



# MINUTES

## Board Meeting

JANUARY 23, 2021

12:00 PM – 6:00 PM EST

Online Meeting called by President, Sean Jones

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

**Absent:** Laura Gentry due to illness

### AGENDA

12:00-12:09PM

PRESIDENT'S WELCOME

SEAN JONES  
PRESIDENT

DISCUSSION	Our first virtual conference was a success! Thanks to all who created and contributed. Reflection on the things that need fixing in JEN		
	JEN is going through a transformation. Puberty, if you will. We, as the board, need to help JEN get through and move forward.  Reflect and Project.		
		PERSON RESPONSIBLE	DEADLINE

12:10-12:11PM

MOTION TO APPROVE AUGUST 2020 BOARD  
MEETING MINUTES

LONNIE DAVIS  
PRESIDENT ELECT

DISCUSSION	August 10, 2020: <a href="https://docs.google.com/document/d/1gdsXzaTNIHpkpszZwDCQKPNdHvYbYuBbVbc94hq35NySQ/edit">https://docs.google.com/document/d/1gdsXzaTNIHpkpszZwDCQKPNdHvYbYuBbVbc94hq35NySQ/edit</a>		
	August 11, 2020: <a href="https://docs.google.com/document/d/13ESggRgQ8QZB0rmLfS_CJXZKHLx0-vXx_KpXol4YYQ4/edit">https://docs.google.com/document/d/13ESggRgQ8QZB0rmLfS_CJXZKHLx0-vXx_KpXol4YYQ4/edit</a>		
	Ashley moved to approve. Bob seconded. The motion passed.		
ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE

DISCUSSION	<ul style="list-style-type: none"> <li>● January 8-11 - Successful conference in New Orleans - Attendance 3500</li> <li>● January 9 - Coronavirus-Related Pneumonia in Wuhan, China</li> <li>● January 21 - First confirmed Coronavirus case in the US</li> <li>● JEN pivots to serve the jazz community online</li> <li>● JEN surveys membership to identify current needs in the crisis</li> <li>● MARCH 13 - COVID-19 declared a national emergency/sheltering-in-place</li> <li>● MARCH 17 - JEN hosts two online events             <ul style="list-style-type: none"> <li>○ Hosts Webinar - Online Teaching for the Non-Online Teacher - Justin Binek</li> <li>○ How to Teach Online Instrumental Lessons - Matt Leder</li> </ul> </li> </ul> <p><b>APRIL-MAY</b></p> <ul style="list-style-type: none"> <li>● Online Events weekly or bi-weekly</li> <li>● Research online event options for the conference</li> <li>● Identify the need for CRM and membership website updates for online programming</li> </ul> <p><b>JUNE-OCTOBER</b></p> <ul style="list-style-type: none"> <li>● Continued Online Events weekly or bi-weekly</li> <li>● Meetings with website development companies to ascertain cost for upgrades             <ul style="list-style-type: none"> <li>○ Determined turnaround time for completion is too long.</li> <li>○ Cost estimates \$25K-\$50K</li> </ul> </li> <li>● The staff pull their skills and resources to upgrade internally.</li> <li>● Final cost equals the same budgeted cost of existing systems.             <ul style="list-style-type: none"> <li>○ Improved demographic solicitation</li> <li>○ Automated systems built to reduce manual labor time</li> </ul> </li> </ul> <p><b>OCTOBER</b></p> <ul style="list-style-type: none"> <li>● LAUNCH the new CRM and member website</li> <li>● Conference registration opens</li> </ul> <p><b>NOVEMBER-DECEMBER</b></p> <ul style="list-style-type: none"> <li>● Black Friday Special</li> <li>● Other Specials</li> </ul> <p><b>JANUARY 2021</b></p> <ul style="list-style-type: none"> <li>● Registered over 1000 in two days!</li> <li>● Successful online conference!</li> </ul> <p>March was the turning point. We quickly pivoted and began hosting online events (webinars, listening sessions, education panels, etc.) Hosted two events starting on March 17 .</p> <p>Regarding the conference, we discovered that what we had wasn't going to work. Estimates to pivot on online through an outside source were 25k-50k. So, we upgraded the systems in house, and put on the conference internally.</p>
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	Of Note: We fulfilled our contractual obligation to The Galt House for \$147, instead of \$125k	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

12:16-1:00PM

**MEMBERSHIP REPORT**

**JESSE NOLAN**  
**MEMBERSHIP & MARKETING MANAGER**

<b>DISCUSSION</b>	<p>Presentation of Membership numbers and conference numbers.</p> <p><a href="https://drive.google.com/file/d/1jJhgG7Y_RQXKZR4T9nvlmOmgzXuSmtFf/view">https://drive.google.com/file/d/1jJhgG7Y_RQXKZR4T9nvlmOmgzXuSmtFf/view</a></p> <p>Membership number down 112, but youth numbers are way up. -305 change was largely due to JJF attendees who didn't have an email address. We had no way of reaching out to them to renew. Our new CRM <b>only</b> allows a membership with an attached email address. <b>(see Comparative Membership Breakdown slide)</b></p> <p>Numbers show highly engaged members.</p> <p><b>Membership Data</b></p> <ol style="list-style-type: none"> <li>1. <b>Current Membership: 4098 (468 one month increase)</b></li> <li>2. PAID Members: 2039</li> <li>3. yJEN Members: 2059</li> </ol> <p>Here are the membership numbers for the last 4 years:</p> <p><b>2017:</b> Individual: \$47,360.01 Institution: \$14,350.00 Corporate: \$17,600.00 <b>TOTAL: \$79,310.01</b></p> <p><b>2018:</b> Individual: \$105,052.00 Institution: \$19,600.00 Corporate: \$23,100.00 <b>TOTAL: \$147,752.00</b></p> <p><b>2019:</b> Individual: \$151,109.50 Institution: \$22,150.00 Corporate: \$26,400.00 <b>TOTAL: \$199,659.50</b></p> <p><b>2020:</b> Individual: \$140,792.00 Institution: \$17,495.00 Corporate: \$10,440.00 <b>TOTAL: \$168,727.00</b></p>
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MEMBERSHIP & MARKETING TAKEAWAYS

1. Despite the pandemic, **individual** membership in JEN is healthier than ever. Reasons:

1. 4,098 Fully Engaged Members
2. Contact list growth of over 4,000 since August 2020

2. Notable membership deficiencies include:

1. Loss of 326 eJEN members (largely FREE “unclaimed” memberships gifted to 2020 JJF collegiate performers)
2. Loss of 177 Full members
3. Loss of 117 Corporate & Institution Members (likely due to the virtual nature of the conference and tightening corporate / institutional purse strings)

Our Marketing is on point:

Total Contacts: 29,358

Total Subscribed: 23,901

Contact List Growth: 4000+ organically since 09/01/2020

We've sent 838,191 emails, with 190,393 opens. 31,879 opens. Our

OPEN RATE IS 22.71%

CLICK TO OPEN RATE 16.74%

CLICK RATE 3.80%

2020 WEBINARS drew 57,676 total views. We're planning to keep our webinars going, as we've discovered there is a huge need for the information we've provided through our webinars.

Our Social Media is doing very well. #JAZZMEMES Stats show:

Impressions: 29,776

Reach: 27.837

Likes: 966

Shares: 64

Bookmarks: 177

New Audience: 9%

The 2021 JENX Online conference was a huge success:

- ATTENDEES: 2,520 (1,571 Adults, 908 Students, 41 Exhibitors)
- PERFORMANCES: 46:33:16 hours produced (7,283 Views, 250,000+minutes watched)
  - ATTENDANCE: Wednesday-812, Thursday-973, Friday-950, Saturday-663
- CLINICS: 8,336 Head Count (Wed.-2,036, Thurs.-2,759, Fri.-2,271, Sat.-1,270)
- JJE: 1,577 Head Count (Thurs.-605; Fri.-511; Sat.-461)
- JJF: 559 Head Count (Wed.-151; Thurs.-145; Fri.-263)
- Exhibit Hall: 1,865 Visits (Wed.-103; Thurs.-659; Fri.-637; Sat.-466)

Conference Sales & Attendance:

- Adult Attendees 1,571
- Student Attendees 908
- Exhibitors 41

- Total Attendees 2,520

#### COMP ATTENDEES

- Comp Adult Attendees 991
- Comp Student Attendees 4
- Comp Exhibitors 3
- Total Comp Attendees 997

#### COMP ATTENDEES BREAKDOWN

- Award Recipients 27
- Exhibitors 109
- Performers 672
- Presenters 164
- Staff & BOD 40

#### Paid Attendees:

- Paid Adult Attendees - 580 (\$37,389.00)
- Paid Student Attendees 904 \$10,023.00
- Paid Exhibitors 38 \$12,670.00
- Total Paid Attendees 1,522 \$60,082.00

#### ADDITIONAL REVENUE

- JJF Registration 18 \$2,625.00
- Sponsors 4 \$7600.00
- Total Additional Revenue \$10225.00

#### TOTAL REVENUE \$70307.00

Years reported are conference to conference. Fiscal year should be added. Fiscal year is tied to audit as well. Should we consider changing our FY to a Calendar year? Dustin commented that there are pros and cons to switching. Right now, we have a good amount of time where we can plan and budget for the conference by having our FY begin and end in July.

If you go to [joinjen.org/youth](http://joinjen.org/youth), any student can give information where they have to get guardian information. We've also created a way for teachers to allow students to have a login without personal information being transferred. This maintains student privacy and allows them to log in and participate in JEN events, apply for scholarships, etc. We also send the youth signup page to teachers. QR code idea is something to explore.

#### BRANDING & MARKETING

We have created a definite JEN branding style in the last year. The I Am A JEN member campaign is the second most viewed in our emails.

We have several different marketing print ads.

Total Contacts: 29,358

Total Subscribed: 23,901

Contact List Growth: 4000+ organically since Sept. 1, 2020

# of sends: 838,191  
# Opens: 190,393  
# clicks: 31,879  
# Unsubscribes: 1,247  
# Bounces: 1,952  
# **Open Rate: 22.71%**  
# Click to Open Rate: 16.74%  
Click Rate: 3.8%  
Unsubscribe Rate: .15%  
Bounce Rate: .23%

**REVENUE: \$102,178.50**

Our new CRM (ActiveCampaign) tracks revenue based on email marketing. The Revenue number is the most important on the slide.

#### **MARKETING TAKEAWAYS**

- **EMAIL, EMAIL EMAIL:** Our email marketing statistics are well above average. We have a highly engaged audience that opens, reads, clicks, and BUYS! Over \$100k of revenue was generated from direct email marketing in the final quarter of 2020.
- **SOCIAL MEDIA:** Our social media content, especially educational content and Monday Jazz Quotes are extremely popular.
- **CONTACT LIST GROWTH:** Contact list is growing rapidly. Over 5,000 contacts in 2020 including all conference performers (a first for JEN).
- **MEMBERSHIP CAMPAIGNS:** Marketing to these new contacts will begin immediately with a new membership campaign for 2021.
- **MONETIZE OUR REACH:** Our marketing list is valuable to our sponsors. Sponsorship packages should charge for sending eBlasts to membership & conference attendees.

Email blasts should be a value-add in our sponsorship package. We've had companies and universities request. Berklee, Bandzoogle, Yamaha. The only thing Berklee cared about was the email blasts. We have an incredible open rate. As long as it's a value add it will work well. We've done it with Yamaha and Berklee. It's in the new sponsorship package. Ashley Suggested that we offer it in the lower package tiers as well.

There are always questions from businesses to share our mailing list. Sharon suggested that we add a question to ask members if they want their info shared to outside parties for marketing.

#### **EVENTS: WEBINARS & CONFERENCE**

We have done 25 online events since March. Amazing rep from our board members. Really valuable panels and discussions. It turned JEN into an organization that members were paying attention to. Online events were the Driving force for attention to our membership. 57,676 views of 25 events. More than folks have come to our conference.

We have Chapters on 4 continents now. These folks are specifically related to our webinars.

They were a great test run for our conference.

Now, we can launch an event in about an hour, including email reminders, graphics, etc.

#### **CONFERENCE MARKETING:**

- Multi-platform marketing strategy targeted at individual & group registration • New group registration process
- Print Advertising - Downbeat & JazzEd
- Social Media
  - Organic
  - Free - "Sean Jones Teaches The Blues" @jazzmemes ad campaign
  - Paid - 7-day, multi-post @jazzmemes ad campaign

#JENX2021 started trending officially, we had so many shares and posts.

#JAZZMEMES (see Social Media Marketing slide) Sean's video helped grow their brand, They are very interested in continuing to work with us. If any board member is willing to do any short video, it would be really appreciated and go a long way.

Interesting note: The Research track is something that we should keep a relevant focus on. The Poster page was well-attended on Wednesday.

Exhibitor note: we can only see the data from the Zoom rooms we set up. We weren't able to count Zoom rooms from exhibitors who used their own rooms.

Jazz Industry Music Business sessions were dispersed throughout the conference. We had a dedicated research day.

Question: How do we incorporate research posters into the virtual side?  
 Suggest: If we're going to move towards virtual, research poster presentations be available online during the conference. Folks could at least attend the research sessions virtually, if they are unable to attend in person.

Incorporating the business sessions into the entire conference, the suggestion was made that there is some focus that gets taken away. It was suggested to have research posters and JIMB on the same day virtually and in person.

Students need the business side more than ever.

Sharon: The limitation we have on the one day is due to the facility (hotel) and staff that we have in person. Having research on Wednesday by itself works for folks in academia. For Jan.2022, keep the research day on Wed., ask for poster sessions on Wednesday, virtual track available the whole time.

Clinic, Performance, Research are the 3 big buckets now.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

1:00-1:15PM

**MARKETING STRATEGY AND PROPOSED IDEAS**

**JESSE NOLAN  
MEMBERSHIP & MARKETING MANAGER**

<b>DISCUSSION</b>	<p><b>CONFERENCE TAKEAWAYS &amp; NEXT STEPS</b></p> <ul style="list-style-type: none"> <li>● MONETIZE OUR CONTENT: Nearly 100 conference sessions and webinars have been produced by JEN in 2020. We can monetize this content moving forward in a myriad of ways including:             <ul style="list-style-type: none"> <li>○ Membership upgrades to access conference replays</li> </ul> </li> </ul>
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	<ul style="list-style-type: none"> <li>○ Selling conference “registration” post-conference to access conference replays</li> </ul> <p>We’d like to keep producing monthly online events. And budget willing, we’d like to produce online performances. Directors need us, we need them, and there are barriers to them attending our conference. Providing online content is going to be key to year round and global engagement.</p>	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

**1:15-1:2:30PM** **PERSONNEL COMMITTEE REPORT** **LONNIE DAVIS**  
**PRESIDENT ELECT/**  
**PERSONNEL COMMITTEE CHAIR**

<b>DISCUSSION</b>	<p>Lonnie Davis presented the Jan 2021 Personnel Committee Report. (Attached as Minutes)</p> <p>Clarity, limitations, boundaries, duties, and expectations should be clear for the staff to respect their balance of work/personal balance. Discussion ensued regarding.</p> <p>Motion made to have the Membership &amp; Marketing Director report to and be evaluated by the Managing Director, with input by the President. Motion made by Mary Jo, seconded by Ashley Shabankareh. Motion passes.</p> <p>Consensus on reimbursement for incurred conference expenses of the Membership and Marketing Director.</p> <p><b>MOTION:</b> See BoardBookit for Motion.</p>	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

**2:30-2:50PM** **FINANCE COMMITTEE REPORT** **DUSTIN ROHRER**  
**TREASURER/**  
**FINANCE COMMITTEE CHAIR**

<b>DISCUSSION</b>	<p>2021 Virtual Conference delivered roughly \$70K in gross revenue, and an estimated \$31K in Net Revenue. Overall Net operating revenue is -\$14.5K Fiscal YTD through Jan 22 - and closer to -\$33.5K when adjusted for Herb Alpert grant distribution.</p> <p>Membership dues and conference revenues have been unable to cover operating expenses.</p> <p>Current projected net operating loss of -\$70K-\$80K for FY21</p> <p>Reforcasted budget will be presented with forecasts reflecting current understanding of cost and revenue drivers for the fiscal year, along with recommendations to mitigate financial loss.</p> <p>Bob - in any organization, it is a challenge with balancing optimism and reality. Need to recognize that we are still in a pandemic and the financial realities. Fortunate to have Sean as a visible, charismatic, and talented musician as our leader. We need to leverage that value-add to as great an extent as Sean is able/willing in our community pleas for support. Sean is reflecting a desire and willingness to do anything that is necessary.</p>
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	<p>PPP - One thing that could get reflected in our current budget is the forgiveness of the original loan.</p> <p>Current budget is no longer reflective of projected expenses and revenue.</p> <p>Dustin is advising that we build a model of sustainability that relies less on membership dues and more so on engagement initiatives.</p> <p>Dustin presented data to reflect the Conference Financials.</p> <p>Presentation of Reforecasted Budget FY21. At risk revenue focused on Direct Contributions, Event Revenue, and Membership Dues. Possibility of leveraging some of the Herb Alpert funds for operating expenses. Significant reduction in Event Production Expenses.</p> <p>Board Discussion.</p>	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

2:50-3:30PM

**DEVELOPMENT COMMITTEE REPORT**

**ASHLEY SHABANKAREH**  
**VICE PRESIDENT/**  
**DEVELOPMENT COMMITTEE CHAIR**

<b>DISCUSSION</b>	<p>Ashley advised that it is the board's responsibility to participate in development.</p> <p>Need to pivot from membership reliance to more development.</p> <p>Create individual funding plans for each board member, and drive funds towards JEN.</p> <p>What Inspires you to Give?  L: Personal connection to the mission of an organization, the work they do and how it impacts lives.  Sean: Org serves my constituents.  MJ: I give b/c it fills void in the jazz education world  DR: Stories of the organization  Changing lives  Making a difference in the community</p> <p>What Does JEN mean to you?  DD: it's something that dovetails with my mission in life, keeping the flame of jazz burning brightly, access to jazz year round. Build the foundation of jazz, spread its greatness.  Connection, community, family  Communication of the art form  TF: JEN should serve as a vehicle so we can amplify experiencing jazz on a daily basis. The cultural reference that it has always been is something we can spread more. We're not tapping in to a larger community of people who don't even know what jazz is. We can reach beyond jazz to educate.  SJ: we had diverse offerings at the conference. Dance, social justice, art. Those areas are excited to communicate in our space.  PW: Use jazz to reach the community. Don't isolate jazz to people who just use instruments. Market more to younger students.  Relevance  Opportunity  Family</p>	
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What JEN Programs Resonate with you The Most?

Conference

Sisters in Jazz

Mentorship

YCS

JAZZ2U reaching over 100k now!

Maybe the programs aren't resonating as much? It seems to be the community that resonates more.

LD: It's always good to have a reminder of exactly what we offer to the community. Check out the website, or have a document that lists them. It's good for the board to stay connected this way.

Refresher of our programs by Sharon.

What Challenges do you have when talking about JEN?

LD: When you introduce the idea of JEN, it can be based on the perspective of that individual. We have a great presence, but messaging institutionally who we are should be universal. So the board is saying the same thing, giving the same elevator speech. We should have standard branding and possible talking points about the organization.

JK: same

MJ: Asking for money is a challenge

PW: Hard to ask for money when we can't verbally express what JEN is, who we are. What is our mission? Suggest talking points sheet.

If we can't clearly articulate what the org does, how can we expect our members to do the same?

Where Do You Need Support?

Talking points

One sheet

Elevator pitch

RC: an abbreviated list of all the programs. Suggest one place on the website to see all the programs Ex. DEI, Women in Jazz, Sisters in Jazz -- how do they break down, etc.

LD: this ties directly into the marketing directors responsibilities. Development and marketing go hand in hand.

RC: still confused trying to explain membership to someone. We could get rid of redundancy in membership levels. All the titles are confusing

DR: Be able to articulate the problems that we solve to a non-jazz educator.

We can talk about JEN as more of an art service, rather than just serving jazz.

DK: Make sure we hit a place where we can be the same for a period of time. Stability in that space is valuable

WE have to be in community with each other to make sure we are all in sync moving forward.

BB: When will we see specifics on talking points? These ideas are good but looks like a brainstorming session than a series of actions that are critical to make us money moving forward.

We are working on an Individual Giving push, how you can support with individual asks, as well as grants. We are working on how to re-engage the existing donors we have had in the past. Looking at bringing more individuals not in the music industry space.

We've 51 total donors,

Next major grant is to the NEA to help support our education events, webinars, etc.

We want to make sure we're reaching out to orgs we've never reached out to before. Check Asana for updates.

Board discussion.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

**3:30-3:45PM BREAK**

**3:45-3:53PM** **PROPOSED CHANGE TO SCHOLARSHIP STRUCTURE & AWARDS PACKAGE** **SEAN JONES**  
**PRESIDENT**

<b>DISCUSSION</b>	<p>A few scholarship recipients don't need to be at the conference. A lot of the funding is being spent for bringing them to the conference. The award being given in January doesn't line up with the academic year. Proposed that the scholarship align with the academic year, and rescind the funds used for travel to the conference.</p> <p>Board discussion.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

**3:53-4:17PM** **STRATEGIC PLAN UPDATE** **BOB BREITHAUP,**  
**MARY JO PAPICH**

<b>DISCUSSION</b>	<p>3-year document, runs from 2021-24</p> <p><a href="https://docs.google.com/document/d/1PsnL0reCV4PtIzu9NEh7DBvhTygbCpZJU7Bjx3V3XuY/edit">https://docs.google.com/document/d/1PsnL0reCV4PtIzu9NEh7DBvhTygbCpZJU7Bjx3V3XuY/edit</a></p> <p>Proposed to change strategic objective #5 to #3. Diversity, equity, and inclusion is extremely relevant and should be reflected in the document.</p> <p><b>MOTION:</b> to adopt the strategic plan as revised. Davie Kauffman made the motion. Mary Jo Papich seconded. The motion passed.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

**4:16-4:25PM** **AUDIT & RISK - CONFLICT OF INTEREST POLICY** **TIM FELLOW**  
**AUDIT & RISK COMMITTEECHAIR**

January 23, 2021

<b>DISCUSSION</b>	Discussion of conflict of interest. Please be sure to fill out your conflict of interest questionnaire in BoardBookit.		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>	

4:25-4:40PM

**REVISIT OF FINANCIAL PLAN**

**DUSTIN ROHRER  
TREASURER/FINANCE COMMITTEE CHAIR**

<b>DISCUSSION</b>	<p><b>MOTION:</b> To approve reforecasted budget for FY21. Revenue to be 57% than original, expenses are 67% than originally budgeted. Net operating loss of approx. \$36,000.  Motedioned by Todd Stoll  Secodeded by David Kauffman  The motion passed.</p> <p><b>MOTION:</b> To approve the investment policy recommendation for the Jamey Aebersold endowment.  Lonnie Davis Motioned.  Todd Stoll seconded.  The motion passed.</p> <p>Discussion of the importance of 100% Board Giving. Also important for the guaranteed budget number each fiscal year. Perhaps move to a board minimum, with a give/get. Ex. give \$500/get \$500 donation from another.</p>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>	

4:40-4:53PM

**JAZZ2U/COMMUNITY ENGAGEMENT REPORT**

**MARY JO PAPICH  
JAZZ2U/COMMUNITY ENGAGEMENT  
COMMITTEE CHAIR**

<b>DISCUSSION</b>	<p>What is JAZZ2U? Join JEN and get your money akc. J2U is a grant that exists that you can apply for. We offer \$300/\$500 grants and you're doing jazz education through a performance, workshop, clinic or other event.</p> <p>In NOLA, we reached about 300 through outreach.</p> <p><a href="https://docs.google.com/document/d/1_IZeaRwpMyFYiMSngPCRSnSz-vgb_pb_UBZJIJ1N0rc/e/dit?usp=sharing">https://docs.google.com/document/d/1_IZeaRwpMyFYiMSngPCRSnSz-vgb_pb_UBZJIJ1N0rc/e/dit?usp=sharing</a></p>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>	

January 23, 2021

4:53-4:55PM

**NOMINATING COMMITTEE CHAIR**

**LONNIE DAVIS**  
**PRESIDENT ELECT/  
NOMINATING COMMITTEE CHAIR**

<b>DISCUSSION</b>	Four board members' terms are finishing on June 30, 2021. All are eligible to serve a second term. Officer positions of treasurer and vice president terms are finishing on June 30, 2021. Both officers are eligible to serve a second term.  Nominations for board seats are open February 15, 2021 - March 31, 2021.		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>	

4:55-4:56PM

**NAFME JAZZ COUNCIL/  
EDUCATION COMMITTEE REPORT**

**DAVID KAUFFMAN**  
**NAFME REPRESENTATIVE/  
EDUCATION COMMITTEE CHAIR**

<b>DISCUSSION</b>	Northwestern NAFME conference reached out to JEN to solicit presenters in the area of jazz for their conference.. JEN provided 4 presenters for the Northwest Division of NAFME conference in February 2021. We look forward to working with NAFME in future collaborative efforts.		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>	

4:56-5:05PM

**2022 DALLAS CONFERENCE UPDATE**

**DR. LOU FISCHER**  
**CONFERENCE COORDINATOR**

<b>DISCUSSION</b>	We're on schedule to launch applications by February 1. We removed the restriction that you can't apply in consecutive years for this year, due to the pandemic and virtual conference.  Dallas is a great venue, but we're maxed out. If we add something we have to take something away. Our exhibit space is on the same level as the clinics. The College Fair and poster sessions will be on the same level.  Initiated identifying a CS manager at the hotel.  Exhibit space is really great.  Our contract was signed right after the 2014 conference. We bumped staffed rooms up from 30 to 45 in anticipation of room rates going up. 16 room upgrades available.  Train service from both airports, DFW and Love Field.		
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	<p>Block is 3301 rooms, with an attrition rate of 50%. One comp room per 40 booked.</p> <p>Food &amp; beverage is locked in at 20k. We usually do about 35K</p> <p>Rigging is \$6700. Usually 15-20k nowadays, so savings are significant there.</p> <p>Tax in Dallas is at 13% hotel occupancy tax, plus 2% tourism fee.</p> <p>We're ahead of the game in Dallas.</p>	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

**5:06-5:09PM** **PRO CATEGORIES DESCRIPTION- BREAKOUT ROOMS** **SHARON BURCH MANAGING DIRECTOR**

<b>DISCUSSION</b>	<p>JEN restructured the pro categories for the conference performance submission process. Sharon asked board members to review the categories and descriptions and suggest needed updates prior to the February 1 launch.</p>	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

**5:15-5:45PM** **SOCIAL WRAP-UP** **SEAN JONES PRESIDENT**

<b>DISCUSSION</b>	<p>President Sean Jones presented a gift of gratitude to the staff members in celebration and appreciation for their efforts in pivoting the scope of offerings throughout the year, including the conference, to an online resource for the jazz community and members.</p>	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>

Motion to adjourn meeting, moved by Sean Jones  
 Seconded by Lonnie Davis  
 Motion passed  
 Meeting adjourned at 5:09

January 23, 2021