



MINUTES

Board Meeting

January 8, 2019

9:00 AM – 5:00 PM EST

Meeting called by President, Todd Stoll

Attendees: President, Todd Stoll; President Elect, Sean Jones; Immediate Past President, Caleb Chapman; Vice President, Bob Breithaupt; Treasurer, Tim Fellow; Secretary, Lonnie Davis; Diane Chandler-Marshall, Roxy Coss, Doug DuBoff, David Kauffman, Mary Jo Papich, Ashley Shabankareh, Julius Tolentino, Francisco Torres, Pharez Whitted, Greg Yasinitzky, Managing Director, Sharon Burch

Absent: Dustin Rohrer

Agenda

9:10-9:15 AM

PRESIDENT’S WELCOME

TODD STOLL, PRESIDENT

DISCUSSION	<ul style="list-style-type: none"> ● Called meeting to order ● Introduction of new board members ● Initiatives - Great things ahead this year <ul style="list-style-type: none"> - Membership - Increase diversity in all aspects of the organization - Continue to establish transparent procedures and communication for the organization - Introduction of David Kaufman, new Board Member, NAFME liaison 		
		PERSON RESPONSIBLE	DEADLINE

9:17-9:35 AM

MANAGING DIRECTOR’S REPORT

Sharon Burch, Managing Director

DISCUSSION	<p>MEMBERSHIP GOAL: 4000 2017 August - 2000 2018 August - 2861 2019 January – 3142 (Annual JJA membership provides bump in membership)</p> <p>2018 Overview</p> <p>AREA UNITS have been LAUNCHED!</p> <ul style="list-style-type: none"> ● 20 confirmed presidents in the U.S.- These mostly have full membership teams. ● Click to view current Area Unit Leadership Report ● They need policies and procedures solidified moving forward
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- Team development here will help grow community as a whole. Valuable info gathered from conversations with Area Unit leaders.

CHAPTERS & SOCIETIES update

- 21 Collegiate Chapters [Click to view current report](#)
- 38 Secondary Chapters [Click to view current report](#)
- 16 Societies [Click to view current report](#)

-This will be easier to grow now that area units are established.

- Roughly 90 groups that are working with JEN to grow and drive paid memberships.

- These groups need a JEN point of contact to answer questions and keep them connected.

MEMBER BENEFIT: CHARTS -a selection of six charts were offered in 2018. As of January 1, 2019, one chart will be available every two months throughout 2019. This provides an incentive for members opting to pay a monthly “subscription model” membership fee to not cancel their membership. (Thank you to the efforts of Board Member, Greg Yasinitsky in making this happen in a short amount of time.)

MEMBER BENEFITS – Need a strategy to increase member benefits in 2019.

DEVELOPMENT - Worked with CCS Fundraising to create a development analysis report and toolkit.

SISTERS IN JAZZ COLLEGIATE COMBO COMPETITION – LAUNCHED! First group of selectees will rehearse and perform at this conference. Ellen Rowe is currently serving as the SIJ coordinator. Grateful to North Coast Brewing Company for sponsoring by fully funding the travel, meals, lodging and per diem for five self-identified females and director.

REGIONAL CONFERENCE- Board Member, Julius Tolentino, hosted a regional conference at the Mason Gross School of the Arts at Rutgers University in New Jersey in June 2018.

SYSTEMS AND OPERATIONS

- Documenting the process to create organizational efficiency and consistency.
- **Upgraded Bookkeeping procedures** and contracted a nonprofit accounting service, Shaw & Co, for monthly reconciliations and preparing our 990 tax returns. Treasurer Tim Fellow and I propose contracting Shaw & Co. to assume weekly bookkeeping beginning in February 2019.
- **Implemented project management and communication tool, Asana application.**

	<ul style="list-style-type: none"> • Darius and wife Kathy spoke with Todd Stoll and open to celebration for Dave Brubeck at 2020 New Orleans conference. • There are currently 4 books being published about Brubeck • Research article, involve Monika • Some ideas included: Panel discussion, interview with Darius, Brubecks play Brubeck, military band plays Brubeck, evening concert, Brubeck evening/celebration at the conference, Alumni group from the Brubeck Institute? • <i>It was made clear that there will be no payment involved in this recognition of Brubeck at the 2020 JEN Conference</i> • Board will be involved with promoting and curating the evening Brubeck celebration • Caleb suggests a call-out during submission process, so that applicants may be included for the evening celebration. <p>Ideas on the Table:</p> <ol style="list-style-type: none"> 1) Evening Concert: Military band, brubecks play Brubeck, etc.... 2) Panel Discussion: Civil Rights 3) Exhibit 4) Spotify, Soundcloud played at conference 5) A new small group chart arrangement (grade 3) that is given away to membership. 	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
<ul style="list-style-type: none"> • Get permission from Brubeck family to do chart for conference/membership • Speak with Lou about evening concert at 2020 Conference 	Todd Stoll	

10:10-10:30 AM

JazzSLAM

Todd Stoll, President

DISCUSSION	<p>Opportunity has come to JEN from Mari Mennel Bell (pianist/educator)- her program JazzSLAM in FL. She developed an outstanding outreach program, which serves Title-one schools, with programs designed to support Language Arts and Math teachers.</p> <p>Mari Mennel Bell needs someone to take over this program. She has offered \$200,000 to support project expansion; support goes to any organization that can take this program to a national level. She is hoping that JEN can take this program over. Could be an interesting way for JEN to execute outreach nationwide via area unit involvement. (She gets compensated by schools, and some grant support.)</p> <p>Program is dependent on competent musicians/ lead teachers. Training of teacher is imperative. Training could occur at the conference by Mari Mennel Bell. Roughly one day of training needed.</p> <p>These are one off programs/ assemblies. Can this become</p> <p>Question: Do we take this program on? Contract would be needed.</p> <p>MOTION:</p>
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	<p>Motion to move forward with explore partnership with Mari Bell/JazzSLAM and JEN. Caleb Chapman makes the motion. Ashley S. seconds motion. Motioned carried.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Contact Mari Mennel-Bell to explore JazzSLAM/JEN collaboration	Todd Stoll	3-15-19

10:30-11:57 AM

CCS Fundraising Report

Todd Stoll/Sharon Burch

DISCUSSION	<p>CCS Fundraising interviewed several JEN Board members and created a comprehensive strategic development plan/report</p> <p>With Treb Wingar's resignation, this plan will be valuable for next steps in Development</p> <p>Board Reviews CCS Fundraising Report. And provided feedback/updates</p> <ul style="list-style-type: none"> - History - Who we are: 3 focus areas (Education, performance, Audience Development) - Our Impact - Our Vision - Financials - Interviewed 8 Board members: Impressions of JEN - Benchmarking - Recommendations - Proposal templates for donors <p>This report has been uploaded to JENI. Current Board should know history of JEN Fundraising strategies so that same mistakes are not made.</p> <p>Development History of JEN presented by Caleb Chapman, Mary Jo Papich, and Tim Fellows</p>		
	ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

BREAK (10 min)

11:57-12:23 AM

Marketing Strategy

Todd Stoll, President

DISCUSSION	<p>JEN does not spend all marketing dollars each year. We need more professional and aggressive strategy</p> <p>MOTION:</p>	
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<p>To explore bids for marketing expert firm to build a marketing plan for JEN.</p> <p>Caleb Chapman makes the motion. Diane Marshall Chandler seconds. Motion carried.</p> <p>Board discussion</p> <ul style="list-style-type: none"> ● Revisit Brand Strategy and Messaging document. ● We need to launch a few key initiatives with the CCS and Branding Strategy and Messaging documents in place. ● Parents should have a specified marketing message for membership ● Budgeted \$85,000 total Marketing budget, roughly 30% anticipated spending this fiscal year. 		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Explore bids for marketing expert firm to build a marketing plan	Doug DuBuff	February 1, 2019

LUNCH BREAK - Breakout Sessions

2:09PM - Afternoon meeting called to order

2:10-2:20PM NAFME Jazz Council Report David Kauffman

<p>One year ago, Todd Stoll and David Kauffman recognized historical friction between NAFME. They discussed opportunities to move into partnership. The solution was that JEN President Todd Stoll is currently recognized on NAFME Jazz Council, and NAFME member David serves on JEN Board.</p>		
DISCUSSION	<p>Jazz Council provides advisory to President. Connect resources to JEN members. Mutual benefits for both organizations, complementing each other. NAfME is open to new ways to enhance partnership between organizations.</p>	
	<p>Bob B. suggests having all NAFME advisory council members members of JEN. Can provide a collective jazz education resource to NAFME members Jazz2U can support state MEA, with JEN presenters present.- will multiply impact of JAZZ2U Grant dollars.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE

2:21-2:45PM DIVERSITY & INCLUSION COMMITTEE REPORT Ashley Shabankareh

DISCUSSION	<ul style="list-style-type: none"> ● Increase in membership since last meeting, needs more analysis of membership ● Meeting with Committee Chairs, and see if direction aligns with this committee ● During clinician selection- should be considering diversity and inclusion ● During conference, identify individuals that will support initiatives ● Diversity and Inclusion Plan is needed <p>Does membership understand what we are working on to further diversity and inclusion?</p> <p>Questions/Comments?</p> <ul style="list-style-type: none"> ● We need to address <i>why</i> this is an issue that needs to be addressed? ● What % of K-12 students are identified as White? 48%, which is the first time in history it has dipped below 50%. Music programs/quality look different across racial demographic lines. This is one of the most important things we can do over the next 5 years. This will need to include a balance. ● Terri Lynne Carrington and Tia Fuller should be considered for keynote speakers for future conferences. ● How do we engage with HBCUs and Black Caucus for input around Diversity and Inclusion. 		
	ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
	We will provide a diverse clinician list		

2:15-3:16 PM

JENERATIONS JAZZ FESTIVAL

Todd Stoll, President

DISCUSSION	<ul style="list-style-type: none"> ● Scott Wilson and Rob Klevan - currently select clinicians for JJF <p style="text-align: center;">How can we improve the selection process form JJF?</p> <ul style="list-style-type: none"> ● How do we currently select clinicians for JENerations Festival? ● Rob and Dell (scheduling) will be here at this festival. ● Board can provide selection committee with lists of clinicians that will add diversity. ● Board notes that there are some logistical element to getting clinicians to participate due to scheduling, etc. ● Should the Board comp badges of clinicians (3-4 registrations), tweak the model to encourage diversity? This change may reduce the number of clinicians. ● Roughly 40 bands will participate this year <p>JEN Board would like to change the selection process immediately to see more clinician diversity.</p> <p>This comes down to overall policy. Any policy changes the JEN Board adopts needs to occur before deadline (Feb 1st).</p> <p><i>*Tabled discussion</i></p>		
	ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
	Diversity policy for clinician selection	JEN Board	Wednesday, Jan 9

3:16 PM - 3:35 PM

Women in Jazz Committee

Natalie Boyink

DISCUSSION	<p>KEY INITIATIVE #1: The WIJ Committee aims to increase female participation in JEN & in jazz through the new Sisters in Jazz Collegiate Combo Competition. Led by Ellen Rowe.</p> <p>-Great start for this first year with roughly 40 applicants. Robust in vocals and woodwinds.</p> <p>-The committee would like more brass and rhythm section players apply to the Sisters In Jazz Competition.</p> <p>-The Sisters In Jazz Combo Competition rhythm section will also be the house rhythm section for women/female jam session on Wednesday.</p> <p>-The ensemble will also record an album, including roughly 5 tunes total.</p> <p>-Participants must be members of JEN. Will try to recruit at the meet and greet event, jam session opportunity.</p>		
	<p>KEY INITIATIVE #2: The WIJ Committee aims to be a supporter and promoter for Jazz Girls Day events held around the United States.</p> <ul style="list-style-type: none"> • Would like for JEN to serve as a resource to assist development of Jazz Girls Day across the country. • Assist with marketing efforts to get Jazz Girls Day off the ground. (Would like to get Grace Kelly involved with effort to contribute in this area.) <p>KEY INITIATIVE #3: The WIJ Committee aims to advocate for the involvement of women in jazz education at all levels and in all contexts, including jazz festivals and jazz camps.</p> <ul style="list-style-type: none"> • Committee is interested in exploring drafting language to adopt inclusiveness/mandatory participation of women at jazz camps and festivals 		
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE	

3:35 PM - 4:01PM

JazzED DISCUSSION

DISCUSSION	<ul style="list-style-type: none"> • JazzEd Magazine was highly involved at JEN's inception, producing the conference guide. JEN had 8 pages of content in JazzEd Magazine monthly. They are responsible for partial JEN success. JazzEd had a change in ownership, which impacted JEN's relationship with the magazine.. • JEN switched publishers, and currently shares publishing with JazzEd, JAZZ Times, Downbeat. Downbeat is currently provided with JEN membership benefits. • Mary Jo Papich and Todd Stoll spoke with JazzEd, regarding returning to the monthly magazine as conference's primary publisher. JEN had opportunity to partner with all magazines by broadening reach, so it did. • New contracts are needed this summer, so this would be a good time to reconsider the partnership with JazzEd.
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	<ul style="list-style-type: none"> • JazzEd would like to be official exclusive publisher, and they would like booth and passes for JEN conference shows. • We need financial value and expense to manage companies (on program book, etc) to make this decision. <p><i>Which partner will help drive our membership?</i></p> <p>Considering Downbeat</p> <p>MOTION: Motion that JEN reaches out to Downbeat with proposal to be sole provider of JEN Conference guidebook and strategic publishing partnership.</p> <p>Bob B. Caleb Chapman seconds. Motion carried.</p> <p>Will need to tie up loose ends with JazzEd after discussion with Downbeat.</p>	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Should meet with Downbeat Magazine (Frank) to discuss proposal.	Todd Stoll	EC meeting in March 2019

4:01 PM - 4:38 PM

European Conference Proposal

Mary Jo Papich

DISCUSSION	<p>Kristin Marion/Philippe Martel - French musicians leading JEN France, 1500 likes on Facebook JEN European Conference - Aug 10-12, 2020</p> <p>Anney, France location, Imperial Palace would host conference Imperial Anney Jazz Festival already exists.</p> <p>Possible Attendees: European participants International Association of Jazz Schools and others Registration- 3 day pass, 100 euros</p> <p>JEN Geographic Unit?</p> <p>How do we manage/organize JEN affiliated groups? Dan will speak with attorneys to get more understanding. How is the logo treated? Copyrights needed?</p> <p>We need policies regarding these issues, geographic unit membership?</p> <ul style="list-style-type: none"> - To start, JEN France should become an official unit of JEN. - Consider creating a task force on this issue 	
ACTION ITEMS	PERSON RESPONSIBLE	DEADLINE
Task Force has been created. Will meet to work through issues.	Bob Breithaupt	This week

January 8, 2019

4:38PM - 5:00PM **CONFERENCE WALK THROUGH**
Meeting Adjourned at 4:38pm by President Stoll until January 9th