



MINUTES

January Board Meeting

January 2, 2018

9:00 AM – 5:00 PM CST

MINUTES

JANUARY 2, 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
ATTENDEES	President, Caleb Chapman; President-Elect, Todd Stoll; Immediate Past President, Bob Sinicrope; Vice President, Bob Breithaupt; Interim Secretary, Mary Jo Papich; Treasurer, Tim Fellow; Diane Chandler-Marshall, Lonnie Davis, Dan Flores, Dan Gregerman, Monika Herzig, Sean Jones, Ashley Shabankareh, Francisco Torres, Rodney Whitaker, Greg Yasinitzky

Agenda

9:00-9:05AM

APPROVE MINUTES FROM PRIOR BOARD MEETING

CALEB CHAPMAN, PRESIDENT

DISCUSSION	Motion by Ashley Shabankareh to approve minutes of last August board meetings. Seconded by Treb Winegar. Motion passed.		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
	Board and members	1-2-2018	

9:05-9:10AM

CURRENT MEMBERSHIP REPORT

CALEB CHAPMAN, PRESIDENT

DISCUSSION	1842 Current Membership as of January 1, 2018		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	
Double our membership to 4000 by January 1, 2018	Board and members	1-1-2018	

9:10-9:30AM

PRESIDENT'S INITIATIVES UPDATE

CALEB CHAPMAN, PRESIDENT

DISCUSSION	Reflecting on 2017 President's Initiatives: <ol style="list-style-type: none"> 1. Membership Goal: Increase membership to 4,000 by 2018 <ul style="list-style-type: none"> • Continue to increase membership- CONTINUING to work on.
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2. Launch new website- DONE! Launched this fall and looks great. Integrated new CRM Customer Relations Management, most of the work done by Managing Director, Sharon Burch.

3 Introduce Area Units & Education Chapters- HAPPENING right now all over the world!

4. Hire managing director- DONE! Sharon Burch is our first full time employee and has been working nonstop and it shows. Dedicated PR push by marketing director Steve Nigohosian has been quite effective.

5. Regional Conferences- HAPPENING! Director Julius Tolentino is planning a regional conference on the East Coast and a European site (Pescara) has offered to host a regional conference.

6. Create Policies & Procedures for organization- IN PROCESS
To improve organizational efficiency and consistency.

7. Improved committee operations - HAPPENING due to hiring of managing director.

8. Upgraded Bookkeeping procedures - HAPPENING

9. Implemented internal communications tool, JENI intranet - DONE

10. Strong and competent board -moving from working board to managing board-HAPPENING

11. Conference attendance at an all time high in New Orleans.

12. Donations - Continue to increase- ONGOING

13. Diversity focus - new committee chaired by Ashley Shabankareh-HAPPENING

14. Sisters in Jazz Collegiate Combo program- LAUNCHING in 2019

15. Scholarship Concert fundraiser - ONGOING, idea started by President Elect Todd Stoll and implemented by President Caleb Chapman at 2017 NOLA Conference was a big Success.

16. Public perception continues to improve - Attracting new attendees

17. Increased JENerations Jazz Fest participation - 53 groups this year! This initiative was started by President Caleb Chapman. It brings more students to the conference and Generates income.

18. New member benefits - composers have been contacted for offering new charts to new Members.

19. Big push on membership at conference - President challenged each board member to Recruit attendees to become members during conference to increase total enrollment.

ACTION ITEMS			
Board members - conference contest - who can sign up the most new members by the end of the conference?	Board Members Deadline: Saturday at 1:30am		

9:30AM-10:15AM

MANAGING DIRECTOR'S REPORT

SHARON BURCH, MANAGING DIRECTOR

DISCUSSION	<p>CHARTS - a selection of Six charts will be offered to new members in January 2018.</p> <p>NEON CRM - Launched and functioning. Discovered limitations for JEN's needs. Meeting with Neon consultant in January for further training and determine next steps to meet the needs of JEN conference registration and applications. Neon currently does not allow uploads with applications and forms--a requirement for our organization.</p> <p>FINANCIALS - Updating the accounting process and system utilizing newer technology tools and aligning with the annual 990 form, non-profit policies and procedures and easier tracking and reporting. Contracted non-profit Quickbooks Online specialist, Gregg S. Bossen Accounting Firm (Atlanta, Georgia) for monthly reconciliations and training/consulting as needed. The firm also serves as a consultant for NEON CRM/QBO integrations.</p> <p>SERVING OUR MEMBERS - many hours spent answering phone calls and emails. Consider creating a customer service position during the busy season (September - December) when money allows.</p> <p>VIRTUAL BUSINESS OFFICE - Established a Chicago address (1440 W. Taylor St. #1135, Chicago IL 60607) and phone number (1-312-781-6299) since we are officially registered in Illinois as a non-profit. The system allows for change of officers or staff without changing the business contact information, providing stability for our virtual organization. The system is working well.</p> <p>AREA UNITS, CHAPTERS & SOCIETIES - LAUNCHED! Continuing to work on gaining membership, big push at Midwest Clinic in Chicago. Printed info cards.</p> <p>SISTERS IN JAZZ COLLEGIATE COMPETITION - LAUNCHING in 2019! Sponsored by North Coast Brewing Company and will be run by Women In Jazz committee. Being announced at 2018 Conference at WIJ meeting.</p> <p>MARKETING - Steve Nigohosian is doing a great job with consistent email newsletters, press releases and working with the conference show guide. Set up a Facebook Business account for increased marketing on Facebook and Instagram in 2018.</p> <p>DOWNBEAT, JazzTimes and JazzEd - Continue to be our affiliate magazines at discount price to membership.</p> <p>MEMBER BENEFITS - met with Jim Guss, membership chair 4 times. Will establish additional member benefits in 2018.</p> <p>DONATION LETTERS - Sent out. Acknowledged Mary Jo's friend, Terri Weinstein for donating \$10,000 for MJ's 10 years of work with JEN and Fran Morris Rosman for \$1,000 and Kirk Whalum for monthly donations.....Donate button on website.</p> <p>REQUESTS AND RECOMMENDATIONS</p> <p>Consider changing the scholarship and awards application timeline to earlier in the year.</p> <ul style="list-style-type: none"> Mar 1 - May 31 Open to chapters and societies Apr 1 - May 31 Open to membership Jun 1 - Sep 1 Review process (or Jun 1 - Aug 1) Sep 1 (or Aug 1) Notify recipients This allows time for arranging travel plans, take advantage of cheaper airfare and helps the conference coordinator and the hotel to plan for the rooms accordingly.
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Site visit to Reno	Sharon	April 26-28, 2018
Change email addresses on our website to jazzednet.org for Dr. Lou Fischer.	Sharon	January 31, 2018

10:15 -10:30 BREAK**10:30AM-11:00AM****OUTREACH/JAZZ2U COMMITTEE REPORT****MARY JO PAPICH, CHAIR**

	<p>Key Initiatives</p> <ol style="list-style-type: none"> 1. Continue awareness campaign for OUTREACH/JAZZ2U 2. Re-apply for the JAZZ2U grant with Herb Alpert Foundation (\$90,000 total since 2013). 3. Update/Improve the Evaluation form used for JAZZ2U and move to new JazzEdNet.org website. 4. Explore virtual outreach possibilities, possible teaming with JALC. <p>The JAZZ2U re-granting program that exists within the Outreach program has been quite successful this past year thanks to a generous grant of \$15,000 from the Herb Alpert Foundation.</p> <p>The 2017 stats are as follows:</p> <ul style="list-style-type: none"> 37 Applications Approved 17 States involved 10,477 participants <p>Thanks to the support of the HAF the JAZZ2U programs has reached the following participants:</p> <ul style="list-style-type: none"> 2017 – 10,477 2016 - 4,560 2015 - 7,030 2014 - 5,600 2013 - 2,580 <p>5 yr TOTAL 30,247</p> <p>Very little conference outreach was done in Dallas as most schools were on vacation. Since inception in 2010 JEN's Outreach programs, including conference and JAZZ2U have reached over 40,000. With the additional Trad Jazz workshops/kits, participants are estimated at over 140,000.</p> <p>MJ Papich thanked her review panel of Mike Vax and Diane Chandler-Marshall. She credited marketer Steve Nigohosian for outstanding work in promoting the grant program. Increasing the grant amount also resulted in more applications. All grant monies were accounted for by August 1st with about 10,000 participants. In December, HAF graciously donated \$20,000 for use in 2018.</p>
	<p>Discussion ensued on the success of the program. President Caleb Chapman mentioned the possibility of giving bigger grants for bigger events should be discussed by the committee. MJ Papich suggested the Scholarship concert monies should be used for any student initiatives, not just scholarships.</p>

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
JAZZ2U applications open online for 2018 by end of January.	Sharon	Jan 30, 2018
Locate key school person in Reno to assist in Conference Outreach 2019	Sharon/Mary Jo	April/August 2018

11:00AM-11:15AM

WOMEN IN JAZZ COMMITTEE REPORT
VIA WEB CONFERENCE

NATALIE BOEYINK, CHAIR

	<p>Key Initiative #1 Increase women applicants for annual conference Key Initiative #2 Increase female applicants for JEN scholarships Key Initiative #3 Improve conference mentoring for female jazz students</p> <p>Overall, to increase visibility of women in jazz at the conference and overall.</p> <ul style="list-style-type: none"> Natalie reported a dedicated push (created flier and distributed it) to get more applicants for scholarships and for conference presentations/concerts. Sponsored a "Meet n Greet" and women's jazz session with mentoring at the Dallas 2018 Conference for a 2 hr slot. Girls Jazz Day workshops are being done around the country. Board member Lonnie Davis is planning one in South Carolina and Diane Chandler Marshall in Chicago. <p>SISTERS IN JAZZ collegiate combo competition announcement is being launched at Dallas 2018 to perform in Reno in 2019! Sponsored by North Coast Brewing, Co. with the help of JB Dyas.</p> <ul style="list-style-type: none"> The committee will meet at the conference to discuss procedures and selection process. MJP suggested a Sisters In Jazz sub committee be set up with chair to handle audition process, to be headed by Ellen Rowe.
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Organize and Promote Sisters in Jazz Collegiate Competition	Natalie Boeyink	
Organize and set up adjudicators for female audition/selections	Ellen Rowe/JB Dyas	
Suggested the committee review female applicants numbers and review marketing strategies. Todd Stoll offered to assist.	Todd Stoll/Mary Jo	

11:15AM-11:30AM

JENERATIONS COMMITTEE REPORT SKYPED

SCOTT WILSON, CHAIR

	<p>JEN STRATEGIC OBJECTIVE #1</p> <p>Goal #1.2: Expand the JENerations Jazz Festival and promote increased performance levels through ongoing evaluation.</p> <p>A. Recruit for the conference JENerations Fest</p>	<p>COMPLETED: We are very proud to report that the JENerations Jazz Festival is completely full. We have 52 ensembles participating. This includes 25 big bands, 14 combos and 13 vocal groups,</p> <ul style="list-style-type: none"> Of the 25 Big Bands: 10 are High School, 14 are College and 1 Middle School. Of the 14 combos: 5 are High School and 8 are College. Of the 13 vocal ensembles: 3 are High School and 10 are College.
	<p>B. Provide top-tier educators and professionals to assess student learning/performance at the JENerations Jazz Festival.</p>	<p>COMPLETED: Below is the list of the 2018 JENerations Vocal Clinicians and Instrumental Clinicians as of December 14th. World class educators and performers are volunteering and we have needed more than ever at this time. This also aligns with Strategic Goal #2.1: Enhance professional development for JEN members through an increased number of</p>



C. Increase capacity to accommodate the maximum number of student participants. Explore options to increase capacity through additional space

D. Provide Immediate Feedback both verbal and written for ensembles.

E. Increase the number of vocal groups and vocal clinicians. (SEE LIST BELOW WITH ALL VOCAL CLINICIANS)

opportunities.

COMPLETED: Robert Klevan and Lou Fischer have been working closely to accommodate the 52 groups that will be attending.

COMPLETED: Robert Klevan has the adjudication forms for judges. Selected clinicians will be instructed to interact with the performing groups.

COMPLETED: As mentioned above, we have increased the number of vocal ensembles to 13 this year! Our committee has been actively reaching out to vocal clinicians to secure their participation.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

11:30AM-12:00PM

PERSONNEL COMMITTEE REPORT

MARY JO PAPICH, CHAIR



Key Initiative 1: Determine and support JEN Personnel requirements

- Currently we employ one full time general managing director (Sharon Burch), one part time conference coordinator (Lou Fischer) and contract a communications coordinator for 30 hours a week (Steve Nigohosian).
- We continue to provide additional tech and clerical support at an hourly rate as needed (Ryan Adamsons and others).

Key Initiative 2: Update performance assessment review form.

Key Initiative 3: Do performance assessment review on employees in June and complete by July 30 and share with board at August meeting.

- President and President Elect will handle managing director and conference coordinator performance reviews.
- Director will handle Communications Coordinator performance review.
- Continue to review salary increases by assessment results and available budget.

ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Increase the conference coordinator salary by 3% effective July 1.	Sharon Burch, Managing Director	July 1, 2018

12:00--2:00PM

LUNCH MEETINGS

2:00PM-2:30PM

MARKETING COMMITTEE REPORT**STEVE NIGOHOSIAN, MARKETING,**

DISCUSSION	<p>Key Initiative #1: Increase the amount of global public relations coverage for JEN.</p> <p>Key Initiative #2: Increase the effectiveness and reach of JEN social media postings and content.</p> <p>Key Initiative #3: Provide Marketing support for JEN scholarships, regranting programs and Member benefits.</p> <p>Steve Nigohosian, part time communications coordinator for JEN, has made progress on each initiative and gave an update on current activities:</p> <ul style="list-style-type: none"> • He has designed/printed Postcards for Reno, chapters, societies, JAZZ2U for handout. There has been a Social media push. • He is focusing on benefits of JEN membership and how it helps people grow/develop cradle to grave to convince members to be loyal and stay with us. Our newsletter reaches approximately 6,000 a month. The President's message gets opened often by many. • It's a challenge to get members to donate articles for the e-newsletter, Dave Fodor has assisted often in recruitment. • He is submitting info to media lists and grassroots bloggers for additional exposure.. <p>We continue to have ads in:</p> <ul style="list-style-type: none"> • JazzTimes • DownBeat • JazzEd • Our Conference photographers this year: Tom Schwarz, René Heumer and Frances Scanlon. • Videographer is Scott and Anna Nurmi of Mojo Factory Production. Videographer (based in DC) is here at conference to interview attendees, capture footage of the conference and transformation stories for marketing. <p>The board thanked Steve for his marketing efforts on behalf of JEN.</p> <p>Read his full report for more details.</p>	
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Caleb suggested giving bloggers a media pass and a room to blog in at conference for live streaming and interviews.	Sharon Burch discuss with Steve and Lou Fischer, Conference Coordinator, regarding logistics/feasibility.	January 31, 2018
Connect with Farnell Newton, Jam of the Week, as he connects with thousands. Sean Jones volunteered to assist.	Steve Nigohosian/Sean Jones, Board Member	
President Elect, Todd Stoll, asked for stats on overall reach and clicks on email blasts.	Steve Nigohosian	January 21, 2018
Ashley asked for clarification of social media strategies. She suggested more instagram and a fresh approach and she offered to assist.	Ashley Shabankareh, Board Member/Steve Nigohosian	January 2018
Steve asked MJP to get video footage of JAZZ2U events for PR.	Mary Jo Papich	2018 Jazz2U Responses

2:30-2:45PM

NOMINATING COMMITTEE

TODD STOLL, CHAIR

	<ul style="list-style-type: none"> Chair Todd Stoll reviewed the board terms of service slate and announced there may be as many as five openings on the board for July 1. He also encouraged board members to nominate for Secretary and President on the Executive Board. February 1 - March 15
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ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Submit nominations for Secretary and President Elect	Board Members	April 15
Submit nominations for board members	Board Members	March 15

2:45--3:00PM

BREAK

3:00-3:15PM

DEVELOPMENT COMMITTEE REPORT

MICHAEL SHIRTZ, CHAIR

DISCUSSION	<p>Development Initiatives</p> <ul style="list-style-type: none"> #1 Establish Foundational and Corporate Funding #2 Expand and establish individual donor and outreach resources #3 Establish interactive development webpage and social media outreach <p>JEN10 Campaign is the fundraising plan for 2018-2019 campaign celebrating JEN's 10 year anniversary with a goal of \$100,000. This included a donor survey, conference ask, scholarship concert, social media campaign, board fundraising, major gift recruitment, individual gift donors and a holiday ask- "Take 5, Give \$5."</p> <p>\$56,286 donated as of August 1. \$93,453 in fundraising donations since July 2016 (\$52,000 designated). Goal \$100,000 and we are at 37,000 for this fiscal year.</p> <p>Click to read full report with JEN 10 campaign details.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Treb suggested - Play campaign video as part of the donation online process.	Sharon Burch/Michael Shirtz, Development Chair	
Board Donations - suggested each board member responsible for \$1,000 donation (self or from others)	Board Members	12/31/2018

3:15-4:00PM

CONFERENCE COORDINATOR COMMITTEE REPORT

DR. LOU FISCHER, CONFERENCE COORDINATOR

DISCUSSION	<p>2018 Conference Report</p> <ul style="list-style-type: none"> 3500 room nights booked in Dallas for 2018 conf (3200 obligation) Sold out sister hotels---all good. Master comp room account will be around \$52,000 for board members, chairs, guests. 53 JJF participating 67 Instrumental and Vocal Clinics 70 Concerts on 5 stages 36 research presentations 89 exhibitors 275 Scholarship concert tickets sold at this time
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	<ul style="list-style-type: none"> • A total of 83 school groups will be performing here, some from Israel, Venezuela, others. <p>Conference Coordinator Notes</p> <ul style="list-style-type: none"> • Attendance registration seems higher than normal at this time. • Many area schools donated stands for use at the conf, including Booker T Washington HS. <p>Lou feels the conference is in good shape.</p> <p>Exhibit Hall Notes</p> <ul style="list-style-type: none"> • Andrew Surmani, past president of JEN, has taken over the position of onsite exhibitors. • He and Lou devised and implemented an Exhibit Hall Sound Control policy to start at this year's conference. <p>Sharon handed out Exhibitor assignments for board members to stop by during the conference and thank them for their support of JEN.</p> <p>Lou led walking tour of facility.</p> <p>2019 Conference Report Location: Grand Sierra Resort in Reno, NV Date: Jan. 9-12, 2019 Lou gave overview of the site and it looks spectacular!</p>
CONCLUSIONS	2019 Conference, "Now's the Time" is ready to open!

4:00PM-5:00PM

CONFERENCE WALK-THROUGH

LOU FISCHER, CONFERENCE COORDINATOR

Meeting adjourned until Wednesday, January 3, 2018.