

## **Marin Music Chest Board Minutes**

November 1, 2013

Present: Joe Angiulo, Carolyn Ashby, Jim Boitano, Stan Bransgrove, Rob DeNunzio, Michael Gerling, Robert Greenwood (Bob), Phil Hicks, Elaine Johnson, Phyllis Mart, John Rando, Michael Struck, Corinne Swall, Kristin Womack

Not Present: Gwyneth Lister, Jan MacNichols, Virginia Pierce, Nancy Scott.

Meeting called to order at 9:33 a.m.

Minutes approved from last meeting

Bob said that we need to keep hard copies of minutes. Michael G. will do that.

President's statement—We should change our focus from trying to increase the number of audience members to making sure that the community knows more about MMC. We need more outreach programs. Right now our audience is that of a middle school play. Each board member needs to expand his/her list of contacts for donors. Adding personal comments to letters helps. Personal contact is only way to expand audience. The Mill Valley Chamber Music Society's subscription list is down to 209.

### Treasurer's Report

Elaine adjusted Wells Fargo Bank balance as per statement  
Payments made to MVCMS for ad and Michael S. for website  
Jim moved-Bob seconded—report accepted

### Committee Reports

Auditions: Michael S. has put all required pieces for musicians on website.

Auditions—Juniors on 3/8/14 and Seniors on 3/22/14

Finance: Kristin is off as chairman of the finance committee and Elaine will take over as chairman.

Social Media: Rob said there is not much activity on our Facebook page. Board members need to like MMC in order to inform our friends. We need to engage previous winners on Facebook.

Rob suggested that Social Media Ad Hoc Committee become a regular committee and board members need to become familiar with social media and use it to promote MMC No action taken.

Rob said all his students still have Facebook accounts.

Elaine stated that publicist, Kim, is still making good notifications on concerts on Facebook.

Bob concerned about the Marin Symphony ad because it is too busy and has too much information. He would like someone else to do a “jazzier” job.

Elaine will contact Kim for advice on who might do a “professional” job. Needs to be done by January

Fundraising: Kristin presented the fundraising packet developed with Gwen. Document was discussed but no decisions were made about how to implement it.

Bob wants to raise money to increase the endowment.  
Jim stated big groups are more likely to give to scholarships, but won't give to endowments. He wanted to know if increased funds would go to either larger scholarships or a greater number of them.  
Joe said that we won't lessen standards but would increase the amount.

Bob said the two \$5000 awards were because of a windfall.  
Joe thought we needed a funded scholarship.

Michael S. will explore a special concert at San Domenico for an exceptional musician.

#### New Business:

Joe wanted to know if we should change the September meeting date to the third Friday. It was decided that it would make no difference. Stay with first Friday after first Monday.

Joe stated we needed a new finance chair. Elaine will do it.

Alpha list was passed out by Bob. Board members are to review it and

make corrections and email them to him.  
Elaine and Bob will add an email request with the donation envelope.

Old Business:

Joe wants to return to the Marin Art and Garden room if the cost is reasonable. Elaine said former relationship was not good. The general opinion was that a \$50 meeting fee would be reasonable.

Phil said we have the Wells Fargo room reserved through July, 2014, and there is no difficulty booking it.

Donor Letter and Lists:

Elaine and Joe will have Virginia and Elaine review the donor letter. Bob said the Master Donor List will just be donors with corrections. Carolyn will supply married names of former winners.

Other business:

Corinne informed us that the Marin Arts.org is compiling a comprehensive arts calendar which will include music. She would like us to each donate \$10.

Joe informed us of the Wednesday noon free concerts at 142 Throckmorton, Mill Valley.

Meeting adjourned at 11:00 a.m.

Phil Hicks, acting as secretary