

ASTA Meeting 9/15/17  
ASU School of Music

**Jonathan** calls meeting to order at 7:44pm

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

**Approval of Meeting Agenda**

**Jonathan** reviews agenda for 9/15/17 meeting

**Toru** moves to approve agenda, **John** seconds.

**Approval of Last Meeting Minutes**

**John** motions to approve meeting minutes from last meeting, Toru seconds.

All in favour

**President's Report**

**Event Updates; Website/Registration Progress**

**ACTION: Bfast for Fall Workshop – Jonathan will stop in at Safeway and Toru will get coffee.**

Jonathan – Website is updated when event coordinators send it to him. Solo competition is coming up and Violin 360 is also coming up. Cellobration is coming up (just go updated today) PHX Bass Jam has no recent updates and registration is not up yet. Tuscan cello Congress is not up either. FiddleFest and AZ ViolAcademy. Finishing off registration forms for the rest of the events.

Mark Breen (Jessica's husband) helps out with website stuff and registration forms so it's still not very smooth (limited time that he has to be able to do so). This year is already smoother than the year before, and my hope is that all the event coordinator gets into the flow (and "old" forms can be used, quick "fixes" from previous years and it will make things easier)

Fall Workshop took the most time since there were no old forms in the system. The new system seems to work great and everyone seems to be very happy with it.

**Membership Efforts/Fall Workshop Interest**

Jonathan – up to 26 Fall workshop participants but was only 5 before he sent out email. In line with what has been happening in previous years. Discussion of who will bring breakfast during the meeting later.

Retaining and growing membership has been issue nationally (not what is seen within state). National sends out reminders about this for the past year. National would send Jonathan a list of people who have no "renewed" their membership. Jonathan has been forwarding it to

membership chairs and everyone has been following up well and encouraging people (mostly people who have forgotten – process that is probably ongoing).

Jonathan: National is not doing well financially. There has been almost 100% administrative change, great things with new website, resources, more communicative, financially not sustainable but they already see improvement this month from previously. They are doing some really good things but it's still getting the word out and people recognizing what they are getting for their membership.

Jonathan is looking to put money into social events for each membership chair. Yet to have anyone to submit proposal (venue/date) dependent on membership chair

Toru: It's hard to find a place to do it. It'll be nice for people to go for a concert such as PHX Symphony, Flagstaff Symphony and afterwards they can go out. Something for them to talk about and ASTA can pay for tickets to go to the concert.

Danica: Balcony at PHX Symphony – cheaper tickets. Young Professionals (meeting to the higher floors)

Jonathan: Open to it. What are the ticket costs etc? They can also friend who is non ASTA members. Limiting to a number depending on cost?

Danica: Tempe Center for the Arts – Wesley is doing Bach and Beer series. Lobby area at TCA. Wesley's doing it all of the time and he may be able to come up with it.

Jonathan: Place down Apache, where Meghan did her recital is also a possible place to host an event (with a kitchen area)

Mary Ann: Many people we will want to recruit are in Flagstaff Symphony (and usually they already go out after concerts) so going to a concert will not work since they are in the Symphony.

Chamber music reading party – musicians in Flagstaff Symphony would really love to do it! Members we are looking to attract.

John: Sussanna used to do it at their house over Christmas. People would be having a good time

Toru: Chamber music would be hard, maybe string ensemble?

Jonathan: It's up to the membership chair. Maybe graduate students may be interested as well.

MA: Only because the market is so small in Flagstaff. Student chapter can be grown as well. It's the only place for significant growth. Especially in my region maybe I can make a push for that.

Danica: PHX area will have a hard time attracting members no matter what. Maybe concerts in Tempe seems to be more feasible since it doesn't have as much parking problems

(compared to PHX Symphony downtown parking). All the orchestra musicians don't want to pay the fee for ASTA.

Jonathan: Timeshare. Someone needs to explain to them the financial benefits (SW Strings benefits), non members don't know and we haven't done an advertising push. We can also leave them a sheet so that they can see what we're doing and why we think it'll be good to be part of the community.

I'm glad to hear all these ideas and let's make some investment this year and we have money in the bank and a little bit of investment in this area this year will increase community

John: Most members are making money for their music and they are putting it in their taxes and membership is part of their taxes and they can write it off in their taxes as well.

Toru: A lot of people may want to go for PHX concerts but finances may be an issue.

Danica: The fee for ASTA has gone up this year.

**ACTION: Membership chairs will look into proposals for events (venues etc)**

### **Teacher Awards Update**

Jonathan: Outstanding Classroom Teacher Award – AMEA is going on so Karalee cannot make it to the Fall Workshop. Because of her engagement with AMEA maybe there will be a bigger turnout at the AMEA Reception. Jonathan will not be in town during that event. Toru can get the plaque to her since he will be at the event. Karalee (Year 16/17)

Outstanding Studio Teacher Award – Nov 15<sup>th</sup> deadline for nominations – currently under announcements; a dedicated email to point everyone's attention will be sent out later.

Toru: For website, we should create a list of previous winners (history research) Maybe we can send out mass email to find out who has won previously.

Jonathan has not been able to follow up with it yet, but he will follow up.

**ACTION: Jonathan will follow up on list of past award winners.**

### **Communications Chair**

Jonathan: Laura has stepped down and there is a gap to be filled. One big thing that CC can help with is advertising and emails. Jonathan is currently doing it, but his term is ending soon so CC should probably be set up soon so that he can help Toru when he takes over. Maybe Toru has someone in mind that he wants to work with, but for the remainder of Jonathan's term he will probably still have to take on the duties and if the CC comes up, Jonathan can put him up to speed.

All looked at who we nominated last time – Amy Bennett and Greg Nichols are great choices.

Toru: I would love to have Amy involved in ASTA. That would be a goal for us. Maybe we can ask her for CC and it might/might not happen.

### **Advertising/Sponsoring Website, Emails, Events**

Jonathan: We have not followed through and decided on anything yet so it is under New Business as well.

### **Elections Committee Update**

Get info from JS.

### **Treasurer's Report**

Get treasurer's report (numbers).

Amanda: We are still down from meeting back in June since there were website updates.

Jonathan: Some of the website stuff is also domain name etc, taking payment etc. Not just money going to Mark. Do you have a sense of what the costs are for Mark and the work he has been doing?

Amanda: Cost from last year is \$1400 (making of website – not recurring cost) depends on how much Mark will be working on it. After this year there will be a good sense of how much.

Jonathan: Mark manages front page – new events on front page and also event registration forms. Everyone else Jonathan does (email updates etc which CC will be able to do it in future). What does the rebates from National for last year look like.

Amanda: Rebates cheque from national – Last year was totaled almost \$3000. Total cost for the year is under \$1500.

There were a bunch of events in red – Fall Workshop/AMEA/Cello Congress/ASTACAPS

We talked about increasing ASTACAPS \$5.

JS: How much is in the red? Fall Workshop if it's totally free can we handle the cost but still have appropriate cushion for events in the red?

Amanda: Most of the events over the past 4 years are in the black. We no longer use PayPal so that brings down the costs. If everything stays in the black those are mostly the cost. AMEA costs about \$5-600.

Toru: As long as we can invite new members from that, it will be worth it for Fall

JS: Up to \$500 in each area (3 locations) we can get new members and we can get rebate cheques, if we can get sponsorships and get some administrative.. If event coordinator is

Could Treasurer find us from us from which amount of \$1600 is from events that have made profits from their events. Exploring making Fall Workshop free will attract more members, but we also have to see the sustainability beyond one time if we start to start expectation of Fall Workshop to be free.

Toru: Speaking of next year's Fall Workshop. Can we continue using ASU?

JS: Happy to do that. Dependent on Scheduling, room availability. One of the dates, which were more ideal this year, had another conference going on. But we can definitely do that if there are no scheduling conflicts. We can relook the content.

John thinks it's better for local educators, since he did not think that the people that were brought in from previous Fall Workshops did a better job than what locals are able to present. Presenting local educators will also get more support from community.

MA: Provides an opportunity as well.. If every year we do this for Fall workshop, if people have lectures to present they will have an avenue.

JS: Great resource, a lot of people from AZ present at National. Some of the timings didn't work out with some of them (UofA does not have representation this year) due to conflicts but there are a lot in our communities such as Tetra SQ, universities, school teachers who can present. In future if Fall Workshop grows we can even have concurrent presentations.

Update for Fall Workshop tomorrow - Nancy's mother passed away, will not give presentation. JS's presentation will be at 1pm instead. 2pm could be QnA and he can morph into something else.

### **New Business -**

**AMEA Reception** (Discuss AMEA reception and publicly presenting award to Karalee)

John: Get band directors to attend. Would love to have more people there, the year that Amy Bennett was presented, it was very well-attended.

Jonathan: There seems to be some disappointment since it's not well-attended but we're spending money. We need to keep making a presence there. We might also tell others that we will presenting the award to Karalee at the event.

We haven't done much other than paid for food and drinks. We haven't tried to get our community to be there and make these extra efforts. I'm wondering what kind of action plans and who will be responsible and what can be drum up interest for that. Toru since you're hosting the event maybe we can get some help for you to do something.

Toru: We can have a little card. We need to reach out to new members there as well.

**ACTION: Toru will host event and present the award to Karalee. Toru will also brainstorm about what to do to attract people. John will help brainstorm and execute.**

Studio Award – Target presentation next Fall Workshop or even at any of the other events if the awardee is present. Once Ted also presented award at cello event.

### **Future of Fall Workshop** (Format and Costs – should it be free?)

Jonathan: This year we've been trying new idea morphing into symposium. It can grow into a mini conference. Multiple sessions going on simultaneously. We're taking advantage of local talent to help out, which brings costs down.

Cost is \$700 and registration is about \$1000-\$1500? We're making money this year based on the registration. How do we get more interest in Fall Workshop? People are already paying for membership, and they are also having to pay for Fall Workshop. Maybe this is something for us to consider, if not making it completely free, just reducing cost?

Toru: The cost if it's entirely free, how do we cater for lunch and cover cost?

Jonathan: People can pay for lunch only? We're getting rebate checks from National.

They still register for event.

### **Communication Chair**

**ACTION: Jonathan will reach out to Ted to see if Amy is considered for one of these positions (in the elections) and if she is not, Jonathan will reach out to her for CC.**

MA: Is there a factor if one person is better at computer stuff?

Toru: Greg seems pretty good since he can use Google Docs on his phone.

Jonathan: Our new system is very easy though. I've created these email templates and they are very easy, just copy a blurb and then they can just send it out (duplicate it). Cutting and pasting once information is provided. None of that is hard if someone is not afraid to try. Even the newsletter has a template. I'm just making things up myself, and for someone to write these stuff for newsletter. Another thing we haven't discussed is maintaining sponsorship. There are logos on the website but I'm not sure they are even paying anymore.

This will lead us to the advertising/sponsorship framework. I tried to get Mark Breen to weigh in on this but with how busy he is he never got back to us.

I need advice from him to know what won't clutter up the website and for the cost of advertising for our home page/website that people are paying to have their logo there and you can click on to bring you there.

### **Initiatives for New/Retaining memberships**

**Advertising/Sponsorship framework – Website logo – Dedicated Email – Newsletter – Sponsor for ASTA-AZ Event**

Jonathan: There's a possibility of dedicated email. They will get an email blast for eg if Andrew's wants an advertising they can get an email for that through sponsorship. The downside is people may not like it and not want to receive emails and they will miss out on emails for our events as well.

We're been doing only 1 newsletter a year, but that can be an opportunity for sponsors to be highlighted. If we have a CC to do more than once a year, and that can be inviting for sponsors.

Lead sponsors for any ASTA events. That I think has the most potential and most bang for the buck and might have the most interest for. For eg. Cellobration can be sponsored by Andrew's Violin - gets a lot of possibilities for people to be interested in sponsorship. I think we will have trouble putting sponsorships (let's say we have 5 people, putting them all out as a footer for an email blast) This is open for discussion and have the discussion of which ones we want to pursue and which ones we have left out and want to pursue. And what the dollar amounts that we want to pursue.

Event sponsors – For event organisers, if you want to get a sponsor for your event, it can cover costs (lunch, tshirt etc).

Toru: Treasurer won't have to hunt down the person giving the money so I like the idea of each event sponsored.

John: SW Strings is sponsoring the Solo Competition. But there has no response from Harmony, she's busy and I'll give her a call.

**ACTION: John will follow up with SW Strings about their sponsorship for Solo Competition.**

Jonathan: SW Strings is not paying us 500 dollars to sponsor the Solo Competition but they are providing prizes that are well over. It doesn't always have to be cash in our pocket. But if we can come up with expectation of what that dollar amount is and what they get for that dollar amount. It's on the webpage, every email that goes out has their logo etc. What kind of cost do you think?

John: What about the Fall Workshop? Like booths similar to AMEA, they can bring in to sell music? Sell instruments etc. I would probably buy.

Toru: Sujoy and Doris brings in stuff.

Jonathan: I have enquiries of people who just want to advertise on our website but I haven't contacted them to how? The irony for Fall Workshop is that there are more people at other events such as Cellobration. Are you thinking of multiple sponsors for each event? Might also put burden for the organisers since not all venues allows things to be sold (No sales at ASU) Lead sponsor – they are really getting something from there.

John: It'll be easy for SW Strings to go to Tucson Congress. Solo Competition – Leadership training for orchestra kids will come and help out. Vendors don't have to spend a fortune..

Jonathan: If we went with lead sponsor – they are on the webpage – 4 email blast, presence at the event if they want.

Toru: I think that's good. Maybe \$500 dollars.

Everyone agrees.

Jonathan: Under the \$500 do we want to take a small part maybe \$50 for the organization or do we give all to the event. Because we do pay for our website and we pay for Mark Breen to put the logo.

John: I would say \$100 so that cost is covered. Cellobration/Virtuoso Violas

Jonathan: it's costing us since we're using Mark for our website.

#### EVENT SPONSOR

Everyone agrees to - \$500 (\$100 to ASTA for administration cost)

- Website
- 4 Email Blasts
- Presence at event

**ACTION: Jonathan will talk to Mark Breen about sponsorship and will run it by the Board through emails.**

Jonathan adjourns meeting at 8.57pm