

Jazz Education Network
2023 08 Aug 12 JEN Board Meeting
August 12, 2023
11:00 am-1:00 pm Eastern Time

In attendance:

Absent: Christopher Walker, Mary Jo Papich, Todd, Sean,

1. Welcome - Lonnie Davis - (5 minutes)

2. Approval of minutes - David Kauffman (5 minutes)

- A. May 20, 2023 Board Meeting Minutes
- b. March 2023 Board Meeting Minutes

MOTION: To approve made by trineice, seconded by MJ. the motion passed

3. JEN board members vote/ Officers vote - Lonnie Davis (3 minutes)

MOTION: To approve new officers, VP Trineice, Laura as Treasurer. Motion made by David, seconded by Dustin. The motion passed.

4. Conference Update - Dr. Lou Fischer (15 minutes)

CONFERENCE OFFERINGS:

Reduced offerings from previous years to assist with making choices for attendees a bit easier to manage

- No daytime events on Wednesday
- 4 stages (reduced from 5) = 60 performances
- 5 clinic rooms (reduced from 7) = 59 clinics
- 3 JJF venues = 54 slots SOLD OUT as of early August/6 ensembles on waiting list presently
- 5 clinics earmarked to be filled by local sponsors such as Preservation Hall Foundation or NOJM
- JAM session = 12 (4 per night/Wed, Thur, & Fri only)
- Research Slots = 11 (Thursday 9am-3:30pm/Poster session immediately follows 3:30pm-5:30pm)
- Exhibits: Room for 163 tables, 8x10 booths, and 10x10 booths, combined
- Registration opens Wednesday evening 6pm

CONFERENCE BUDGET CONSIDERATIONS between 2023/2024:

- REMINDER: JEN did not pay State Sales Tax on housing in Florida (one-time event for JEN)
- 2023: Projected Cost: \$80.50 vs. Actuals (excluding State Sales Tax = \$66.9k)
- + \$10k Kissimmee Incentive
- + \$2,760 Wyndham Check is on the way from our mailing service to Sharon for deposit

- Room rates are higher in 2024 than last year
 - 2023: \$194/\$138 vs. 2024: \$209/\$140
 - Estimated at \$61.3k
 - Already reduced the housing budget by \$25k this year for the Board (1)/Staff/Key full-time volunteer personnel allotments.
 - This is how we achieved that reduction:
 - *Board arrival into New Orleans is scheduled for Tuesday 1/2/24
 - *Staff arrives Tuesday 1/2/24
 - *Full-Time Essential Full-Time Personnel/Coordinators arrive Tuesday 1/2/24
 - *Remaining Full-Time volunteers arrive Wednesday as usual
 - *Reduced housing allotments for Award Recipients to 2 nights each
 - *Reduced SIJ/YCS Selectees back to Double Occupancy

IMPORTANT NOTE: Housing costs would have been \$86.1k without the above reductions
Production Costs are what they are and many are set in our contract when negotiated at substantially reduced rates already.

- AXXIS: Contract reduced by a \$32k non-profit discount in the contract each year/5 yr. contract
- Freeman: only as needed at long-term negotiated rates/5 yr contract
 - *The rise in Fuel costs impacted the contract negotiations on this last cycle considerably
- Electrical cannot be controlled and is passed on to us by hotel for the stages
- Rigging controlled by contract
- Hotel Contract Specifics:
 - *attrition rate controlled by contract
 - Substantially lower than most contracts/avg. is 80-85%. JEN has a 50% attrition rate
 - Complimentary Exhibit & Event Space
 - *Other amenities such as internet in registration; JENeral Store and Board room; reduced parking; comp airport transportation whenever possible

Hotel contract for 2028 is very solid and ready for board approval at a future date.

Discussion: Board should plan to arrive in time for morning meetings on Wednesday. Many thanks to Lou for the detailed update and working to reduce costs.

5. Jazz Education Foundation update - Tim Fellow (20 minutes)

Planning to announce the foundation at the conference or before

NEXT STEPS - AUGUST 2023

Decide on Foundation programming at the New Orleans JEN Conference (**now**)

Submit 501c3 exemption application to IRS (**August 25th**)

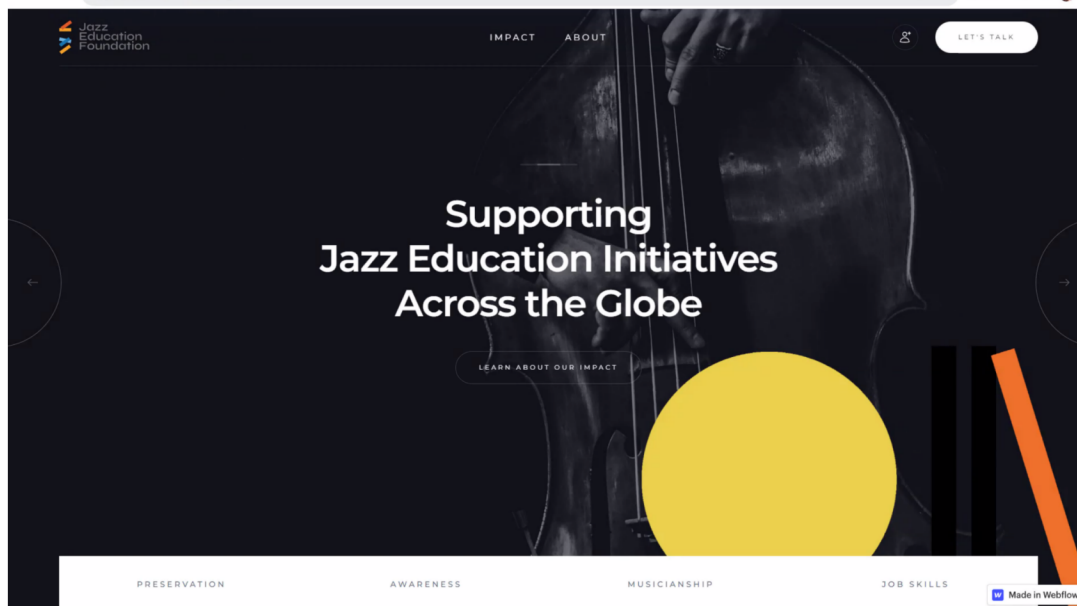
Launch website and online reference materials (**end of August**)

Extend official invitations to initial board members with board vote (**early September**)

Launch institutional partner campaign (**early September**)



- Initial JEF board meeting during the conference. Possibly on Saturday, with the announcement at the Saturday night concert.
- Submission of paperwork for the 501c3 is shortly forthcoming.
- Website launch and reference materials (donor-specific) are live for the board to leverage when the time comes.
- Extend official board invitations in early September. Invite would include details for the NOLA conference.
- Funding campaign- goal is to solicit institutions for modest support amounts.



Intention of the website is to be transparent about the purpose of JEF.

Budget confidence is high, with firm commitments to 75% of the number. This does not include institutional asks that have been stated before.

6. Finance - Laura Gentry (20 minutes)

a. Financial Readout

PRELIMINARY

Note: Cash basis presented here – note that there are some differences vs accrual basis

Key financial updates: July 2022-June 2023

Financial highlights

- **Overall:** Net Operating Revenue is ~\$(96K) fiscal YTD through June vs budget of ~\$(75K). Originally estimated a loss of ~\$(110K) for the year.
- **Revenues:** ~\$549K through June vs budget of ~\$664K (~\$116K below budget)
- **Expenditures:** ~\$645K through June vs budget of ~\$739K
- **Cash position:** ~\$172K through June 30 Total current assets ~\$270K

Other updates

- Welcome Laura Gentry as new JEN Treasurer!
- FY24 Budget being finalized – for discussion today
- NEA grant distributed
- Illinois State Recovery fund distribution application submitted (\$5K+)

YTD Actuals vs Budget (July 2022-June 2023)

Note: Cash basis presented here – note that there are some differences vs accrual basis

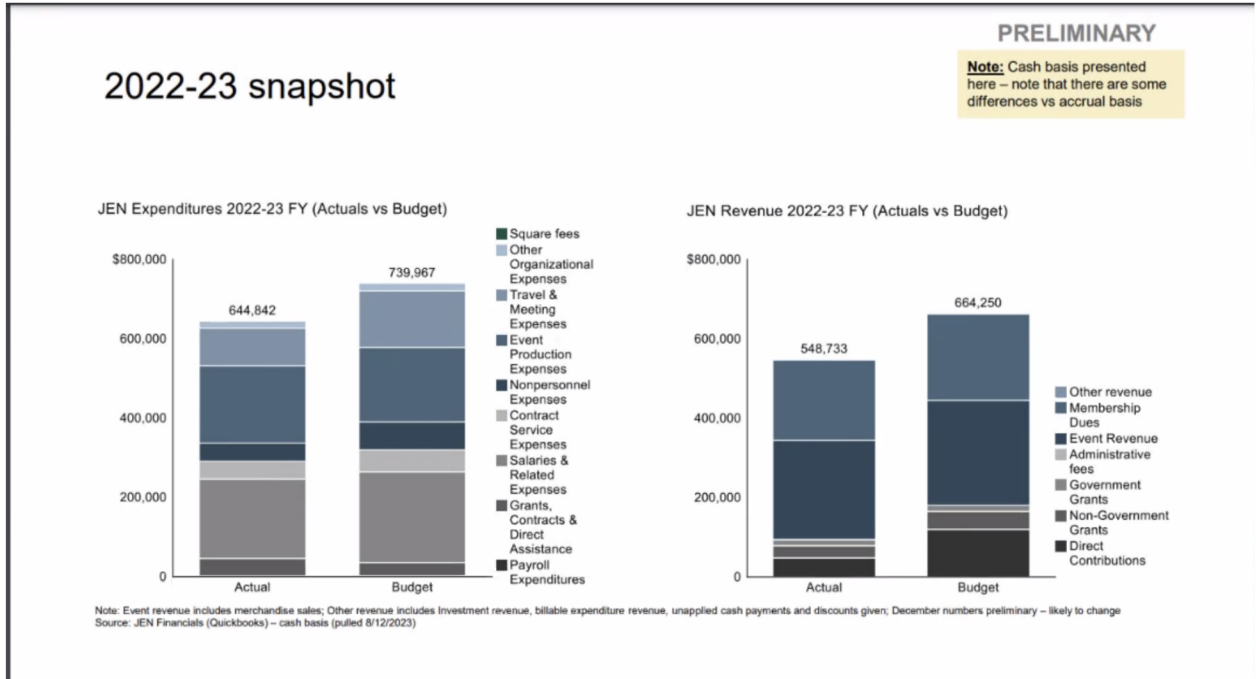
	Basis for FY23 Budget	YTD Actuals	YTD Budget	Actuals % over budget	Actuals \$ over budget
Revenue		Total			
4000 Direct Contributions	<i>Assumes spring/fall fundraising campaigns and additional donor giving (\$120K total)</i>	47,650	120,000	-60%	-72,350
4400 Non-Government Grants	<i>Herb Alpert grant; \$20k in additional grants</i>	31,000	45,000	-31%	-14,000
4500 Government Grants	<i>Includes NEA grant distribution; Assumes no further grants</i>	15,000	15,000	0%	0
4900 Administrative Fees		975	0		975
5100 Event Revenue	<i>Assumes ~1065 registrations across members/non-members</i>	249,153	265,466	-6%	-16,313
5200 Membership Dues	<i>Based on membership mgr. projections</i>	203,156	217,314	-7%	-14,158
5400 Investment Revenue	<i>Includes investment return from Aebersold endowment</i>	0	1,260	-100%	-1,260
5900 Other Revenue	<i>No loan forgiveness assumed (e.g., PPP)</i>	2,388	185	1193%	2,203
5300 Merchandise Sales		(1,241)	0		(1,241)
Expenditure Revenue		652	25	0%	627
Total Revenue		548,733	664,250	-40%	-115,517
Expenditures					
6100 Payroll Expenditures		1,348	1,926	-30%	-578
7000 Grants, Contracts & D.A.		44,266	33,082	34%	11,184
7200 Salaries & Related Exp.	<i>Includes interim ED, Development Director</i>	200,380	229,030	-13%	-28,650
7500 Contract Service Expenses	<i>Includes consultant services to support transition to interim staff</i>	44,734	55,190	-19%	-10,456
8100 Nonpersonnel Expenses	<i>Includes fundraising and marketing expenses</i>	45,781	71,343	-36%	-25,562
8200 Event Production Expenses	<i>Based on conference coordinator projections</i>	195,631	187,756	4%	7,875
8300 Travel & Meeting Expenses	<i>Based on conference coordinator projections</i>	94,368	142,388	-34%	-48,019
8600 Other Org. Expenses		18,122	19,252	-6%	-1,130
Square Fees		211	0		211
Total Expenditures		644,842	739,967	-13%	-95,125
Net Operating Revenue		-96,109	75,717	27%	-20,392

-We are below our projected loss at this time.

-We've had board meetings since January. High-level changes were Registration increases, conference applications, and membership fees.

-For FY24, the organization needs to find ways to close the gap between revenue and expenditures.

-Cash position at year end has a stated goal of 3 mos. Avg. operating expenses. As of right now, sitting at 2.6 mos. operating cash. Goal should be to build it back up, with the ultimate goal being 6 mos. Cash on hand.



Jazz Education Network

Statement of Financial Position

As of June 30, 2023

		Total
ASSETS		
Current Assets		
Bank Accounts		
1000 Cash		
1010 Chase Checking		173,428.30
1012 BOA Checking - 1705		0.00
1070 Event Cash		0.00
1072 Bill.com Money Out Clearing		-1,211.09
1073 BOA Savings		0.00
Total 1000 Cash	\$	172,217.21
Total Bank Accounts	\$	172,217.21
Accounts Receivable		
1100 Receivables		
1110 Accounts Receivable (A/R)		0.00
Total 1100 Receivables	\$	0.00
Total Accounts Receivable	\$	0.00
Other Current Assets		
1500 Vanguard - Endowed Scholarship Fund		90,243.43
1510 Hyatt Gold Passport Points		3,072.14
1599 Undeposited Funds		4,197.66
1700 Prepaid expenses		0.00
Total Other Current Assets	\$	97,513.23
Total Current Assets	\$	269,730.44
Fixed Assets		
1600 Machinery & Equipment		2,544.94
1690 Accumulated Depreciation		-2,544.94
Total 1600 Machinery & Equipment	\$	0.00
Total Fixed Assets	\$	0.00

Total Other Current Assets	\$	97,513.23
Total Current Assets	\$	269,730.44
Fixed Assets		
1600 Machinery & Equipment		2,544.94
1690 Accumulated Depreciation		-2,544.94
Total 1600 Machinery & Equipment	\$	0.00
Total Fixed Assets	\$	0.00
Other Assets		
1810 Other Long-term Assets		
1811 Website		4,739.36
1819 Accumulated Amortization		-4,739.36
Total 1810 Other Long-term Assets	\$	0.00
Total Other Assets	\$	0.00
TOTAL ASSETS	\$	269,730.44
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Other Current Liabilities		
2020 Unearned revenue		26,690.00
2100 Payroll Liabilities		0.00

- b. JEN Balance Sheet
- c. JEN Budget vs. Actuals
- d. FY 24 Budget

-Jesse and Christopher have updated numbers that will affect the budget. The budget vote will be postponed until after those numbers can be entered and reflected in the FY24 budget.
 -Updated financial docs will be in Govenda on Monday.

The vote will be Saturday, Aug. 19, 11am Eastern

Discussion: increasing the size of JJF could potentially increase the net profit of the conference. We already have 5 on a waitlist, with 3 that have contacted Jesse. Marketing to local schools hasn't even begun yet. The general consensus of the board is very positive.

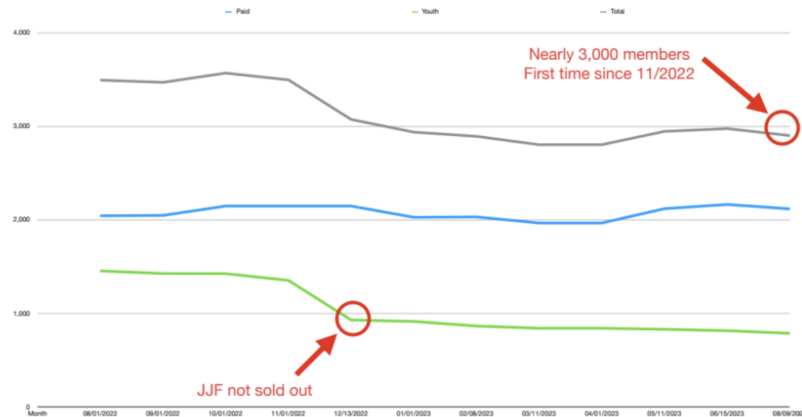
7. Membership & Marketing Update - Jesse Nolan (15 minutes)

Comparative Membership Breakdown

Membership Type	08/09/2023	06/15/2023	2-mo change	As of 08/12/2022	12-mo change
Full Individual	1,079	1,087	(8)	972	107
Full Monthly	233	256	(23)	221	12
Chapter	48	52	(4)	58	(10)
eJEN	657	666	(9)	711	(54)
yJEN	783	811	(28)	1,450	(667)
Corporate	33	36	(3)	28	5
Institution	63	63	0	49	14
Total	2,896	2,971	(75)	3,489	(593)

12-Month Membership History

Month	Paid	Youth	Total	1-mo Change
08/01/2022	2039	1450	3489	
09/01/2022	2043	1422	3465	(24)
10/01/2022	2143	1421	3564	99
11/01/2022	2143	1349	3492	(72)
12/13/2022	2143	926	3069	(423)
01/01/2023	2023	910	2933	(136)
02/08/2023	2027	861	2888	(45)
03/11/2023	1962	837	2799	(89)
04/01/2023	1962	837	2799	0
05/11/2023	2115	826	2941	142
06/15/2023	2160	811	2971	30
08/09/2023	2113	783	2896	(75)
1-yr Change	74	(667)	(593)	

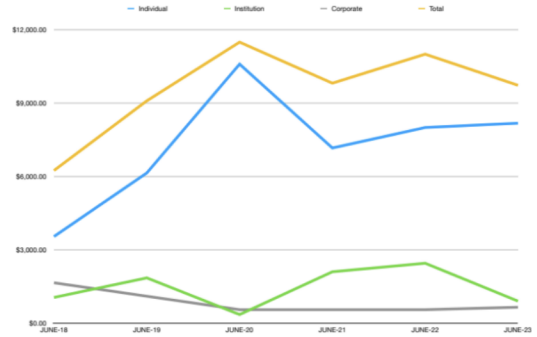


Fiscal Year 2022-2023 Membership Sales

Membership Category	JUL-22	AUG-22	SEP-22	OCT-22	NOV-22	DEC-22	JAN-23	FEB-23	MAR-23	APR-23	MAY-23	JUNE-23	TOTAL
Individual	\$7,413.00	\$10,659.00	\$16,831.00	\$13,033.00	\$10,969.00	\$13,053.00	\$14,638.65	\$7,107.00	\$14,519.00	\$34,121.00	\$11,972.00	\$8,178.00	\$162,493.65
Institution	\$350.00	\$1,050.00	\$5,309.00	\$3,500.00	\$2,100.00	\$1,050.00	\$350.00	\$700.00	\$1,400.00	\$3,150.00	\$1,350.00	\$900.00	\$21,209.00
Corporate	\$1,100.00	\$2,750.00	\$4,950.00	\$3,859.00	\$550.00	\$1,100.00	\$0.00	\$550.00	\$550.00	\$1,300.00	\$3,250.00	\$650.00	\$20,609.00
Total	\$8,863.00	\$14,459.00	\$27,090.00	\$20,392.00	\$13,619.00	\$15,203.00	\$14,988.65	\$8,357.00	\$16,469.00	\$38,571.00	\$16,572.00	\$9,728.00	\$204,311.65

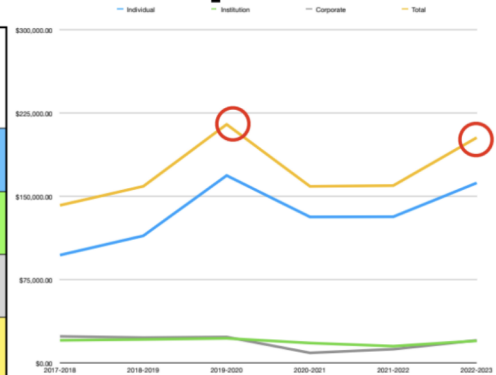
Historical June Membership Sales

Membership Category	JUNE-18	JUNE-19	JUNE-20	JUNE-21	JUNE-22	JUNE-23
Individual	\$3,543.00	\$6,143.00	\$10,594.00	\$7,164.00	\$8,002.00	\$8,178.00
Institution	\$1,050.00	\$1,850.00	\$350.00	\$2,100.00	\$2,450.00	\$900.00
Corporate	\$1,650.00	\$1,100.00	\$550.00	\$550.00	\$550.00	\$650.00
Total	\$6,243.00	\$9,093.00	\$11,494.00	\$9,814.00	\$11,002.00	\$9,728.00



6-Year Fiscal Comparison Membership Sales

Membership Category	2017-2018	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Individual	\$97,412.01	\$114,807.00	\$169,062.50	\$131,773.25	\$131,949.25	\$162,367.65
Institution	\$20,650.00	\$21,450.00	\$22,400.00	\$18,195.00	\$15,400.00	\$20,196.00
Corporate	\$24,200.00	\$23,100.00	\$23,650.00	\$9,340.00	\$12,650.00	\$20,600.00
Total	\$142,262.01	\$159,357.00	\$215,112.50	\$159,308.25	\$159,999.25	\$203,163.65



THE BIG NEWS: WE ARE BACK in range of PRE-COVID membership revenue levels (> \$200K/year)

Fiscal 2022-2023 Membership Goals Update

Membership Type	As of 08/12/2022	As of 08/09/2023	12-mo Change	Goal as of 07/01/2023	Difference
Full Individual	972	1,079	107	1,100	(21)
Full Monthly	221	233	12	275	(42)
Chapter	58	48	10	90	(42)
eJEN	711	657	54	900	(243)
yJEN	1,450	783	667	1,100	(317)
Corporate	28	33	5	50	(17)
Institution	49	63	14	65	(2)
Total	3,489	2,896	593	3,580	(684)

Final Outcome

While our paid membership has grown over the last 12 months, we still fell 367 paid memberships short of stated goal for the fiscal year. Goals will be revised for the 2023-2024 fiscal year.

Email Marketing Statistics - July

Total Contacts: 48,426 (+55 since 06/01/23)
 Total Subscribed: 34,136 (-239 since 06/01/23)

# Sends	# Opens	# Clicks	# Unsubscribes	# Bounces	Open Rate	Click to Open Rate	Click Rate	Unsubscribe Rate	Forward Rate	Bounce Rate	Revenue
69,478	11,025	2,480	47	138	15.87%	22.49%	3.57%	0.07%	0.00%	0.20%	?

Social Media Marketing Metrics - ROAS (All Time)

Campaign	Amount Spent	Purchases	Cost Per Purchase	Purchase Conversion \$	ROAS
Master Purchase Campaign	\$5,748.00	138	\$41.65	\$10,284.00	1.79
Master Retarget Campaign	\$3,796.51	83	\$45.74	\$4,926.00	1.30
Master Development Campaign	\$2,029.15	66	\$30.74	\$5,780.27	2.85

Campaign	Amount Spent	Engagements	Cost Per Result	Reach	Impressions	Frequency	Purchases	\$	ROAS
Master Post Engagement Campaign	\$3097.24	279,093	\$0.01	293,064	981,311	3.3	59	\$4,870	1.57

Registration

24 Exhibitor Reg - \$15,290
35 Registrants - \$7,150
49 JJF Groups - \$9,375
Total = \$31,815



8. Annual JENeral 2023 Membership Meeting, August 30 online - Jesse Nolan (5 minutes)

9. Development Update (5 minutes)

- a. Development Report slides
- b. Development Report
- c. (Development) Sponsorship Information Packet

10. EXECUTIVE SESSION - Lonnie Davis (15 minutes) tabled until next meeting, so budget can be updated

11. Budget Vote - Laura Gentry (15 minutes) tabled until next meeting, so budget can be updated

Motion to adjourn. Motion made by David, seconded by Laura.