (Received \$140,000 total since 2013).
2. Continue community engagement/outreach in host conference cities with placement of conference musicians in area schools and community venues.
3. Explore global opportunities for JEN outreach and expansion. (Discussing possible European JEN conference opportunities).
It's going to be the best year yet! We are working with the terrific Sonya Robinson and Jonathan Bloom of ArtistCorps here in NOLA, with extra assistance for board member, Ashley Shabankareh, to place volunteer artists in area schools and various city locations.
We have 12 artists going into sites that include: Einstein KIPP
Encore Academy NO Jazz Museum Jazz Historical Park
Loyola Habitat for Humanity

	JAZZ2U REGRANTING PROGRAM Latest JAZZ2U info and global outreach initiatives are posted in Outreach files. Good news - We have received a \$25,000 grant from The Herb Alpert Foundation f year 2020!			
	Notification was lateSonya has been in the hospital recently. Maurie Bell (JazzSlam) will donate pilot for show here in NOLA, this week and Januar			
	Conference Outreach since inception is over 20K reached. TOTAL 63,129 JAZZ2U audience reached			
	Grant cycles: Chapters- January open date will be established Feb - August 1st			
ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE	

## JAZZU PROGRAM REPORT

DISCUSSION		
Action items	PERSON RESPONSIBLE	DEADLINE

11:45-12:00рм	2020 JENERATIONS JAZZ FESTIVAL REPORT Todd Stolls	
	JJF numbers are through the roof this year!	
	Caleb Chapman - When we introduced JJF, it was educator heavy. He would love to s 5K students at the conference, where students outnumber the educators. We can consider adding an extra day moving forward. Will speak with Lou Fisher about logistics.	
DISCUSSION	COMMITTEE KEY INITIATIVES: Provide quality performance opportunities and clinic opportunities for student ensembles that participate at the JEN Conferences.	
	STRATEGIC OBJECTIVES: * Expand the JENerations Jazz Festival and increased performance levels through ongoing evaluation.	
	* Increase diversity among selected clinicians for the JENerations Jazz Festival. * Detail our committee work on ASANA so future board members and committees can view all attending groups for any conference, clinicians selected for each conference,	

Action items	excitement about the conference. Are we changing our shift from Pro to Student participation primarily? Is there a trend that is moving to more of a student conference vs. professional conference.  s Person RESPONSIBLE DEADLINE				
	2020 List of 54 PARTICIPATING ENSEMBLES (15 combos, 29 big bands, and 10 vocal groups) Treniece Robinson Martin- Pro participation at the conference was a driver for her				
	White vs Non-White (ethnicity if further detailed on the ASANA platform) 17 whites 11 non-whites (Non-whites category may include African American, Hispanic, etc)				
	OVERVIEW OF 28 VOCAL CLINICIANS Male vs Female 6 males 22 females				
	White vs Non-White (ethnicity is further detailed on the ASANA platform) 21 whites 17 non-whites (Non-whites category may include African American, Hispanic, etc)				
	OVERVIEW OF 38 INSTRUMENTAL CLINICIANS Male vs Female 26 males 12 females				
	• This is now outlined and programmed in ASA PROGRAM CURRENT STATUS/RESULTS 54 PARTICIPATING ENSEMBLES (15 combos, 29 big bands, and 10 vocal groups		Jazz Festival"		
	PROGRAM PROCESS: Describe a brief overview or summary of action steps for those who may not be aware of the process.				
	diversity and gender of clinicians, and the comm the committee.	nittee's process with regards	to operating		

12:00-12:01рм	REVIEW/UPDATE CONFLICT OF IN POLICY	TEREST	Sharon Burch Managing Director
DISCUSSION	Tim will contact those who are missing their Co	nflict of interest policies.	
ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE

## 12:01-1:38pm Lunch Break, Strand 4, L2

1:38-1:46рм	Strategic Plan	Вов	BREITHAUPT, CHAIR
Discussion	<ul> <li>This is the 2nd version of the strategic plan</li> <li>First Strategic plan was 2017</li> <li>Cut and paste from earlier version</li> <li>Homework is to review this document and provident in this document and provident in this document and provident in the direction of JEN. To encourage investigation of JEN. To encourage investigation of JEN. To encourage investigation of the summer, take input and bring involve the Board in a 2-3 workshop, pl</li> <li>4) Take the input and solidify a Strategic provident in the summer of the summer is the strategic provident in the summer involve the Board in a 2-3 workshop, pl</li> <li>4) Take the input and solidify a Strategic provident in the summer is the strategic provident in the summer is the summer involve the Board in a 2-3 workshop, pl</li> <li>4) Take the input and solidify a Strategic provident in the summer is the su</li></ul>	ument (strategic direction, and othe olvement g a draft for consideration af anning session olan for 2-5 year utilization (2	ter EC review. 021-2025)
ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE
Review this de	ocument and provide input.	JEN Board	

1:47-2:50рм	Membership Report Jes	SE NOLAN, MEMBERSHIP MANAGEF
	*** REQUEST DIGITAL REPORT*** Membership data: 4132 Members of JEN We have 2300 members when started in June 2019 eJEN - will be good for college students and chapters (very pop Area units	oular)
Discussion	Membership portal needs to be created Serving the reasons takes away from marketing, etc. We need an automated system that makes it easier for member questions. Jesse spends time walking members through online FAQ should be moved all to one page.	-
	Members should be given an opportunity to handle membership	p business.
	The current membership form is a little long, and needs a little of it in a way that is a bit more inviting.	clean up. We could present
	Current members from 36 countries. Need to add non-binary option for membership gender. Will add historical data.	

ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE
•	Music for All/BOA	2	5
	Market to students at jam sessions Creating yJEN program will be important for sus Create a flash mob at this year's conference for Maybe a secondline parade?		
	Telephone marketing (this does not work for ba 4000 band directors, 80% were unreachable. N list. We have several more months of access. Digital marketing was more impactful.		
	Conversion Need a professional marketing campaign		
	Reach out directly to yJEN members with resour Marketing - will capture stakeholders on camera future. Each week a marketing report is conducted.		ampaigns in t
	Thoughts for 2020: Membership portal and automation Membership Chapters, more engagement Continue marketing to band directors		
	Including as much automation as possible for m	nembership systems will all u	us to grow.
	Invoicing - All a manual process, very time cons chaperones.	Ū.	Itiple students
	Add gender by age. Segment event registration for directors, and inc	clude gender.	

Discussion       COMMITTEE KEY INITIATIVES         1. Establish Foundational and Corporate Funding         The Committee will build upon actions taken in 2017- 18 and with the JEN10 Campaign to further foundation and corporate funding. Specifically:         Current/Ongoing:	2:50-2:57рм	Development Committee Report Doug DuBoff Ashley Shabankareh
- Development Committee will budget for fundraising and development initiatives for FY2020 in conjunction with Finance Committee.	DISCUSSION	COMMITTEE KEY INITIATIVES 1. Establish Foundational and Corporate Funding The Committee will build upon actions taken in 2017- 18 and with the JEN10 Campaign to further foundation and corporate funding. Specifically: Current/Ongoing: - Development Committee will budget for fundraising and development initiatives for

- Create a more focused brochure for JEN Development purposes

- Build upon past DC initiative to create conference sponsorship solicitation program, selling sponsorships/partnerships for concert venues, clinic rooms, and ancillary spaces.

New:

- Identifying individuals/groups outside of JEN to assist/strategize/implement funding support for the organization.

- Identify a rotating point person from each conference city to join DC with assisting in establishing regional funding for annual conferences.

 Expand and Establish Individual Donor and Outreach Resources: Utilizing the templates created by CCS, DC will work towards developing individual donor base (outside of the current membership).

Specifically:

Ongoing:

- Establish a cultivation plan during the JEN conference to introduce/showcase the organization to potential key/major donors.

- Developing a new "Presidents Dinner" with key major donors at the scholarship concert. This special reception will be coordinated as a daylong visit with potential "major" contributors to the organization.

(Building upon past DC chair leadership)

New:

- Utilizing Neon, explore, research, and integrate donor options, including recurring donations, quarterly gifts, memorial gifts, etc.

3. Establish a clear fundraising and revenue plan for FY20, accounting for new grants, engagement with individuals donors, etc.

New:

- Create a DC specific Revenue Plan, with benchmarks for fundraising, and including individual donors in this plan for engagement.

All plans will be considered for the 2022 conference.

Conference Exhibitors may be potential conference sponsors.

Board pledge form will be provided this week.

Circle of influence exercise will also be shared with Board.

ACTION ITEMS

PERSON RESPONSIBLE

## Young Composer Showcase Program Report

ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE
Discussion	2020 Selectees: Annie Booth – Large Group Composition - Jolly Eri Chichibu – Small Group Composition – The Philip RyanGoss – Large Group Composition – Maya Keren – Small Group Composition – Wyn Nathan Poehlke – Large Group Composition – S Gabriel Severn – Small Group Composition – S Gabriel Severn – Small Group Composition – C HONORABLE MENTIONS Paulo Santos – Small Group Composition – Tw John Sturino – Large Group Composition – Tip Yoko Suzuki – Large Group Composition – Cat	Sea - Seven Years Voya Untitled No. 1 dmoor Maya Feeling Sleepy ilent Minority Canção Para Fina visted Voyage City	age

#### 3:05-3:09рм

3:09-3:23рм

2:58-3:04рм

## EDUCATION COMMITTEE REPORT

## Dan Gregerman

DISCUSSION	There is no news to report on this committee.		
ACTION ITEMS		PERSON RESPONSIBLE	Deadline

## 2020 Commissioned Charts Program Report

Greg Yasinitsky

Discussion	A committee was assembled regarding the JEN Commissions consisting of Greg Yasinitsky,Chair; with Roxy Coss, JEN Board Member; and Horace Alexander Young, woodwind artist, Washington State University faculty member, many years experience touring with NEA JazzMaster Abdullah Ibrahim, and 2019 JEN Commission Composer. After a discussion of possible composers, the following group of composers were selected with the priorities being compositional excellence and diversity.
	2020 Charts: JAN/FEB - Wayne Wallace, <i>Fillmore Street Mambo,</i> Advanced Big Band

 MAR/APR - Kathleen Hollingsworth, New Orleans Hop Scop Blues, SSA Vocal Jazz MAY/JUN - Rick Hirsch, Food Coma, Easy Big Band JULY/AUG - Dee Spencer, Sweet Emma B, Combo SEP/OCT - Jennifer Barnes, Bourbon Street Blues, SATB Vocal Jazz NOV/DEC - Ben Markley, Red-Light Green-Light, Medium Big Band
 JEN agreements were sent to all six composers. The agreements were signed and returned by five of the composers. We are still waiting for Jennifer Barnes to sign and return her agreement.
 Caleb suggests a combination of highly established composers with lesser known composers included.
 Greg Yasinitsky has trouble getting people to do the commissioned pieces. President Stoll suggests creating a task force to help solve this issue.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

### 2020 Scholarships & Awards Program Report

DISCUSSION	<ul> <li>Mary Ann Fischer: <ul> <li>Vivian Shanley, Georg</li> </ul> </li> <li>Lou Fischer: <ul> <li>Gabriel Severn Loyals</li> </ul> </li> <li>Hal Leonard: <ul> <li>Naomi Nakanishi, Eas</li> </ul> </li> <li>David Baker: <ul> <li>Solomon Abang, Univ</li> </ul> </li> <li>Jamey Aebersold:</li> </ul>	a, Indiana University - Drums e Washington High School, Ceda ock Township High School, Willia atman School of Music - Piano ersity of Louisiana, Monroe - Tru rsity of Northern Colorado - Saxo	amsport, PA - Bass mpet/Vocal

**2021 JEN A**WARDS--ESTABLISH A DOCUMENTED SYSTEM AND PROCESS FOR EACH AWARD

3:23-3:24рм

ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE
Discussion MaryJo Papich suggests that JEN membership should have the opportunity to recommendation would like to nominate an award recipient. Perhaps JEN establishes a dedicated address for award nominations?		5	
	Bob Sinicrope would welcome additional support LeJENds of Jazz Education Award and LeJEN discussed and identified between the January	Ids of Latin Jazz Award re	

4:15-4:28рм	REVISED PRO CATEGORIES - REVIEW Sharon Burch, Managing Director DESCRIPTIONS
DISCUSSION	<ul> <li>2021 Pro Categories Descriptions</li> <li>Add a defining sentence underneath each one. (January 1 deadline to add.)</li> <li>Identify the Dominant Style of Music you will be performing at JEN.</li> <li>Trad Jazz/New Orleans: Has a distinct front line (often consisting of a trumpet or cornet, clarinet or saxophone, and trombone) engaging in polyphony through collective improvisation and driven by a rhythm section (often consisting of a piano, guitar or banjo bass or tuba, and drums) who deliver syncopated rhythms. More modern interpretations of this style can also include Brass Band settings and configurations.</li> <li>Swing Era</li> <li>Bebop</li> <li>Hard bop</li> <li>Cool/Third Stream</li> <li>Fusion</li> <li>ECM</li> <li>Smooth Jazz</li> <li>Latin Jazz</li> <li>Soul/Rock/Hip Hop influenced</li> </ul>

	<ul> <li>Post Bop/Modern Straight Ahead</li> </ul>			
	Free/Avant Garde			
	Self-defined:			
	(If you don't feel like your music fits within one of the above listed categories, define the dominant style of music you are going to perform at the JEN conference.)			
ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE	
Seton Hawki	ns will help to define the genre categories.	Todd Stoll	Before we go live,	

Discussion There were comps. Ba	e a total of 523 individual comps (mainl	ly pro performers) not (			
	<ul> <li>What are our policies for comp badge requests for conference?</li> <li>There were a total of 523 individual comps (mainly pro performers) not counting group comps. Band members and presenters must be a member to participate.</li> <li>Bob Breithaupt - suggests a comp badge policy moving forward.</li> <li><i>Policy should be very few comp badges offered, all approved by the President/Board.</i></li> </ul>				
ACTION ITEMS	5	PERSON RESPONSIBLE	DEADLINE		

3:59-4:12рм	Conference Report	DR. LOU FISCHER Conference Coordinator
Discussion	<ul> <li>54 JJF slots sold out (7-8 groups on waiting list)</li> <li>2 community performances</li> <li>39 performing</li> <li>14 rehearsals (rehearsal space sold)</li> <li>14 jam sessions, and secondline parade, Thursday at 6:40pm, I</li> <li>Pre Registration this year through the roof</li> <li>3365 badges printed</li> <li>285 Student ID's</li> </ul>	Dirty Dozen Brass Band
	Estimated total attendance - will be over 4000	
	Many countries represented; there is a large group of internation Former Board attendees - roughly 18	nal attendees

	Hotel pickup - 3588 noon nights between all JEN hotels			
ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE	

4:30PM CONFERENCE WALKTHROUGH

6:00pm Load and Depart for Board Dinner

6:30PM DRINKS/7:00PM DINNER ARNAUD'S