

# 2016 August 10 JEN Board Meeting

MINUTES

AUGUST 10, 2016

9:00AM

IN NEW ORLEANS

<b>MEETING CALLED BY</b>	President, Caleb Chapman
<b>TYPE OF MEETING</b>	Bi-annual Board of Directors Meeting
<b>NOTE TAKER</b>	Secretary, Sharon Burch
<b>TIMEKEEPER</b>	Vice President, Bob Breithaupt
<b>ATTENDEES</b>	President, Caleb Chapman; President-Elect, Todd Stoll; Immediate Past President, Bob Sinicrope; Vice President, Bob Breithaupt; Secretary, Sharon Burch; Treasurer, Tim Fellow; Past President, Mary Jo Papich; Diane Chandler-Marshall, Rick Drumm, Dan Flores, Dan Gregerman, Monika Herzig, Francisco Torres, Kirk Whalum, Greg Yasinitsky

## Agenda topics

9:00-9:15AM

**NOMINATING COMMITTEE REPORT**

**TODD STOLL, PRESIDENT ELECT & CHAIR**

<b>DISCUSSION</b>	<p>Bob Sinicrope and Todd Stoll shared the JEN Board Slate Template, explained the process, philosophy and the current status.                  -Asked board members to actively seek potential board members, keeping in mind the needs of the organization and who has the skill set and heart to serve well.</p>	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Actively seek potential board members, keeping in mind the needs of the organization and who has the skill set and heart to serve well.	All board members	ongoing

9:15-9:45AM

**WEBSITE DEVELOPMENT COMMITTEE REPORT**

**TIM FELLOW, CHAIR**

<b>DISCUSSION</b>	<p>Key initiatives for 8/2016-1/2017  <a href="#">2016 August Website Development Report</a></p> <p>#1: Oversee the implementation of the website redesign                  UPDATE: Steps 1-5 of the report COMPLETE</p> <ul style="list-style-type: none"> <li>- 2016 May - Website design work by EKR commenced.</li> <li>- Wireframing is complete</li> <li>- 2016 August - "Mood boarding"/design in process</li> <li>- 2016 November - Completed webpages projected.</li> <li>- 2017 January - Goal: Website launch</li> </ul> <p>#2: Research, select and implement ancillary platforms and systems to support the desired functionality of the website and other online JEN activities</p> <ul style="list-style-type: none"> <li>- GoToMeeting for all board members, committee chairs, staff, and contractors</li> <li>- Papyrs Intranet platform - "JENI" adopted for online office and communication hub for board members, staff, contractors and committees</li> <li>- Neon CRM will launch in January 2017 with the site</li> </ul> <p>Committee meeting schedule TBD</p>
<p>Tim Fellow made a motion to adopt the report as read.                  Seconded by Rick Drumm.                  Motion passed.</p>	

9:45-10:15AM

OUTREACH COMMITTEE REPORT

MARY JO PAPICH, CHAIR

<p><b>DISCUSSION</b></p>	<p><a href="#">2016 August Outreach Report</a></p> <p>These are the new initiatives that Outreach will work on this year:</p> <ol style="list-style-type: none"> <li>1. Awareness Campaign for OUTREACH/JAZZ2U</li> <li>2. Reapply for the JAZZ2U grant with Herb Alpert Foundation</li> <li>3. Update/Improve the Evaluation form used for JAZZ2U</li> <li>4. For JAZZ2U-Restructure the fixed \$300 grant amount so more can be given to events that are large audience based and involve many participants.</li> <li>5. Expand the Virtual Concert series</li> </ol> <p>Meeting Dates:</p> <ul style="list-style-type: none"> <li>-July- Connect to discuss initiatives for coming year.</li> <li>-August 8-MJP and Sharon Burch (ED) will be meeting with Jonathan Bloom, NOLA rep to set up conference outreach and day workshop.</li> <li>-October- conference call/connect in October prior to discuss improvements in JAZZ2U program.</li> <li>-January-The full Outreach committee meets annually at the conference and 1-2 in addition via conference call when needed.</li> <li>-Ongoing-The JAZZ2U approval committee is in contact every time an application is received which is several times per month.</li> </ul> <p>(Full JAZZ2U report coming in January at end of calendar year).</p>		
<ul style="list-style-type: none"> <li>• Rick Drumm suggested creating a direct marketing piece that could be distributed through business retailers who visit band directors, as well as digital marketing.</li> </ul>			
<ul style="list-style-type: none"> <li>• Todd Stoll asked if demographics and other data is collected for those who receive JAZZ2U grants. Discussion ensued on ways to use the the NEON CRM platform to create a form to collect the data prior to distributing the grants to recipients.</li> <li>• Tim Fellow shared a restructuring of the JAZZ2U financial process to comply with the policies and procedures. It will commence immediately.</li> <li>• JAZZ2U Grants will be increased to distributions of \$500 for 3 or more musicians; \$300 for 1-2 musicians.</li> </ul>			
<p><b>CONCLUSIONS</b></p>			
<p>Mary Jo Papich made a motion to adopt the Report as received. Seconded by Bob Breithaupt. Motion passed.</p>			
<p><b>ACTION ITEMS</b></p>	<p><b>PERSON RESPONSIBLE</b></p>	<p><b>DEADLINE</b></p>	
<p>Restructuring of the JAZZ2U financial process to comply with the policies and procedures</p>	<p>Finance committee</p>	<p>9/1/2016</p>	
<p>JAZZ2U Grants will be increased to distributions of \$500 for 3 or more musicians; \$300 for 1-2 musicians.</p>	<p>Mary Jo Papich communicate with website, marketing and membership</p>	<p>9/1/2016</p>	
<p>Work with Steve Nigohosian to create a JAZZ2U direct marketing piece as suggested by Rick Drumm.</p>	<p>Mary Jo Papich</p>	<p>9/1/2016</p>	

10:30-11:00AM

EDUCATION COMMITTEE REPORT

SHARON BURCH, CHAIR

<p><b>DISCUSSION</b></p>	<p><a href="#">2016 August EDUCATION COMMITTEE REPORT</a></p> <p>2016-2017 KEY INITIATIVES (Details attached):</p> <ol style="list-style-type: none"> <li>1. Collect, create, and organize relevant and useful jazz education resources for every age and level of education.</li> <li>2. Extend jazz education reach beyond JEN membership and the current jazz world, focusing on articles in jazz and "non-jazz" publications/blogs.</li> <li>3. Lead and facilitate the Saturday Jazz Education/Outreach Workshop - January 7, 2017 in New Orleans.</li> </ol> <p>2016-2017 EDUCATION COMMITTEE MEETINGS:</p>		
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2016 August 10 JEN Board Meeting  
New Orleans, LA

	2016 June (via Web Meetings and phone calls by subcommittee) 2016 Aug 1 - Deadline for article submissions. Connect via JENI 2017 January 6 - 8:00am - Committee meeting at JEN conference. 2017 June (via Web Meetings and phone calls by subcommittee)	
	<ul style="list-style-type: none"> <li>- Greg Yasinitsky and Monika Herzig suggested creating a “peer-review” process for JEN as a member benefit for the collegiate level article contributors. They volunteered to help create the structure for peer-reviewed articles on the JEN website.</li> <li>- Once established, Sharon will connect with the Membership Committee Chair, Jim Guss, to add to the member benefits.</li>   <li>- Regarding the Saturday Workshop in New Orleans, we are still in search of key New Orleans point of contact. Todd Stoll offered to assist. Depending on the point person’s input a decision will be made on whether or not to host the workshop in January 2017.</li> </ul>	
<b>CONCLUSIONS</b>		
Sharon Burch made a motion to accept the Report as received. Seconded by Rick Drumm. Motion passed.		
<b>ACTION ITEMS</b>		
	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Create a “peer-review” process for JEN as a member benefit for the collegiate level article contributors.	Monika, Greg, Sharon	Begin process immediately
Connect with NOLA rep for Saturday Workshop in New Orleans	Sharon Burch and Mary Jo Papich	In progress

11:00AM-11:30AM

**DEVELOPMENT COMMITTEE REPORT**

**MIKE SHIRTZ, CHAIR**

	<p><u><a href="#">2016 AUGUST DEVELOPMENT REPORT</a></u></p> <ol style="list-style-type: none"> <li>1.) Establishing Mission, Charges, Governance, and Procedures for Development             <ul style="list-style-type: none"> <li>● Changed name from “Fundraising &amp; Development” to “Development”</li> </ul> </li> <li>2.) Outreach &amp; Planning for Conferences             <ul style="list-style-type: none"> <li>● Change of the Friday evening gala to a new model beginning in January 2017.               <ul style="list-style-type: none"> <li>○ Fundraising Scholarship Concert with headline artists that are scheduled to only perform at the Scholarship Concert. Additional fee.</li> </ul> </li> </ul> </li> <li>3.) Fundraising Initiatives &amp; Activities             <ul style="list-style-type: none"> <li>● Goal: Raise \$100,000 for youth education programs, scholarships &amp; grants               <ul style="list-style-type: none"> <li>○ See <a href="#">action plan</a> for details.</li> </ul> </li> </ul> </li> </ol> <p>2016-2017 FDC COMMITTEE MEETINGS</p> <p>2016:</p> <p>Monday, August 15, 8-9PM EST (phone call)</p> <p>Monday, September 19, 8-9PM EST (phone call)</p> <p>Monday, October 17, 8-9PM EST (phone call)</p> <p>Monday, November 21, 8-9PM EST (phone call)</p> <p>Monday, December 19, 8-9PM EST (phone call)</p> <p>2017:</p> <p>Friday, January 6, JEN Conference Meeting 9AM</p> <p>Monday, February 20, 8-9PM EST (phone call)</p> <p>Monday, March 20, 8-9PM EST (phone call)</p> <p>Monday, April 17, 8-9PM EST (phone call)</p> <p>Monday, May 15, 8-9PM EST (phone call)</p> <p>Monday, June 19, 8-9PM EST (phone call)</p> <p>Monday, July 17, 8-9PM EST (phone call)</p>	
<b>DISCUSSION</b>	<p>Dan Flores asked about existing legal documents and if there is a need to create or update.</p> <p>Suggestions for additional Scholarship Concert Promo -</p> <p>Suggestions for including Education Donations at online registration.</p>	
<b>CONCLUSIONS</b>		

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Bob Sinicrope made a motion to adopt the Report as received.  
Seconded by Dan Gregerman.  
Motion passed.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Legal documentation for fundraising and accepting donations needed	Dan Flores	January 1 2017
Scholarship Concert Promo - Create a promo video for the Scholarship Concert with Caleb Chapman -Caleb will provide assets by August 26 for Scott to create promo video. -Flyer/postcards to distribute at Midwest and registration.	Caleb, Scott Nurmi, Michael, Sharon Mike Shirtz	August 26, 2016 Assets due October 2016

1:00-1:30PM

**COMMITTEE MANAGEMENT & COMMUNICATIONS**

**CALEB CHAPMAN, PRESIDENT**

<b>DISCUSSION</b>	<p>Caleb charged Sharon Burch to train committee chairs.</p> <ul style="list-style-type: none"> <li>● Meet two times per year with the President-Elect (June &amp; January)</li> <li>● Training should include:               <ul style="list-style-type: none"> <li>○ How to utilize JENI for communication and documentation</li> <li>○ How to report to the board</li> <li>○ How to hold a meeting with the committee</li> <li>○ How to utilize technology and communication systems, action items, deadlines, etc.</li> <li>○ How to communicate with the assigned office/board member responsible for the committee</li> </ul> </li> </ul>		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Sharon Burch train committee chairs	Sharon Burch		
<ul style="list-style-type: none"> <li>-Todd Stoll host committee chair meetings twice a year - June &amp; January</li> <li>- Mary Jo Papich move Steering Committee to under archives</li> <li>- Moving the Young Composer's Showcase as a subcommittee of Awards</li> <li>- Moving Strategic Partnerships as a subcommittee of Executive Committee</li> <li>- Remove Advisory Council as a "committee" - Sharon create a page</li> <li>- Create a Diversity Committee a subcommittee of the Strategic Planning Committee</li> <li>- Jazz Audience Development will be a standing committee</li> <li>- Oversight of the committees will make sure committees are updated.</li> </ul>	Todd Stoll Mary Jo Papich		

1:30-2:00PM

**MEMBERSHIP COMMITTEE**

**JIM GUSS & MATT LEDER, COMMITTEE MEMBER**

<b>DISCUSSION</b>	<ol style="list-style-type: none"> <li>1. Develop a significant list of membership benefits           <ol style="list-style-type: none"> <li>a. 20 membership benefits available now.               <ol style="list-style-type: none"> <li>i. Jazz-related magazine subscription discounts.                   <ol style="list-style-type: none"> <li>1. JazzEd magazine for every member</li> <li>2. Option of Downbeat or Jazz Times</li> </ol> </li> <li>ii. Offering six new pre-release compositions each year - released one every two months.</li> <li>iii. Composition software</li> </ol> </li> </ol> </li> </ol>		
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	<ul style="list-style-type: none"> <li>iv. Discounts to summer camps.</li> <li>v. Discounts to director academies</li> <li>b. Goal: 50 membership benefits by January 2017.</li> <li>c. Goal: 100 membership benefits by January 2018.</li> <li>d. Asked board members to generate</li> </ul>	
	<ul style="list-style-type: none"> <li>2. Membership cards - create an app that is the membership card</li> <li>3. Create an option to create recurring monthly subscription model.</li> </ul>	
<p>Caleb Chapman made a motion to increase full membership to \$84 with the option to pay annually or default monthly payments of \$7 beginning January 15, 2017. Bob Sinicrope seconded motion. Motion passed.</p>		
<p>Rick Drumm mentioned it will be essential to market the member benefits. An “elevator pitch” of member benefits needs to be crafted.</p>		
<b>CONCLUSIONS</b>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Create an “elevator pitch” of member benefits for print, online, app and verbal presentation.	Jim Guss	11/1/16
Increase full membership to \$84 with the option to pay annually or default monthly payments of \$7 beginning January 15, 2017	Caleb communicate with Lou Fischer and Membership	9/1/16
Generate 50 membership benefits by January 2017;100 by January 2018.	Jim Guss and all board members	1/1/17 1/1/18

2:00--2:20PM

**JAZZ INDUSTRY & MUSIC BUSINESS REPORT**

GIVEN BY **BOB BREITHAUP**  
**JAY ASHBY, CHAIR**

<b>DISCUSSION</b>	<p>Pre-conference day for the Jazz Industry sessions</p> <ul style="list-style-type: none"> <li>- 30-minute presentations in the morning</li> <li>- 1-hour presentation and panel discussions in the afternoon</li> </ul>
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2:30-2:50PM

JENERATIONS COMMITTEE REPORT

SCOTT WILSON, CHAIR

<b>DISCUSSION</b>	<a href="#">JENerations Committee Report</a>	
	<ul style="list-style-type: none"> <li>- Key Initiative #1 - JENERATION AT JAZZ FESTIVAL: Provide a quality performance and clinic opportunity for student ensembles that participate at the JEN Conferences.</li> <li>- Key Initiative #2 - ATTRACT YOUTH TO BUY JEN MEMBERSHIP: Increase the value of JEN membership for youth.</li> <li>- Key Initiative #3 - MENTORING: Improve enrollment in mentor program and create a process or education platform for vetting mentors and mentees.</li> <li>- Key Initiative #4 - Connect the JEN brand to all high school directors and students via commissioning works that are performed at festivals and conferences.</li> </ul>	
<ul style="list-style-type: none"> <li>- President Caleb Chapman asked Scott to take over recruiting artists to work with JJF and Mentoring. In addition to seek out female mentors.</li> <li>- Youth Dashboard on the website (JJF)</li> </ul>		
<b>CONCLUSIONS</b>		
<p>Bob Sinicrope made a motion to accept the Report as received. Seconded by Mary Jo Papich. Motion passed.</p>		
<b>ACTION ITEMS</b>		
	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Discuss adding a Youth Dashboard on the new website	Tim Fellow	January 2017
Recruit artists to work with JJF and Mentoring, include female mentors.	Scott Wilson	Ongoing

3:15 Presented 2017 Presidents' Service Award to Frances Scanlon

3:15-3:45PM

MARKETING COMMITTEE REPORT

PRESENTED BY RICK DRUMM  
JOE VASKO, CHAIR

<b>DISCUSSION</b>	<ol style="list-style-type: none"> <li>1. Marketing support for the JEN Conference               <ol style="list-style-type: none"> <li>a. Support the conference</li> <li>b. Support the social media efforts</li> </ol> </li> <li>2. Steve Negohosian works 20 hours a week for JEN</li> <li>3. Additional marketing work beyond 20 hours would need to be contracted.</li> </ol>	
	<ul style="list-style-type: none"> <li>- Suggestion for local marketing: Market the Scholarship Concert rather than the JEN conference as it will be more relevant to the general population.</li> <li>- Newsletter emailed to 5500 people as of August 2016</li> </ul>	
<b>CONCLUSIONS</b>		
<p>Rick Drumm made a motion to adopt the Report as received. Seconded by Todd Stoll. Motion passed.</p>		
<b>ACTION ITEMS</b>		
	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Market the Scholarship Concert - film Promo Video	Caleb Chapman	8/26/16
Market the Scholarship Concert - EDIT Promo Video	Scott Nurmi/Mojo Factory	9/15/16

3:45-4:15PM

PERSONNEL COMMITTEE REPORT

RICK DRUMM, CHAIR

<b>DISCUSSION</b>	JEN Personnel Committee Report	
	<p>GOAL 1: Determine and support JEN Personnel requirements</p> <p>KEY INITIATIVES TO ACHIEVE THE GOAL: Review requirements with director of operations and executive committee and determine resources and establishing a timeline to fulfill those requirements.</p> <p>1. [Key Initiative #1] Hire administration clerical person</p> <p>The personnel committee meets twice per year at the JEN board meetings and then as needed via teleconference.</p>	
	<ul style="list-style-type: none"> <li>- Currently have two employees.</li> <li>- Propose hiring a managing operations person once membership has increased.</li> <li>- Recommends hiring an administration clerical person at a rate of \$15 per hour with estimated need for 10-20 hours per week.</li> </ul>	
<b>CONCLUSIONS</b>		
<p>Rick Drumm made a motion to adopt the Report as received. Seconded by Kirk Whalum. Motion passed.</p>		
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Hire an administration clerical person at a rate of \$15 per hour with estimated need for 10-20 hours per week.	Personnel Committee	??

4:10-4:25PM

PARTNERSHIPS REPORT

BOB BREITHAUP, VICE PRESIDENT & CHAIR

<b>DISCUSSION</b>	<p><b>Key Initiative #1 Approve Strategic Partnership Template</b> The CMA Agreement, signed in April, is suggested as the model for all true JEN strategic partnerships. <b>4/5/16 – CMA Agreement completed</b></p> <p><b>Key Initiative #2 Board Must Differentiate "Strategic Partnership" from a simple relationship</b> Our list of partnership includes active and mutually beneficial partnerships such as CMA, as well as simple relationships with organizations and companies. <b>8/16: Board discusses the definition</b></p> <p><b>Key Initiative #3 Board Determines which are true "partnerships"</b> <a href="#">A listing of relationships.</a></p> <p><b>8/16: Review and Approve from list</b></p>	
	<b>CONCLUSIONS</b>	<ul style="list-style-type: none"> <li>• Vice President should always be the chair of the Partnerships.</li> <li>• Need an established Partnership Template for creating JEN partnerships.</li> </ul>
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Create Partnership Template	Bob Breithaupt	1/3/17

**4:25 Budget Vote**

Caleb Chapman made a motion to accept the budget as presented by the budget committee as presented.  
Tim Fellow seconded.  
Motion passed.

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4:30-5:00PM

ADDITIONAL BUSINESS

CALEB CHAPMAN, PRESIDENT

<b>DISCUSSION</b>	<p>Business Cards - - Created and provided for Board of Directors if requested. Use a jazzednet.org email on the business card. - Generic JEN business cards with white space will be available for purchase by committee chairs and members.</p> <p>Scholarships for Outreach/Saturday Workshop in New Orleans - Collect data and create documentation to raise money for scholarships to be granted to conference city music educators, educators and students in need.</p>	
<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Create generic JEN business cards with white space to be available for purchase by committee chairs and members.	Steve Nigohosian	
Collect data and create documentation of membership, presenters and students to serve those in need.	??	

4:45-5:00PM

CLOSING REMARKS

CALEB CHAPMAN, PRESIDENT

<b>ACTION ITEMS</b>	<b>PERSON RESPONSIBLE</b>	<b>DEADLINE</b>
Find 10 new JEN members by January 1, 2017	All board members	1/1/17

5:00PM MEETING ADJOURNED