

July 9, 2016 Symphony Board Meeting Minutes

Call to Order: 10:06 a.m. at the Snowflake Fire Station.

Opening Prayer: Lori Dewitt.

Roll Call: James Stevens; Joe Bushman; Allanna Jackson; Antoinette Irwin; Anna McCleve; Lori DeWitt; Galen Wilkes, Kenneth Dewitt and Diana Durham.

June Minutes:

Galen Summarized Minutes from last meeting.

James moved to adopt the June Minutes.

Motion passed.

Diana Durham presented a proposal for Marketing WMS and Fund Raising Methods for WMA. Diana outlined her suggestion in detailed Memorandum. It is attached to the minutes and made a part of the minutes.

Diana's Memorandum contained the following suggestions:

General Suggestions.

1. Increased Publicity to make public aware of WMS.
2. Have in Each Performance Program a short segment informing the audience about Music Is.
3. Fund Raising:
 - a. Increasing new donors by 20 per cent.
 - b. Expand fund raising events.
 - c. Seek corporate funding.
 - d. Seeking Grants. Diana identified Lee Wille as a person experienced in grant writing to assist WMS in grant writing. She has others, who can assist in distributing flyers.
 - e. At each Performance, have a Corporate Sponsor.
 - f. Increasing ticket sales.
 - g. Raising Donation Levels.
 - h. Create new fund raising programs.
 - a. Sell season tickets at Licano's fund raiser dinner.
 - b. Allow a season ticket holder to bring a friend.
 - c. October 8 Patriotic Concert
 - sell flags for a donation

--seek donations in lobby before the performance, i.e. "pass the hat."

d. December 3 Christmas Concert

--Chili and corn bread supper

--Orchestra members contribute chili makings, etc.

e. April 15 Concerto/Composes/Concert

--Sell cupcakes or cookies after performance

f. June 10 Pops Concert

--Raffle

--Sell Raffle tickets throughout the year

4. Increase contacts with business/personal contact

Have a commercial sponsor for each concert.

Increase Advertising fees.

5. Update Strategic Plan for WMS

--have a committee appointed to update the Strategic Plan for WMS. The Strategic Plan Committee requires at least 5 members.

--Galen moved to have a Committee with no less than 5 members to address and compose WMS' Strategic Plan. James seconded the motion. The Motion passed.

--Allanna and Anna volunteered to be committee members.

--Diana volunteered to be on the committee.

--Diana suggested that Lee Wille serve on the committee based on his prior experience in non-profit organizations—he also has experience in grant writing.

6. Preparing an e-mail list of patrons.

7. Projects that WMS should reach a budget of 30,000 to 40,000.

Finances:

1. Allanna and Anna have obtained the following financial aid from the following:

Arizona Commission on the Arts - \$ 3000

City of Show Low - \$ 2000

Town of Snowflake - \$ 1000

Town of Taylor - \$ 500-\$1000 - (Don't know for sure yet)

James reported that at the end of the fiscal year, WMS was \$4,472 in the black—as opposed to \$600 last year! Part of this can be attributed to not having a business manager and fewer purchases of music. Expressed a need for a business manager.

1. James presented to the WMS Bd.:
 - a. Profit & Loss Budget vs. Actual for July 2015 through June 2016;
 - b. Profit and Loss Detail July 2015 through June 2016.
 - c. Budget for WMS for 2016 through 2017.
 - d. Galen moved to adopt the 2016-2017 Budget as presented and amended by James for the fiscal year of 2016-2017. The motion was seconded by Joe and passed. The WMS Board accepted the 2016-2017 WMS Budget.
 - e. Budget for WMS for 2016 through 2017 are attached to the minutes of the July 2016 WMS Board Meeting.

Arts Alliance of the White Mountains -membership will be paid by Galen.

WMS Board elected Allanna Music Librarian.

Close

Anna moved to adjourn.

Galen seconded. Motion passed.

The August 13, 2016 Meeting will address By laws and Voting and Strategic Plan.

Next meeting Aug. 13, 2016 @ 10:00.