

August 7th Board Meeting Minutes

Jazz Education Network Board Meeting—August 7, 2008

Columbus OH, Blackmore Library, Capital University

Members present: Steve Crissinger, Julie Traenkenschuh, Bob Breithaupt, Lou Fischer, Mary Jo Papich, Bruce Silva, Paris Rutherford, Rick Kessel, Andrew Surmani, Rachel Kelly—student representative

Members not present: Jarrard Harris, Paul Chiaravelle, Dan Gregerman, Ellen Rowe, Jim Widner, Michael Kenyon

President Mary Jo Papich called the first JEN Board of Directors meeting to order at 9:22am.

Welcome by Dr. Rocky Reuter, Dean of the School of Music at Capital University, who informed the board that Capital University is so pleased to have the opportunity to support JEN and to be in on the ground floor of efforts. Dr. Reuter also stated that he is willing to assist in technology planning and implementation aspects of a future conference or gathering. He also suggested that as a new organization we read the book “Good to Great” and consider applying some of the principals contained therein.

Judy Shafer from Jazz Arts Group (JEN steering committee) also welcomed us to Columbus

Steering committee notes of May 31-June 1 in Chicago presented by VP Lou Fischer

- It was suggested that steering committee notes be emailed to everyone rather than posted on the website and that in addition to the informal notes which were taken, a list would be added in order to reference everyone who was invited to attend the steering committee meetings.
- After discussion it was decided that steering committee notes would be posted on the JEN website rather than emailed.

MOTION: Steve Crissinger moved that the steering committee notes be posted to the website and include a listing of all who were invited to attend. The motion was seconded by Bruce Silva. Said motion was unanimously passed.

Minutes of Executive Committee meeting of July 29, 2008 in San Antonio, TX at TBA were read by Secretary Julie Traenkenschuh.

Financial report was read by Treasurer Bruce Silva

- On August 5th an account in the name of Jazz Education Network at Bank of America was opened. It includes access to Banking Suite software (we have a username and password). Executive committee members will sign bank cards in the near future.
- As of August 5, 2008 we have:
- Thirty-one (31) Individual Founding members
- Total payments received \$3300.00
- Six (6) Corporate Founding members
- Total payments received \$4500.00

Cash on hand: \$7,800.00

- To this point we have incurred no expenses and therefore expended no funds.
- Mary Jo will be handing in expenses for filing of 501(c)3, not for profit status, mailing, etc.
- The executive committee will be tasked with generating a formal and written reimbursement policy and will have the Alfred travel and entertainment document as a reference.

MOTION: Bob Breithaupt moved to accept the treasurer's report and Lou Fischer seconded. Said motion was unanimously passed.

Membership update—Lou Fischer, Membership Chair

- Currently memberships are being hand processed one by one because the website is not able to accept credit cards yet. Within a short time we will be using PayPal as a temporary solution until we migrate to a new content management system at which point we will implement our permanent system which will be automated and will minimize the work for all involved.

Discussion of other membership details/problems

- The webpage incorrectly stated that a corporate partner membership is \$300, but should have read \$500. A music store joined when the incorrect rate was posted on the website so the decision was made that JEN should admit to the mistake and honor the store's good faith contribution, but inform them and allow them to decide whether or not to pay the extra \$200. The website was fixed by Steve Crissinger during this discussion. Lou asked that everyone take the time to look at everything to help avoid future mistakes like this.

MOTION: Steve Crissinger moved that we address this mistake individually and maintain our standard of \$300 for institutional partners and \$500 for corporate partners. Bruce Silva seconded the motion. Said motion was unanimously passed.

Discussion of institutional level (\$300) vs. corporate level (\$500) memberships

- There was question as to whether each is Non-Profit or For-Profit and maybe a wording change would help clarify. Instead of using just the word "membership" it was suggested that JEN use words such as "voting membership" and "non-voting membership". These distinctions will become important later when it comes to grant writing.

MOTION: A motion was made by Andrew Surmani to change wording to "voting membership" for affiliate partners and "non-voting membership" for institutional partners. The motion was seconded by Steve Crissinger. Said motion was unanimously passed.

MOTION: Bob Breithaupt moved that we change the word "schools" to "educational institutions". The motion

was seconded by Bruce Silva. Said motion was unanimously passed.

Filing Status—Mary Jo

- JEN is registered in the state of IL as a not for profit and has applied for 501(c)3 status with the IRS. The request was sent to Gene Wenner for final proofing and was filed with the federal government as “expedited”. We hope to have it by November 1, 2008.

It was suggested that JEN develop guidelines for accepting donations which will be tax exempt pending 501(c)3 approval.

Website

- The website is up and running thanks to the volunteer efforts of Steve Crissinger and his partners at 12 Points Graphics in Columbus, OH.
- Corporate and institutional logos will be displayed on the webpage according to their member category.
- As we migrate to new content management system it will be easier to display logos appropriately—they were put up quickly to get something on the page.

Founding Member status

- October 1, 2008 is the last date by which to join as a founding member.
- Discussion ensued as to whether or not to extend “founding member” invitations to former IAJE patrons and super patrons via personal phone call, however it was determined that our system is already in place and when we make these calls we will be inviting them to be “charter members” as originally planned.
- There was a suggestion of “Inaugural Corporate Member” instead of “Founding Member” status in order to create a distinction.
- The past presidents have also been extended founding member status by Papich.

Logo

- Logos were presented by President Mary Jo Papich on behalf of the logo committee.
- The existing logo was approved by the logo committee and was accepted by the board.
- The final logo was a collaborative design of Downbeat, 12 Points Graphics and Symphony Publishing.

MOTION: Rick Kessel moved to accept the current logo as the official logo of JEN. Lou Fischer seconded the motion. Said motion was unanimously passed.

LUNCH—11:40-1:00 (Lunch was provided by Bruce Silva and Buffet Crampon.)

Meeting resumed at 1:05

Website—Steve Crissinger

- JEN is now on our initial site because it was quick and easy to set up. We are however at capacity of what this content management system will deliver, but as we move to new system we will look more toward feel, warmth, flow, design, etc.
- n the new system (Drupal) JEN will have an e-commerce component. To be cautious JEN will not have access to credit card info and passwords and they will not be stored in the system. This method is safe and absolves JEN of liability concerning protection of credit card information.

Rolling membership or set date renewals

- Which is better for JEN? The goal is that site manages data and automatically notifies the proper people (Lou, Steve, Symphony Publishing, Bruce)
- A concern was raised about rolling membership because currently JEN has no staff. Lou and MJ acknowledged problems with IAJE rolling membership in that it was hard to estimate income, etc.
- The issue was also raised of people joining for last four months of fiscal year—what do they pay? If we use rolling renewals, what is difficulty with processing information? Michael Kenyon will know from experience when he's here tomorrow until then the issue is tabled.

Issue tabled until tomorrow when Michael is here.

- Steve spoke briefly about Drupal and how it will handle the above issues with ease. Other benefits to Drupal regarding the website are that there are more color possibilities, foreign language capabilities and a greater depth of functionality. It includes built-in modules which are very easy to use. He will be using empirical data from 12 Points Graphics when building JEN site in order to make it functional and attractive.

Potential website expenses

- Server lease
- Renewal of domain name—2 years (\$20-30)
- Integration of credit cards which involves the purchase of SSL certificate, bank fee, monthly fee to process transactions (volume = savings). Once we have converted to Drupal it will be approximately 1 month until credit card function is up and running—we will use PayPal until then.

Network with an Expert team—Mary Jo

- Mary Jo has invited over 40 resource experts to serve on this team and has requested names of recommendations for experts to be contacted and asked if they will participate.
- By end of tomorrow we will have a few more to be added
- Network experts must be members of JEN. They will offer a membership benefit of expert advice online.

Magazine—Mary Jo

- We are honored to be associated with Symphony Publishing and grateful for all that they have done for us. (Board voted via e-mail over the summer to accept Symphony Publishing's offer as JAZZed for the official JEN magazine).
- Symphony Publishing is working on a cover for the September issue of JazzEd which will include JEN logo on the front!
- We are assembling a JEN advisory board for JazzEd magazine which is currently going to 13,000 subscribers—when JEN reaches 9,000 members the magazine will become exclusive to JEN. Final decisions will lie with the editor, Christian Wissmuller, and the deadline for the September issue is August 20.
- Ideas for regular columns
- President's Message
- NetWorthy News
- Affiliate News (Affiliates in Action)
- JEN Calendar of events
- New member welcome (list new individuals and institutions/corporations)

12 Points Graphics merchandising proposal—Steve Crissinger

(Summary from proposal)

- 12 Points Graphics will provide:
 - Online storefront (virtual organization) including: assistance in planning overall merchandising strategies w/ JEN, implementation and hosting of online store, housing of inventory, financial documentation and a link to JEN from www.12pointsgraphics.com [1]
 - Festival and conference support through the provision of apparel to JEN production staff at cost, assistance of merchandise development for conferences and festivals
- JEN Responsibilities
 - Maintain an open dialogue with 12 Points Graphics to establish vision and goals
 - Provision of licensing rights for logos/artwork
 - Advertisement of online store in a prominent location on the JEN website
 - JEN member contact information for sponsored events or festivals
- Outcomes and benefits
 - JEN brand strengthened through visual recognition
 - Higher SEO for JEN website due to strong links to high traffic sites
 - Revenue generation from JEN merchandise
 - Discounts to JEN members on orders (non members can order but no discount)
 - Donation from 12 Points Graphics of 7.5% of the order of any JEN member back to JEN

Steve answered a few questions about merchandise specifics, etc. and vote was tabled until tomorrow.

Overview of upcoming dates and partnerships

- o Mary Jo, on behalf of the events and partnerships committee, presented a list of possible dates and partners for upcoming events this year. They will be discussed further at tomorrow's meeting.

Meeting adjourned at 4:35pm for a tour of the facility of the Jazz Arts Academy and to meet the mayor of Columbus and Jazz Arts Group office staff and board members.

Jazz Education Network Board Meeting—August 8, 2008

Columbus OH, Blackmore Library, Capital University

Members present: Julie Traenkenschuh, Bob Breithaupt, Lou Fischer, Mary Jo Papich, Bruce Silva, Paris Rutherford, Rick Kessel, Andrew Surmani, Rachel Kelly—student representative, Steve Crissinger, Michael Kenyon, Jarrard Harris

Members not present: Ruben Alvarez, Jim Widner, Dan Gregerman, Ellen Rowe, Paul Chiaravelle

President Mary Jo Papich called the meeting to order at 8:38am

12 Points Graphics merchandising proposal—Steve Crissinger recused from discussion/vote

- It was suggested that itemized monthly accounting statements/disclosure be requested.
- What percentage of JEN merchandise will come back to JEN? The suggestion was that the motion be to accept proposal with JEN retail amount to be determined later by a committee.
- Voting was delayed due to lack of quorum.

Mid-West Clinic discussion

- It was determined that although there is no “good” time to have a meeting we will plan to have it on Friday morning from 7:00-10:30am.
- The JEN Open Forum for all members and interested members will be scheduled by Mid-West Clinic in the program book.

Partnerships/Events Committee report

- After brief discussion it was agreed that we will table the following in an effort to gather more information to determine if partnership is in the best interest of JEN:
 - Smart Music and Sibelius—Rocky Reuter and Bob Breithaupt will be in charge of gathering more information.
 - Jazz Festivals—the concept of JEN partnering with a festival, will be further investigated by Willard Jenkins.
 - Music City, IL Conference and Resort Destination will be further investigated by Paul Chiaravelle.

MOTION: Rick Kessel moved to table these three items in order that more information may be gathered. Bob Breithaupt seconded the motion. Said motion was passed unanimously.

After discussion it was agreed that we should immediately pursue more information and agreements to partner with the following: (Papich made assignments for chairs)

- University of Puerto Rico Jazz Conference—Lou Fischer
- Army Blues National Jazz Workshop—Bruce Silva
- JamFest—Julie Traenkenschuh
- Jazz Celebration at Disney—Mary Jo Papich and Paul Chiaravelle

MOTION: Steve Crissinger moved that we pursue information and agreements with University of Puerto Rico, Army Blues, JamFest and Jazz Celebration at Disney. Bruce Silva seconded the motion. Said motion was passed unanimously.

Jazz Improv

- After much discussion it seems there are concerns about the partnering of JEN with Jazz Improv as it is a business venture, but they view our educational expertise as a plus. It appears that they plan on leaving the conference in NY and want us to be the educational portion of the event. The concern is that it will be viewed as a partnership of JEN supporting this venture and will be difficult for JEN to have autonomy in the future.

MOTION: Bob Breithaupt moved that we not align ourselves this year with Jazz Improv. Steve Crissinger seconded the motion. Said motion was unanimously passed.

As discussion evolved, Steve Crissinger offered space in his booth at OMEA for JEN.

MOTION: Lou Fischer moved to establish policy related to convention presence. Andrew Surmani seconded the

motion. Said motion was unanimously passed.

Mary Jo appointed Michael Kenyon, Lou Fischer and Steve Crissinger to this Convention Display Guidelines committee.

MOTION: Andrew Surmani moved to accept the proposal and appoint a committee to negotiate a rate for JEN merchandise and future business contract. Paris Rutherford seconded the motion. Said motion was passed. Steve Crissinger recused from vote.

(Working lunch provided by Mary Jo Papich)

Mary Jo Thanked Bob Breithaupt and JAG for tour of Jazz Arts Academy last night and for hosting us at JazZOO.

Mayor Coleman formally invited JEN to host a 2012 conference in Columbus for 200th anniversary of city.

Mary Jo read letter from Kris Severson (Park City Jazz Foundation) saying he was happy to see the birth of a new organization and invites us to work together to grow and collaborate in the future.

Festival/Partnership tentative levels/definitions (written by Bob Breithaupt) with final details to be worked out.

- Level I—a JEN endorsed festival or event providing a logo/branding presence, materials a link or other identity on the website or in JEN publications.
- Level II—a JEN approved festival or event with various resources such as festival judging lists (adjudication forms), award templates i.e. Outstanding Musicianship Certificates, Outstanding Band Certificates, etc.
- Level III—JEN sponsored/presented festival or event where JEN will assume all costs or operate as a partner in the presentation.

Festival/Event Partnership Levels/Guidelines: details to be worked out by committee, but all levels require membership of JEN and both the sponsoring organization AND the festival/event require membership to JEN

MOTION: Steve Crissinger moved that we accept festival/partnership event level guidelines to be used in current decision making and to form a committee to finalize and formalize them. Michael Kenyon seconded the motion. Said motion was unanimously passed.

- Mary Jo Papich, Bob Breithaupt and Paul Chiaravelle will work on the festival/partnership guidelines and the Membership Committee is to establish the Membership Level Benefits and pricing for each level.

Puerto Vallarta Jazz Festival

- Mary Jo shared details about this festival and requested JEN endorsement on behalf of Rick Dillard of American Classic Tours—Highland Park, IL is a sister city, there was a need for jazz in PV, American Classic Festivals and Tours was selected due to past relationship and reputation, other travel companies can buy in to package. PV is totally behind this festival and Mary Jo has met several times with the director of tourism and city officials to organize and publicize this event. The major benefit is that it is a venue for directors to have another place to perform in a foreign country which is unique, different and much cheaper than Europe at this time.
- Discussion (Mary Jo Papich left room/VP Lou Fischer chaired discussion): we should charge a fee for event to use logo, travel company must be member of JEN, etc. JEN establishes credibility as group which endorses quality events only.

- The travel company hosting the event must send a letter to JEN requesting Level I participation/endorsement.
- Is there liability involved? It seems there would be no liability with Level I involvement and some liability with Level II participation. Level II (and certainly Level III) will require some form of insurance by either JEN or the event. Bob Breithaupt is researching this and will have information on blanket policies in the next 30 days. It is also possible to create language which will absolve JEN from responsibility or require the affiliate to carry the insurance.

MOTION: Michael Kenyon moved that we respond to a formal request from American Classic Tours and Festivals for Level I Festival/Event Partnership status. Bob Breithaupt seconded the motion. Said motion was passed unanimously. Mary Jo Papich recused herself from this vote.

- Tour company must be a corporate member of JEN as should individual festivals—different levels should have different rates due to different benefits. We also need further development of how logo is to be used

Mary Jo returns to resume as chair of the meeting.

Intense discussion ensued as to the member benefits of having an adjudicators' network and database on the website.

- There was concern that JEN may be perceived as playing favorites and therefore must require: membership, specific criteria for individuals (education, endorsements, etc.). Everyone must also know that selection does not guarantee underwriting of adjudicator by their sponsor company and we need a disclaimer that JEN is not involved in the actual process—just in providing the database resource/contact information.

The following was suggested:

- Artists chosen should be monitored by a member of the board in order to avoid the look of impropriety—even though JEN only endorses, but doesn't connect people—must be careful to not run into problems. If a list goes on the website they have the right to tell others that they are on the website and available and it should not appear as though JEN is endorsing/sponsoring anyone.
- Having interested clinicians purchase a link in the JENeral Store solves the problem. Offer some benefits to non-members in order to generate income—tables (exhibitor), links in storefront, etc.
- It will be more expensive for non-members to purchase links and will hopefully encourage them to join JEN—details to be worked out later with an assigned committee.

NAMM/JEN Partnership proposal for January 2009, July 2009 and January 2010—Mary Jo Papich

(Handout w/ tentative general itinerary)

- A presence at the January 2009 NAMM trade show offers another open forum on the West Coast (right after Mid-West Clinic), also a chance for the board to experience the show and make determination as to the possibility of a future side by side in 2010 after we've had a chance to investigate the site, etc.
- Music Educator day is already happening at NAMM and it was agreed we should support it, also the Support Music Coalition of which JEN could be a part.
- NAMM has offered free admission to all JEN members in attendance at the 2009 trade show in Anaheim, CA and summer Nashville show as a major membership benefit.

Call with Kevin Johnstone—NAMM

- (as per Kevin) NAMM was a major shareholder in IAJE and the demise left a big hole which needs to be filled—we don't pretend to be an educator association. We have a mission statement as a trade association and we will stick with that—we want to create more active music makers through the process. We feel that the voice of the jazz educators needs to be heard, but we want you to exist as your own entity, but we will allow you to come to us for advice and counsel and will try to accommodate your needs. We are somewhat limited in what we can do but will not reject ideas. We are here to lend our support and let everyone know that we stand ready to assist you. We want NAMM to be the place where the tribes can gather.
- NAMM will give JEN members full access to show floor, include JEN in music educators' day, etc.—as per handout.
- JEN needs to move quickly to get name on line item for budgeted IAJE funds from companies. Also, programming is going on now so the sooner the better—end of September, middle of October at the latest.
- Upcoming NAMM dates
 - January 15-18, 2009 Anaheim, CA
 - July 17-19, 2009 Nashville, TN
 - January 14-17, 2010 Anaheim, CA
 - June 18-20, 2010 Nashville, TN (2011 and beyond should be the next week)

What direct costs do you see that JEN would have to incur for facility, etc.?

- If JEN events can be worked in with space already procured by NAMM then charges would be minimal, but NAMM cannot appear to have hosted or underwritten JEN in any way. For July a minimal amount of meeting space exists. There are other properties nearby which have meeting space and NAMM can help with negotiation of rates, etc.

Discussion of phone call

- Thoughts included that we should have a presence at the music educator day and try to get a concert, etc. We also need to clarify if we can have a booth. Can we do a session on JEN for industry reps.?
- Summer and side by side?
 - Summer could be jazz for rhythm section, etc. which fits with the existing NAMM show. We could also do two or three seminars over one day.

MOTION: Steve Crissinger moved that we proceed with 2009 winter and summer NAMM participation. Bruce Silva seconded the motion. Said motion was unanimously passed.

Fundraising discussion

- Crissinger suggested that JEN form a call committee where each member will call several companies for funds (\$500 each). This committee should include people from steering committee also. Membership drive vs. fundraiser? We will also use our email capabilities from our various partners.
- Papich suggested that JEN utilize a membership development committee to spearhead a membership drive—Dan Gregerman will be contacted as the possible chair.
- Bruce Silva volunteered to contact super patrons regarding donations and membership.
- Steve Crissinger presented a possible membership/fundraising structure based on the Boy Scouts model with which he is very familiar.

Music For All (Formerly Bands of America)—Lou Fischer

- This is a possibility as a result of many meetings with Scott McCormick and MFA staff in which the possibility of a partnership in summer 2009 and at the National Honors Jazz Band (as per detailed handout) was discussed.

MOTION: Steve Crissinger moved that we pursue potential partnership with Music For All. Bruce Silva seconded the motion. Said motion was passed. Lou Fischer recused himself from vote as he heads the jazz division for MFA's Summer Symposium.

Phone call with Eric Martin and Cam

Discussion of phone call:

Brief JamFest discussion—possible time for board to visit New Orleans would be Oct. 17, 18, 19th? Julie call Monday for information.

Board liability insurance discussion

- If JEN is working with a festival be cautious if someone attends in the name of JEN they can still sue in the name of JEN despite the liability insurance carried by the festival.
- We need to look at carrying a general comprehensive liability policy for JEN—get an insurance agent to join JEN and give us a discount? Bob Breithaupt is looking into this.

MOTION: Steve Crissinger moved that the membership committee be tasked with creating a festival/event membership level fee and criteria. Bruce Silva seconded the motion. Said motion was passed unanimously.

Discussion of sample travel and entertainment policy

- There are many good points within the sample policy, but not all applicable to JEN.
- To avoid misuse of funds we must have good checks and balances such as the requirement of two signatures for reimbursement and vigilant monitoring of expenditures.
- Mary Jo suggested adamantly that no JEN money be used for the purchase of alcohol.
- We should also have a financial operations manual which includes reimbursement, etc. This will be done by the executive committee.

MOTION: Lou Fischer moved to adjourn the meeting. Jarrard Harris seconded the motion. Said motion was passed unanimously and meeting adjourned at 4:07pm.

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Links:

[1] <http://www.12pointsgraphics.com>