

ASTA Meeting 6/7/17
ASU School of Music

Jonathan calls meeting to order at 3:03

Members Present- Toru Tagawa, Amanda Hartley, Jessica Breen, Ted Buchholtz, Mary Ann Ramos, Danica Terzic, John Haggard, Jonathan Swartz

-**Jonathan** reviews agenda for 6/7/17 meeting

-**Ted** moves to approve agenda, **Toru** seconds.

Jonathan motions to approve meeting minutes from last meeting **Mary Ann** seconds.

Symposium Overview:

Recommendation is that we look to the Fall Workshop to include ideas for the Symposium. Jonathan spoke with Terri about changing workshop around to include Symposium ideas. Keeping the Fall Workshop structure but offering more opportunities to bring in added attendance.

-Current Fall workshop will use local talent.

-Modest Honorarium (around \$100 each).

-If enrollment is high that may be increased.

-Up to 5 local guests, the committee will figure out the content.

-The date is reserved for October 7th.

-Alternate dates are Sept. 9 or Sept. 16. (Highland High School retreat conflict on 9/9)

(ACTION) **Jonathan** will ask Terri if August 26 (1), or 9/16 (2) will be acceptable dates for the Fall Workshop.

Jonathan reviews the Calendar of Events-

Everyone has weighed in on the dates.

The main concern is conflicts with events on the same day. Last year there were 4 events on one day. Separating events would be best. Fiddlefest and Violacademy are still conflicting. Dates are complicated and there is no alternate date for Violacademy. If Fiddlefest would ever like to move to one of the ASU audition days it would help the calendar.

ASTACAP- Tucson date is earlier than what has been done in the past. Jonathan asks if it's too early? Toru says it is too early- May is too hard for the students. Danica asks why Tucson is earlier. Amelia is in charge of the ASTACAP- location TBA.

(Danica) We would like to hear the opinion of other private teachers about the date. 2nd or 3rd week of April would be better because of exams, etc.

Flagstaff has not been involved- Jackie could speak to that. If there are Flagstaff people they should bring them to PHX.

Jonathan- this year was a huge transition in website design. Everything was successful, but at the latest moment for the events. All events have registration forms have been created except Fall Workshop.

We are aiming for event forms/information to be posted on the Website on August 1st.

Ted reminds the group that we should have an ASTA reception at the AMEA Conference. We are required to have 2 general information meetings- one at Fall Workshop, one at another time.

Membership Update-

Membership in ASTA Nationally is down. Even though membership was on the radar last year, it did not happen.

This year should we have a social event to bring a friend?

Toru- socials could happen in multiple locations.

Jessica- Have ASTA information at each of the ASTA events.

Danica- most people know about ASTA but do not want to sign up.

John- Public School teachers have to pay to be a member of NafMe to participate in festivals, so we need to make it worth it to teachers.

(ACTION) Jonathan- Southwest Strings discount needs to be advertised. Community events to bring everyone together. Presenting ASTA to High School Students.

Jonathan is hoping to put more energy into the membership issue and will be working with the membership chairs.

John- Does the website have a forum section?

Ted- When looking at elections we promote from within and bring in from outside for other opportunities.

***Possible Communication Chairs- Amy Bennett, Dillon Suehilo, Greg Nichols**

Toru- we also need to branch out to people who are not string players that teach strings and recruit.

(ACTION)Toru will approach Dillon about becoming the communication chair.

Jonathan wonders if the email should fall under the communication chair or if it should continue being the job of the President.

Ted states that there is nothing in the rules that says that we cannot give the communication chair the job of sending emails.

Group is in favor of placing the responsibility of sending emails with the communication chair.

Toru- It would be great to have a list of teachers that have received the award in the past.
Possible award recipients for classroom teacher of the year-

Darlene Wedington Clark, Karalee Hagen, Terri

***Karalee Hagen is the top choice for John, Jessica**

Is there a need for a historian? There should be a list on the website.

***Ted moves that we nominate Karalee Hagen as the outstanding school teacher award, John Hagard seconds. All in favor.**

Toru motions that we award Darlene outstanding school teacher award only if Karalee has not received it, Ted seconds motion. All in Favor-Mary Ann obtains.

ELECTIONS:

President and Secretary must be re-elected.

ADVERTISING:

Jonathan- we never really came up with advertising or cost information. With bringing on a new communication chair, these responsibilities can be combined.

The cost factor. Do we want to load up our website with who wants to advertise. What are the limitations. In the past the advertising sponsors were on the sidebar and were allowed to bring publicity materials to the event.

There is opportunity to have an anchor sponsor for any of our events. We need to re-examine the continuity of it.

\$200 sidebar on website

\$400 banner on email

\$250 square ad

\$300 med. rectangle ad on email blasts

(ACTION) Jonathan will create an email with ideas for advertising. Sponsors for t-shirts, for example.

TREASURER'S REPORT:

Amanda- Treasurer's Report

(See Link)

<https://docs.google.com/spreadsheets/d/17Zka1XHP0aqGAcmlfpMdLBGfLJoASMHQUG4CY-B0-FPc/edit?usp=sharing>

Jessica- Follow up with Mark about Cellobration expense report.

Fall Workshop expense report has not been recorded. Amanda asked Terri if she filled it out and she said no.

Mary Ann- what is the procedure for creating an event?

Jonathan- send email with proposal and budget. We like to see that the event is able to pay for itself.

Amanda- all ASTACAP were in the red. (Certificate fee was doubled)

(ACTION) Jonathan will speak with Patricia about providing an expense report for the ASTACAP phx.

Jonathan- should we raise the cost of ASTACAP \$5 to offset the increased cost for certificates?

The board agrees that we should raise it \$5.

What is the attendance at ASTACAP- Ted, how do we enable ASTACAP to thrive?

Toru, ASTACAP changed the syllabus.

Ted- how much is National promoting ASTACAP.

Jonathan says they are working on improving it. National has a new website and an entirely new staff. With the number of tasks they have not focused on ASTACAP.

Jonathan thinks that that membership is their main focus now.

NEW BUSINESS:

Jonathan-

Establishing a budget for Fall Workshop.

Clinician

Lunch

Jonathan proposes a budget of \$1000.

Ted moves to make the budget \$1500, Toru seconds. All in favor.

Ted is Chair of the committee for new elects.

Another board member and 2 at large .

(ACTION) Ted-

Set the committee by August, by November have roster in mind, by Jan. 1 confirm that they are willing to run.

Wesley Hunter, Clark Chaffey, Rob Nichols, Karallee Hagen, Amy Bennett, Bill Bitter, Rob Nichols- good candidates.

Jonathan- Board members that are traveling can submit travel reimbursement.

Studio Teacher Award possibilities-

Shelley Rich

Laura Tagawa

Patricia Cosand

(ACTION) Jonathan will reach out to past presidents to see who has received an award in the past.

Jonathan will reach out to see if Patricia has received the award for Studio Teacher.

(ACTION) Jonathan will send out an email blast for studio teacher nominations.

Jonathan adjourns meeting at 5:06 p.m.

