



MINUTES

Board Meeting

July 8, 2019

Monday

9:00 AM – 5:00 PM EST

Meeting called by President, Todd Stoll

Attendees: President, Todd Stoll; Immediate Past President, Caleb Chapman; President Elect, Sean Jones, Vice President, Ashley Shabankareh; Treasurer, Dustin Rohrer; Secretary, Lonnie Davis; Bob Breithaupt, Roxy Coss, José Diaz, Doug DuBoff, Tim Fellow, Johnaye Kendrick, Mary Jo Papich, Trineice Robinson-Martin, Julius Tolentino, Pharez Whitted, Managing Director, Sharon Burch

Absent: David Kauffman, Director/NAfME Liaison

Agenda

9:10-9:15 AM

WELCOME & 2019-2020 INITIATIVES

TODD STOLL, PRESIDENT

DISCUSSION	Welcome and New Board Member Introduction:		
	<ul style="list-style-type: none"> • Jose Diaz • Johnaye Kendrick • Trineice Robinson-Martin 		
DISCUSSION	Adopted BoardBookit App for Board of Directors and Board Meetings. JEN Board will go paperless moving forward; printed Board Handbooks will no longer be created for board meetings.		
	Overview of the current ongoing Initiatives: <ul style="list-style-type: none"> • Increasing Membership • Increasing the profile of diversity & inclusion throughout the organization • Establishing clear standards and procedures for the organization 		
ACTION ITEMS		PERSON RESPONSIBLE	DEADLINE

9:17-9:54 AM

MANAGING DIRECTOR'S REPORT

Sharon Burch, Managing Director

DISCUSSION	An introduction to BoardBookit and how to navigate the app, with display projected on screen.		
	Celebrate accomplishments over the past fiscal year:		
	Membership		
	• Area units launched		

- Increased chapters and societies
- Monthly recurring payment option launched

Identified challenge: a need to increase staff to focus on membership growth and serving needs.

- Hired a Membership Manager
- Jesse Nolan joined the JEN staff on June 1, 2019
- Membership numbers and details included in the Membership Manager Report
- Impressive addition

With the addition of a Membership Manager, the following items are near completion and ready for board review and feedback:

- Membership Chart “one sheet”
- Area Unit & Chapter Guidelines
- “Sales Script” complete and working on talking points for board members, committee chairs and members and state.
- “We want you back!” 50% off campaign for expired members is in effect now and
- Working.

Diversity & Inclusion

- Diversity and inclusion statements added to the submission application process.
- Board members joined the review teams to help identify and select with diversity and inclusion in mind.
- Consistently discussed, and action steps taken, when identified in committees and board.
- More details in the Diversity and Inclusion Committee Report

Standards and Procedures for the Organization

- Day-to-day operations – ongoing process of documentation
- Contracted temporary help, Kelly Kuhn, to answer phone calls and reply or forward member emails regarding membership renewal, conference registration, etc.
 - Website updates and other administrative tasks as needed.
- Creating a Best Practices Manual
- Adopted Asana, a project management application software.
 - Instructions documented for tasks that anyone can access who needs them.
 - Streamlines communication between staff, committee chairs, and coordinators working on projects, such as JAZZ2U grants.
- CadmiumCD Conference application software is systemizing the application, review, and scheduling process.
 - Review of CadmiumCD System, functionality, etc
 - Declination notices went out
 - A tremendous help with outstanding customer support and development.
 - Anticipate an improved and streamlined process going into 2021.
- Engaged Shaw & Co. Accounting firm to assist with manual rebooking of transactions synced with NeonCRM.
 - Dedicated staff assigned to JEN's account.

Other notable action items in the past year

- NEA Jazz Masters Grant application; proposal was declined.
- CCS Fundraising development initial assessment of JEN completed

	<ul style="list-style-type: none"> • Celebrated induction of co-founder and past president, Mary Jo Papich, into the Midwest Clinic Hall of Fame. • Exchange of a board seat for the NAFME Jazz Council, David Kauffman, NAFME Liaison • Holding a JJF slot for a Title I school jazz combo in the New Orleans area • Hosted a successful conference in Reno; listened to the membership and with the expertise of our Executive Committee, Legal Counsel and HPN representative, navigated cancelling the 2023 contract with Reno and secured a replacement location in Orlando with an active and responsive Board of Directors. •2019 Sisters In Jazz launch a success <ul style="list-style-type: none"> - \$10K bill payment was delayed, but now paid. Hoping to replace with new sponsorship. <p>JENi - historical storage of JEN documents, contracts, etc.</p> <ul style="list-style-type: none"> - Will continue to use for archival purposes. - Update directory (compliance with Bylaws) <ul style="list-style-type: none"> • Use JENi for documentation of communication and document storage <ul style="list-style-type: none"> • Discussed conference declination process, timing, and Board involvement. <p>Sean Jones suggests that Board should chime in on the process only as a last resort; if there is a red flag.</p> <p>Caleb Chapman/Todd Stoll suggests that we revisit the policy regarding the frequency (number of years) around performers and guest artists.</p> <ul style="list-style-type: none"> - This would allow artists to decline without conflict. - Consider need for artists to fill in. - Conversation around implementing list of soloists/clinicians/artists of JEN members as a reference guide, or need for replacements. This list could include soloists whose performances were not accepted for the current conference. <p>Fundraising Update</p> <ul style="list-style-type: none"> - JEN Donations (7/1/2018-7/1/2019) \$84,744 - Includes Jamey Aebersold Endowed Scholarship Fund \$72,712 - Jamey Aebersold \$72,712 deposited; \$76,212 pledged. - Jamey Aebersold donated \$5000 - Bob Sinicrope is leading a campaign during the Jamey Aebersold Jazz Camp, June 30-July 12, to raise the additional \$27,288 needed to reach \$100,000 goal. (Latest update on 7/8/2019.)
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

9:55-10:34 AM

MEMBERSHIP MANAGER REPORT

Jesse Nolan, Membership Manager

DISCUSSION	The initial goal was to understand the state of our membership. Examining trends in membership renewals, lapses.
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2570 members

Membership Initiatives

Ongoing Membership Initiatives

● **Expired JENeral Membership Drive** - per Board of Directors approval, a 50% off renewal of JENeral membership for expired memberships of 2 years or more (June 1, 2017 cutoff) is underway. Approximately 250 calls have been made since June 10 to members who have provided a phone number and meet the above criteria. If the member does not answer, a brief personal message is left with instructions on how the member can renew online or via phone. If the member does not renew within 1 week, a personal follow-up email is sent as the final form of contact. Additionally, an eBlast advertising this promotion was sent on July 1 to those without phone contact information. The promotion expires July 31.

This has been a successful strategy. 9/10 renew by phone immediately. Will complete calls this week.

An eblast went out this week for those who do not have phone numbers. 2221 Expired general and EJen memberships.

Will look into purchasing a list of similar prospective members based on demographic info. Will also start a "Come back to us" campaign

Members can choose auto renewal of their annual subscription.

● **Area Units** - guidelines have been created.

- Area Unit Launch - By the 2020 JEN Conference it is the goal of the membership manager to launch all 52 US Area Units within the United States. This includes recruiting leadership for all Area Units, creating an Area Unit communication and recruitment strategy
- The launch and leadership status of all US Area Units is below:

- Area Units Launched = 3 (NV, VA/DC, WA)

- Area Units with Confirmed Leadership Team = 5 (NY, NC, TX, UT, WV)

- Area Units with Confirmed President Only = 14 (AL, AZ, CA South, CT, FL, IL, IA, MD, MN, NE, NJ, OH, OK, TN)

- Area Units with No Leadership = 30 (AK, AR, CA Central, CA North, CO, DE, GA, HI, ID, IN, KS, KY, LA, ME, MA, MI, MO, NH, NM, ND, OR, PE, RI, SC, SD, VT, WI, WY)

Area Unit Communication Strategy - The primary communication methods for Area Units will be email and Facebook Groups

Question posed: Should we consider regional communication strategy to simplify?

Area Unit Facebook Groups - Has created 52 area unit facebook groups

Non-US Area Units - Canadian and other international Area Units will be organized in 2020.

Future Membership Initiatives

- New Membership Drive - to bring in 500 new members by the end of May and over 1000 that includes yJEN members

- Midwest Conference - Jesse will attend the Midwest Band and Orchestra Clinic on December 16-19, 2019 for the purpose of recruiting new members & chapters.

- State MEA Conferences - As above, another suggestion from Area Unit Leadership is to work with local state jazz associations to do similar. The local state jazz associations would also have the option of being society members of JEN and thus offering discounted membership as a value-add to their own membership.

We should be responsive to the needs in each state. Suggestion to reach out to chairs of all-state jazz.

[Review of membership chart](#) - will consider additional updates to document

	<p>Membership Benefit/Recruitment Ideas</p> <ul style="list-style-type: none"> ● Festival Camp & Festival Partnerships - A festival and camp contact database has been created for the purpose of creating inroads and partnerships with various local, regional, national and international jazz camps and festivals. Camps and festivals could join JEN as either corporate or institutional members, or instead charter a chapter/society (depending on mission and demographic) and offer benefits to other JEN members such as early registration/application, tuition/attendance discounts, or even JEN stages at local, regional, and national festivals that would feature JEN student groups and/or be eligible to apply for JEN grants, scholarships, awards, etc.. ● Free Facebook PD Group - Area Unit Leaders have suggested a free-to-join JEN Professional Development Facebook Group. This would serve as a “freebie” that JEN could advertise through Area Unit Leadership via various channels. The group could be similar to the highly successful and 25,000+ members-strong BDG (Band Directors Group), created and run by Brian Wis, on Facebook. Items that would appear in the JEN Facebook PD Group include JEN event posts (Jazz2U, chapter events, local events, free resources, posts advertising membership benefits, etc.). ● Jazz Educators Handbook - Created in concert with the Education Committee and distributed via the JEN website, a signature resource collection for jazz educators could serve as a major recruitment tool. The focus for this series would be on the basics of forming, running, and teaching a school jazz program. Will rename JAZZ RESOURCE COLLECTIVE, instead of Jazz Educators Handbook. <p>Considering a price increase for individual membership to \$99/annually</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

10:35-11:16 AM

Finance Committee Report

Dustin Rohrer, Treasurer

DISCUSSION	<p>There has been lots of work put into cleaning up financial reports.</p> <p>Treasurer will focus on offering a more visual financial presentation (graphs/charts) in financial reports to Board.</p> <p>Reviewing JEN Conference Revenue Trends - Dallas and New Orleans were the highest revenue generators. <i>Location is the greatest factor in determining conference revenue.</i> (Atlanta conference revenue also was in this ballpark.) \$66K loss on Reno Conference; this loss has been addressed and resolved successfully.</p> <p>Board discussion: Conference location selection, new sites, other festivals</p> <p>Dustin will add a variance column to PY report per request of Lonnie Davis.</p> <p>Jamey Aebersold’s endowment gift and the Reno Conference were the two activities that heavily influenced the organization’s current financial position.</p>
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

11:16-11:38 AM

Scholarship Concert**Todd Stoll, President**

DISCUSSION	<p>JEN Board is considering discounts for scholarship concerts for Title 1/ Low income schools. Everyone is in support of considering discounts for schools for this concert discount.</p> <p>The scholarship concert would be an add-on for school bands that are already coming.</p> <p>Ashley Shabankareh will create language to include for band director application.</p> <p>What is the discount amount?</p> <p>This scholarship discount is a great opportunity to fundraise, and engage communities in cities where JEN conferences are being presented.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Create language about discount option for Band director application	Ashley Shabankareh	9/15/2019

11:38 - 11:52 BREAK

11:52-12:21PM

Mentorship Committee Report**Roxy Coss, Chair**

DISCUSSION	<p>New personnel and a new chair has been created for the Mentorship Committee.</p> <p>3 Key initiative:</p> <ul style="list-style-type: none"> ● Create a Conference-based approach to the Mentorship Program ● Add a Mentorship element to existing JEN Programs - New ● Create & Build new elements of Jen Mentorship Program - New <p>When selecting mentors, JEN needs to consider incorporating policy regarding how to disengage with individuals who may be known for misconduct (sexual harassment, sexual assault, etc).</p> <p>Will continue to discuss in EC and work through ideas, i.e. code of conduct for JEN presenters, performers, etc.</p> <p>Social Media also should be considered. Very sensitive topic. Social media policy for JEN Board and Committee Chairs should be considered.</p> <p>Board may consider only mentoring college aged students (over 18), unless background checks are conducted.</p>	
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	<p>President Stoll suggests that the Board should receive training around best practices for addressing sexual harassment. Dan/Tim will coordinate this to take place under the Audit and Risk Committee.</p> <p>JEN currently doesn't have liability insurance or sexual harassment insurance.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
<ul style="list-style-type: none"> Consider and work through ideas to incorporate policy regarding how to disengage with individuals who may be known for misconduct (sexual harassment, sexual assault, etc). Board training on Sexual Harassment Implement mentorship program at next conference 	Executive Committee	Next EC Meeting

12:21 - 1:30pm - Lunch Break

1:35-1:40 PM Reports from Lunch Meetings

DISCUSSION	<p>Designated meeting time for Mentorship</p> <p>AAJC will look at HBCU schools to recruit students for mentorship opportunities.</p> <p>Will send details to participants one month in advance to an introduction.</p> <p>Will add content to the website.</p> <p>Will float around to meet with numerous mentors.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

1:40-2:12PM DownBeat Proposal Todd Stoll, President

DISCUSSION	<p>Frank (DownBeat publisher) has suggested that JEN have its own quarterly magazine. Frank sent a proposal to JEN, willing to fund the entire magazine and sell advertisements. This will be education focused, and will include interviews, articles, music technique, stories, etc.</p> <p>Would like four (4) JEN members to join the Editorial Board.</p> <p>This magazine will go out to everyone who receives a DownBeat as well as our members. This will be a win-win for both organizations.</p>	
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<p>Research Journal is peer reviewed, which is why it must be a separate publication. This is an academic focused publication.</p> <p>Magazine will include 32-40 pages with 16 - 20 being editorial. Downbeat will design and edit each issue.</p> <p>MOTION: Mary Jo Papich makes a motion to move forward with the DownBeat Magazine proposal. Ashley Shabankareh seconds this motion. Motion passes.</p> <p>Name for this magazine....? Will select a creative name. Suggested people to approach for support on the magazine: Greg Yasinitsky or Ethan Iverson Open to other suggestions. May need to consider developing a committee for this effort.</p> <p>Magazine will be added to the Membership benefits list.</p>		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
<p>Create a name for the magazine Secure Memorandum of Understanding OU with DownBeat</p>	<p>Board</p>	<p>January 1, 2020</p>

2:13- 2:26PM

Audit and Risk Committee

Tim Fellows, Chair

<p>DISCUSSION</p>	<p>This committee will oversee:</p> <ul style="list-style-type: none"> ● Audit Process & Report ● Risk Management ● Insurance Contracts ● Manage & audit Conflict of Interest policy <p>JEN contracts WIPFLI CPAs and Consultants to conduct our audit process and submit a report. WIPFLi works closely with the Managing Director, Sharon Burch, and Treasurer, Tim Fellow, to procure financials, contracts and other required data and information. Final report was submitted on time.</p> <p>Additional note: Beginning with the 2018-2019 fiscal year, JEN will switch to accrual reporting. Previously we used a combination of cash and accrual.</p> <p>This committee needs additional members.</p> <p>Managing Annual Audit - Immediate need, which includes coordinating with Sharon and working on financial reporting. Will also need to look at the internal auditing, processes and procedures.</p> <p>The most current audit report is located in JENi.</p>
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

2:27-2:57 PM

PERSONNEL COMMITTEE

Mary Jo Papich, Chair

	<p>Managing Director provides insight on employees: Jesse Nolan (Membership Manager)- has made great progress since he started. Lou Fischer - runs a great conference and is a great asset to JEN Steve Nighosian - knows organization well; works on conference program.</p> <p>CadmiumCD - the event application software streamlines the conference preparation process. Essential to the growth of the organization and establishing online systems and procedures around the conference that are easily accessible to members of the team.</p> <p>2019-2020 Personnel Committee Initiatives</p> <p>GOAL 1: Determine and support JEN Personnel requirements The Personnel Committee ALL INITIATIVES ARE ONGOING as we continually assess the needs of the organization. For the past two years we have employed one full time general managing director (Sharon Burch), one part time conference coordinator (Lou Fischer) and contract a marketing director for 25-30 hours a week (Steve Nighosian). We continue to provide additional tech and clerical support at an hourly rate as needed (Ryan Adamsons, Kelly Kuhnen and others). We presented the need to hire a MEMBERSHIP MANAGER to the board in January 2019 and they gave their permission to move ahead. Over 50 applications were received and reviewed by the personnel committee with five candidates being interviewed via zoom utilizing a series of 9 questions to each candidate. Two recommendations were given to president Stoll and he interviewed the final two candidates. The position of the membership manager was offered to Jesse Nolan on April 15 and he accepted and started shortly thereafter. Jesse is a JEN member, born and raised in North Shore Chicago and has served several years on our education committee. Jesse has a BA in Music Education and MM in Jazz Studies & Percussion from the Indiana University Jacobs School of Music and has toured the world with notable artists and producers. He will be sharing membership manager reports with us as he will manage JEN's membership base and all aspects of member relations including area units, chapters and societies. He will also reach out to students, educators and directors/musicians at the elementary, middle, high school and college levels.</p> <p>GOAL 2: Update performance assessment review form.</p> <p>GOAL 3: Do performance assessment review on employees in June and complete by July 30 and share with board at the August meeting. President and President Elect will handle managing director and conference coordinator. Director will handle Marketing director. Continue to review salary increases by assessment results and the available budget.</p> <p>President suggests that there is a clear layout of job duties for all employees.</p> <p>MOTION:</p>
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	<p>Mary Jo Papich made a motion to increase pay for Lou Fischer by 5%, effective July 1st, 2019. Trineice Robinson- Martin seconds. Motion passes.</p> <p>Will need to incorporate a conflict of interest policy for all employees. Update job descriptions for all full-time staff.</p> <p>Steve Nighosian will no longer do social media work.</p>
ACTION ITEMS	
<p>Will need to incorporate a conflict of interest policy for all employees. Update job descriptions for all full-time staff.</p>	<p>Personnel Committee</p>

3:07-3:22PM

RESEARCH COMMITTEE REPORT

Monika Herzig, Chair

<p>DISCUSSION</p>	<p>Panel Discussions Journal Submissions 32 Submissions, 17 included, 2 not accepted, 13 declined, 8 resubmitted for review, 7 revisions, 2 accepted August 1st, will have all of the revisions Printed by the first week in Dec. 2019</p> <p>Next Steps Need to know front and back matter Suggestions:</p> <ul style="list-style-type: none"> - Fellowship info, scholarships/grants? And deadlines - Conference info and submission deadlines - Journal submission info - List of editorial board, editor's note - President's message? - What else? <p>We (board) will consider and get back to committee chair with ideas on content materials.</p> <p>Monthly newsletter continues to go out to all JEN members on mailing list, and is getting a lot of positive feedback, content of news, callouts, conferences, publications, jobs, stable for now.</p> <p>More Board and meeting ideas:</p> <ul style="list-style-type: none"> - Mentorship work with Roxy Coss - Will consider selling extra copies in the JENeral store during conference.
ACTION ITEMS	
	<p>PERSON RESPONSIBLE</p>
	<p>DEADLINE</p>

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3:22PM -3:56PM

OUTREACH COMMITTEE REPORT

Mary Jo Papich, Chair

DISCUSSION	<p>Currently there are two types of JEN Outreach:</p> <p>Conference Outreach- Started in 2010 in St. Louis;but scheduling with schools during the conference has been a challenge as they are often on break..</p> <p>Jazz2U Grants Outreach - Herb Albert Foundation has made this possible- \$25,000 gift this past year and \$115,000 total. We would like to acknowledge grant recipients on the new Jazz2U webpage. Offering \$300 and \$500 grants</p> <p>50 approved this year at this date 6 rejected; both the artist and directors must be full member of JEN \$5500 remaining; would like to remain for upcoming needs in outreach programs.</p> <p>Mary Jo submits grant report to Herb Albert Foundation in November. 58,267 students reached via JAZZ 2U program!! We have discussed keeping 10-15% kept for administrative overhead.</p> <p>Previously, the Board increased the grant capacity to \$500 for the school informance that features 3 or more musicians..</p> <p>Should we consider placing limitations on grant amount based on number of students reached? The Board would like to continue to offer \$500/300 for all applicants. Mary Jo Papich will reach out to HAF to request additional support for area units, and/or Title1 student projects.</p> <p>Mari Mennel-Bell, JazzSLAM program. JEN will pilot this program in NOLA. This can be an outreach/community engagement program that is handed off to area units, and help fundraising efforts. She will be presenting concepts from JazzSLAM in NOLA. An anonymous donor is willing to invest \$200,000 in seed money to support the program.</p> <p>JEN Leadership will meet with European JEN members about their international area units and possible summer conference in January.</p>
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Meet with European JEN members about their international area units and regional conference in January. Complete HAF report	JEN Leadership MJ Papich	January 2020 Nov. 1

4:00 PM - 4:45PM

Conference Report

Dr. Lou Fischer, Conference Coordinator

DISCUSSION	<p>2020 conference selected participant stats presented to the Board</p> <p>31% of all applications accepted</p> <p>JJF Schedule: 54 slots as of today; 6 large ensemble lots remaining, 4 combo slots remaining to be sold.</p> <p>2020 conference scheduling grid has been shared with the Board.</p> <p>Genres- should consider re-evaluating the genres to be more clear. (More genres categories used to be represented at the conference in the earlier years.)</p> <p>Bob Breithaupt - The submission/selections speak to our organizational identity (72 accepted presenters in Pro Bop/hard Bop/Cool) small ensembles. More limited on stage for large ensembles for 10 musicians or more.</p> <p>Lou Fischer suggests that the Board creates a new committee that will review and potentially restructure how the genres are defined. President Stoll confirms that a committee will be created that will review and potentially restructure how the genres are defined.</p> <p>Committee volunteers include: Johnaye Kendricks Pharez Whitted Roxy Coss Sean Jones Ashley Shabankareh</p> <p>Board members, or any member, are welcome and encouraged to recruit artists to apply for consideration to participate in the conference.</p> <p>Diaz suggests that the Board considers webinar that helps applicants to understand the process and answer any questions they may have.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

4:46 PM - 4:49PM Sisters in Jazz Update/Discussion Sharon Burch, Managing Director

DISCUSSION	<p>JEN needs sponsorship to continue this program. Doug Moody is selling his NorthCoast Brewing Company and sponsorship is in question</p> <p>MOTION: Caleb Chapman makes a motion to move forward with Sisters In Jazz program without dedicated sponsorship.</p> <p>Doug DuBoff seconds Motion passes.</p>	
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Monday, July 8, 2019

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Find sponsorship for SIJ Collegiate combo	Finance & WIJ committees	December

4:49-4:50PM

Committee Discussion

Todd Stoll, President

DISCUSSION	Tabled until July 9th	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

Scheduled to resume meeting tomorrow at 10am

Meeting Adjourned at 4:54 by President Stoll until July 9th, 2019