



MINUTES

August Board Meeting

August 8, 2017

Hyatt Regency
Dallas, TX

9:00 AM – 5:00 PM CST

MINUTES

AUGUST 8, 2017

9:00AM

IN DALLAS

MEETING CALLED BY	President, Caleb Chapman
TYPE OF MEETING	Bi-annual Board of Directors Meeting
NOTE TAKER	Interim Secretary, Mary Jo Papich
TIMEKEEPER	Vice President, Bob Breithaupt
ATTENDEES	President, Caleb Chapman; President-Elect, Todd Stoll; Immediate Past President, Bob Sinicrope; Vice President, Bob Breithaupt; Interim Secretary, Mary Jo Papich/Past President; Treasurer, Tim Fellow; Diane Chandler-Marshall, Lonnie Davis, Rick Drumm, Dan Flores, Sean Jones, Ashley Shabankareh, Julius Tolentino, Francisco Torres, Treb Winegar, Greg Yasinitsky, and Managing Director, Sharon Burch.

Agenda

9:00AM-9:30AM

PRESIDENT'S WELCOME

CALEB CHAPMAN, PRESIDENT

DISCUSSION
<ul style="list-style-type: none"> - Introduction of New Board Members: Lonnie Davis, Sean Jones, Ashley Shabankareh, Julius Tolentino and Treb Winegar President Caleb Chapman and the Board warmly welcomed the five new board members as they shared what they hope to bring to JEN. - Initiatives President Chapman shared his Presidential Goals: Increase Membership to 4,000, Hire Managing Director, Launch new website & CRM, Introduce Area Units & Educational Chapters, Start Regional Conferences and Create Policies and Procedures for organization. Caleb acknowledged Sharon Burch as the new General Managing Director. Sharon will focus on the launching of the new website and increasing new membership via area units and educational chapters. - Office of Secretary: <ul style="list-style-type: none"> - Sharon Burch resigned from the board and the office of secretary to accept the position of JEN's first full-time employee, Managing Director. Position started July 1, 2017. - Motion to appoint Mary Jo Papich as interim Secretary effective immediately until July 1, 2018. <p>*MOTION* Made by Tim Fellow to appoint Mary Jo Papich as Interim Secretary. Seconded by Ashley Shabankareh. Motion approved unanimously.</p>

CONCLUSIONS		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Serve as interim secretary	Mary Jo Papich	Ongoing till July 1, 2018

9:30AM-10:30AM

JEN RESEARCH COMMITTEE REPORT

MONIKA HERZIG, CHAIR VIA SKYPE

DISCUSSION	<p>Key Initiative #1- Continued improvement of monthly newsletter: This monthly e-newsletter from the JENRing committee includes news items, conference callouts and events, job listings, new publications/books. Feedback of the newsletter is very positive. The committee will continue to revise and refine templates and improve submission process.</p> <p>Key Initiative #2 - Conference Research Track and establishing a Journal: The conference research track continues to flourish. In Dallas 2018 there will be 26 presentations, 4 panel discussions, 20 poster presentations for a total of 41 submissions with 36 accepted. Journal Proposal Discussion (Indiana University Press/JEN) Jazz Education Network Research Journal to be published by IU would give JEN the services of a respected and professional journal of current research articles to be available to membership at per member cost is \$2.75 print edition, \$1.50 for online access. This would be a membership benefit offering a research journal. Discussion ensued.</p> <p>*MOTION* by Ashley Shabankareh and seconded by Sean Jones to move forward with exploring the viability of the JEN Research Publication proposal presented by Monika Herzig.</p> <ul style="list-style-type: none"> - Caleb appointed Rick Drumm, Sean Jones, Ashley Shabankareh, Greg Yasinitzky and Todd Stoll as chair to investigate this proposal and report back to the board tomorrow. Caleb asked for a vote of confidence to move forward with this proposal and it was agreed on positively. <p>Key Initiative #3 JEN/EFCE/SI Fellowship Award and increased awareness: The yearly research fellowship funded by the Ella Fitzgerald Foundation for the amount of \$5,000 and \$1,000 travel funds has had two recipients. The plan is to expand the reach of callout and utilize the researchers as mentors for future generations. Focus on audience research in the future.</p>
	<p>CONCLUSIONS After a breakout committee chaired by Todd Stoll studied the proposal in depth they prepared a list of questions to be presented and answered by Monika Herzig.</p>

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Present list of questions to Monika Herzig	Todd Stoll	soon

10:30-10:45 BREAK**10:45-11:00AM****NOMINATING COMMITTEE REPORT****TODD STOLL, PRESIDENT ELECT**

DISCUSSION	<p>Key Initiative #1 Provide a slate of potential JEN board members to be voted upon- Board members nominated potential board members and members self nominated.</p> <p>Key Initiative #2 Provide a slate of JEN officers to be voted upon- Put forth a slate of five new board members to the membership for approval in June</p> <p>Key Initiative #3 Ensure that JEN membership is well represented by its leadership: In ethnicity, gender, age, etc.</p> <p>Todd shared the work of the Nominating Committee this past spring and that we now have two board openings as Sharon Burch is now an employee and Rick Drumm resigned effective after this board meeting due to work constraints. Discussion ensued as we discussed current representations and needs on the board of directors. Each board member shared their background and expertise.</p> <p>Ashley recommended recruiting folks in Festival production manager, A&R , or studio engineering.</p> <p>*MOTION* Todd Stoll moved to appoint the one year vacancy to Rodney Whitaker who is from Michigan State University and a highly regarded bass player from Detroit. Diane Chandler Marshall seconded it. Motion passed.</p>		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Actively seek potential board members, keeping in mind the needs of the organization and who has the skill set and heart to serve well.	Board	Ongoing	

11:00AM-11:30AM**JENI TRAINING****SHARON BURCH, MANAGING DIRECTOR**

DISCUSSION	Sharon gave an overview on how to access the organization's intranet/virtual office, JENI.	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Update profile	Board	August 10
Complete Conflict of Interest policy	Board	August 10

11:30AM-12:00PM

DEVELOPMENT COMMITTEE REPORT

MICHAEL SHIRTZ, CHAIR

DISCUSSION	<p>Key Initiative #1- Establish Foundation and Corporate Funding: Design and implement web/print development brochure Work with software to track donations, potential donors, etc. through CRM Launch new Conference Sponsorships Solicitations Program that sells concert venues, clinic room and ancillary spaces. Create and implement JEN 10 Campaign for \$100K Give, Get or Grow initiative suggested to board members to bring in donations</p> <p>Key Initiative #2- Expand and Establish Individual Donor and Outreach Resources: Implemented new Scholarship Concert program at conference 2017 JEN Donor levels established for new website Donate pages</p> <p>Key Initiative #3- Establish Interactive Development Webpage and Social Media Outreach: Completed TAKE 5, GIVE 5 social media fundraising campaign over holiday season Gather BECAUSE OF JEN stories/videos to use for grants and web testimonials Establish short term and long term strategies for donor cultivation.</p> <p>Current 2017 Development Income: Conference Scholarship Concert: \$31,286 NE Conservatory Conference Sponsorship: \$25,000 TOTAL \$56,286 + Individual donors (numbers coming)</p> <p>The board thanked Mike for his continued service to JEN.</p>
-------------------	---

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Add the individual donor amount to the 2017 Development Income.	Michael Shirtz	November 1

12:00-2:00 JEN New Board Member Orientation Lunch

A board orientation of the five new members was led by Caleb Chapman, Bob Sinicrope, Mary Jo Papich and Sharon Burch. Items covered included: History of JEN, Strategic Plan, By-Laws, Board Expectations, Committee opportunities and needs. The new members were extremely well prepared having read their documents.

2:00PM-2:30PM

EDUCATION REPORT

SHARON BURCH, MANAGING DIRECTOR

DISCUSSION	<p>Key Initiative #1- Collect, create and post relevant and useful jazz educational resources for every age and level of education on the JEN website.</p> <p>Key Initiative #2- Design easy to-use education website pages.</p> <p>Key Initiative #3- Extend jazz education reach beyond the jazz world.</p>
-------------------	--

Education Chair Sharon Burch will be replaced by Dan Gregerman.

Action Items- Consider adding a sub committee of Church Music and Community to the education committee.

2:30PM-3:00PM

MARKETING/COMMUNICATIONS REPORT

STEVE NIGOHOSIAN, MARKETING
COORDINATOR

DISCUSSION

Key Initiative #1 Increase the presence and visibility of ethnic & gender diversity within the JEN organization.

· **COMPLETED action steps:**

1) Added & replaced photographs and content in “front facing” areas, including web page photographs, social media updates, monthly newsletter content, and advertising artwork, to include photos of women and ethnically diverse individuals at JEN events.

· **IN PROGRESS action steps:**

1) Replenish and increase the amount of ethnically & gender diverse collateral materials for use in future Marketing campaigns.

· **NEXT action steps:**

1) Work in tandem with conference photographers to shoot events & activities depicting ethnic & gender diversity at the Ninth Annual JEN Conference in Dallas.
2) Put a call out to JEN committees and JEN members to share photographs and contents for inclusion in JEN materials and social media.

Key Initiative #2 Provide Marketing Support for the JEN Conference

· **COMPLETED action steps:**

1) Worked closely with Dr. Lou Fischer via a weekly phone call to discuss important Operations Committee & organizational activities which require Marketing Communications support.
2) Placed gratis ads featuring conference artwork and content in multiple publications throughout the year, including DownBeat, Jazz Times, and JAZZed, as well as in Music For All materials.
3) Created and disseminated social media posts, monthly newsletter stories, and website content in support of Conference registration and activities.
4) Worked with DownBeat magazine to create conference Program Book, and Guidebook app to create digital support of Conference.

· **IN PROGRESS action steps:**

1) Continue periodic calls with Dr. Fisher. Started weekly calls with Sharon Burch to discuss Marketing activities and initiatives.
2) Reached out to contacts at Fender to secure in-kind backline loan for this year’s conference, just as was done last year. Have received verbal approval and am awaiting final confirmation in the coming weeks.

· **NEXT action steps:**

1) Continue to work in tandem with graphic designer to create advertisements, website art, and other collateral materials to ensure a consistent branding message for the Ninth Annual Conference.
2) Contact approx. 150 exhibiting companies for their logos.
3) Coordinate a conference call with JEN conference photographers and videographer to direct them as to which events they especially need to cover at the conference.

- 4) Solicit Committee Member feedback as to which of their conference events especially require photo and/or video coverage so as to ensure we collect promotional footage for future campaigns.

Key Initiative #3 Provide Marketing Support for JEN Scholarships, Regranting Programs, and Member Benefits

· **COMPLETED action steps:**

- 1) Created targeted ad campaigns focusing on Chapters & Societies initiative, Join JEN, JAZZ2U, Scholarships, and other programs.
- 2) Created and disseminated social media postings supporting these programs and providing information on how to participate.
- 3) Wrote “featurette” stories for JEN monthly newsletter focusing on programs and their recipients among JEN members.

· **IN PROGRESS action steps:**

- 1) Write motivating content, including profiles of program recipients, for inclusion in Marketing materials.
- 2) Increase awareness among JEN members of these programs via print and broadcast media placements.

· **NEXT action steps:**

- 1) Reach out to recipients and committee members to gather “firsthand quotes” about programs.
- 2) Contact via print and broadcast media outlets to “pitch” them on stories regarding programs.

CONCLUSIONS	6,000 people are sent are marketing emails, Open rate is 30%
--------------------	--

Social media metrics

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Board members are encouraged to send project photos to marketing director, Steve Nigohosian Steve.Nigohosian@jazzednet.org	Board	Ongoing
June 1, JEN celebrates 10 years!!!! Steve would like to start celebrating at that date! Board requests the social media metrics of FB and Twitter	Steve Nigohosian Steve Nigohosian	June 1, 2018 Monthly?

3:00PM-4:00PM

FINANCE/BUDGET/AUDIT REPORT

TIM FELLOW, TREASURE

DISCUSSION

Treasurer Tim Fellow presented the following initiatives and a budget prepared by the Finance Committee-

The finance committee is currently and principally focused on the following items, which are outlined under Strategic Objective #5 (Ensure the long-term financial stability of JEN) of the 2013- 2016 JEN Strategic Plan:

1. Ensure that financial procedures are transparent, clearly defined and operating efficiently a. Update the JEN Financial Policies & Procedures b. Update accounting/bookkeeping systems and methods c. Improve audit and reporting processes

2. Budget accurately for JEN's short term and longer term financial needs
 - a. Redesign budget to allow for greater ease of completion and interpretation
 - b. Define key metrics to better measure performance
 - c. Select and authorize budget managers to approve committee expense requests
3. Invest JEN's funds prudently
 - a. Create a JEN investment policy statement
4. Ensure proper management of risk to JEN, across the organization
 - a. Organize a more complete risk management system for tracking and outlining policy coverage
5. Develop a comprehensive Fundraising and Development program
 - a. Align the needs of the various programs and committees with the fundraising targets of the Development Committee

Key Initiative #1.a: Update the JEN Financial Policies & Procedures

Key Initiative #1.b: Update accounting/bookkeeping systems and methods

Key Initiative #1.c: Improve audit reporting processes

Key Initiative #2.a: Redesign budget to allow for greater ease of completion and interpretation

Key Initiative #2.b: Define key metrics to better measure JEN's financial performance

Key Initiative #2.c: Select and authorize budget managers to approve committee expense

Key Initiative #3.a: Create a JEN investment policy statement

Key Initiative #4.a: Organize a more complete risk management system for tracking and outlining policy coverage

Key Initiative #5.a: Develop a comprehensive fundraising and development program

Treasurer Tim Fellow presented the Financial Statements for period 7/1/2016 - 6/30/2016 and 2017-2018 proposed budget and answered questions. The board was instructed to look closely at the proposed budget in preparation for approval tomorrow. Dr. Lou Fischer joined the meeting and shared his expertise on conference budget and expenses.

Action Item:

APPOINTMENT- President Chapman appointed Diane Chandler Marshall and Treb Winegar to the Audit Committee.

MOTION Treasurer Tim Fellow made a motion to authorize new Managing Director Sharon Burch as budget manager to approve office expense incidentals and JAZZ2U grants.

Seconded by Ashley Shabankareh.

Motion passed.

MOTION Tim made a motion to increase the required approval of expenditures by the JEN Treasurer, President, Managing Director or Budget Manager from \$1,000 to 2,000.

Seconded by MJ Papich.

Motion passed.

Current ? : \$476,296

Current net assets: \$299,374

Utilizing Bank of America and Chase.

DIRECTIVE - President Chapman asked that all board members to donate \$1,000 and to find a donor to give \$1,000. Due July 1, 2018

4:00-4:15 BREAK

4:15PM-4:30PM

STRATEGIC PARTNERSHIPS/AFFILIATES

BOB BREITHAAPT, VICE PRESIDENT

DISCUSSION	
	<p>Key Initiative #1-Redefined strategic partnerships as Affiliates</p> <p>JEN Organizational Affiliates: A JEN Affiliate is an organization that with whom we collaborate to forward a scope and purpose that is mutually beneficial. These organizations may have 1.) An ongoing, signed agreement, e.g., MFA, ACAD, CMA, etc., as there is a mutual benefit that requires documentation between JEN and the organization, or 2.) A simple memorandum of understanding that articulates a relationship.</p> <p>JEN Festival Affiliates: A JEN Festival Affiliate is a music festival that acknowledges JEN through display of the JEN brand and other items as a part of their promotions and festival materials.</p> <p>JEN Corporate Sponsors: A JEN Corporate Sponsor supports the mission of JEN and has the opportunity to reach JEN audiences through exhibiting at the annual conference.</p> <p>JEN Corporate Affiliates: A JEN Corporate Affiliate supports the mission of JEN and has the opportunity to reach JEN audiences through providing member benefits.</p> <p>These Affiliate members will be recognized on the JEN website.</p> <p>Key Initiative #2- Review/Update Current Agreements in Progress</p> <p>Key Initiative #3- Review /update logos that exist on JEN website</p>
<p>CONCLUSIONS</p>	<p>Affiliate Festival Partner Info - prepared by Bob Breithaupt and subcommittee <u>Process</u></p> <ol style="list-style-type: none"> 1. Those who are interested must be full JEN members. 2. Application process would emanate from the JEN website. <ol style="list-style-type: none"> a. Information about the festival, e.g., location, dates, cost, etc. b. Approval will be granted from the Managing Director/education committee c. Details regarding benefits, tool kit, etc., included on website <p><u>Tool Kit: Components</u></p> <ol style="list-style-type: none"> 1. Promotional Materials (logo, news release, organizational information, etc.) 2. Forms/judging sheets (available for use, but not required) 3. JAZZ2U details available on the website and within the festival materials. 4. Any additional JEN items available, e.g., t-shirts, etc. <p><u>Next Steps</u></p>

- | | |
|--|--|
| | <ol style="list-style-type: none"> 1. Determine the viability and necessity of this component of Affiliate offerings. 2. Create any forms/sheets that could be used 3. Articulate the specific details of the tool kit, (Education, Marketing committees) 4. Establish a timeline for completion and posting information on website. |
|--|--|

Festival affiliates - Discussion ensued on the focus of increasing visibility and membership growth.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Continue to update logos on website	Bob Breithaupt	ongoing
Add Andrew Surmani to sub-committee President Caleb Chapman asked committee to explore Festival options. Caleb, Julius and Todd volunteered to share ideas.	Caleb Chapman	now