



Meeting of the Board of Directors

4/13/2020

Board members in attendance: *(anticipated): Melissa Terrell, Jonathan Alvares, George Matthews, Aimee Faller, Brandon Strawn, Rick Villanueva, Kaitlyn Hollysmith, Adam Lang, Emily Dodd, Chandler Baltimore, Rae Yung, Joe Swedorski, Patrice Mustaafoo, Chris Walker*

Board members absent: *(anticipated): Claire Manor*

Members in attendance: <names>

- 1) Call to order
- 2) Approval of last month's minutes
- 3) Comments from members in attendance (5 minutes each maximum)
- 4) Kick Off (Standing Item)
- 5) Officer action items
 - a) Chair – Melissa Terrell - *No Report*
 - b) Vice-Chair – Jonathan Alvares - *No Report*
 - c) Treasurer – George Matthews - *Report Attached*
 - d) Secretary – Aimee Faller - *No Report*
 - e) Member Resources – Brandon Strawn - *Report Attached*
 - f) Development – Rick Villanueva - *Report Attached*
 - g) PR – Kaitlyn HollySmith - *No Report*
 - h) Marketing – Adam Lang - *Report Attached*
 - i) Operations – Claire Manor - *Report Attached*
- 6) Ensemble action items
 - a) Symphonic Band – Kyle Rhoades - *No Report*
 - b) Jazz Ensembles – Scott Malinowski - *No Report*
 - c) Marching Band – Stephen Carey - *No Report*
 - d) Chamber Ensembles – Claire Manor - *Report Attached*
- 7) Old business
 - a) LGBA 2022 - Melissa
 - i) LGBA Conference
 - b) Pops Ensemble - Melissa/George
 - c) Website - Rae
- 8) New business
 - a) DEI Training - Melissa
 - b) Member-At-Large Interviews (executive session, incoming board) - Melissa
 - c) Month Ahead Review (standing item)
 - d) Kudos (standing item)



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9) Adjourn

10) Reports

Chair Report (Melissa Terrell)

No Report

Vice Chair Report (Jonathan Alvares)

No Report

Treasurer Report (George Matthews)

(begins on the next page)

Proposed Lakeside Pride Pops Ensemble Budget
 2020-2021 Fiscal Year

Revenue

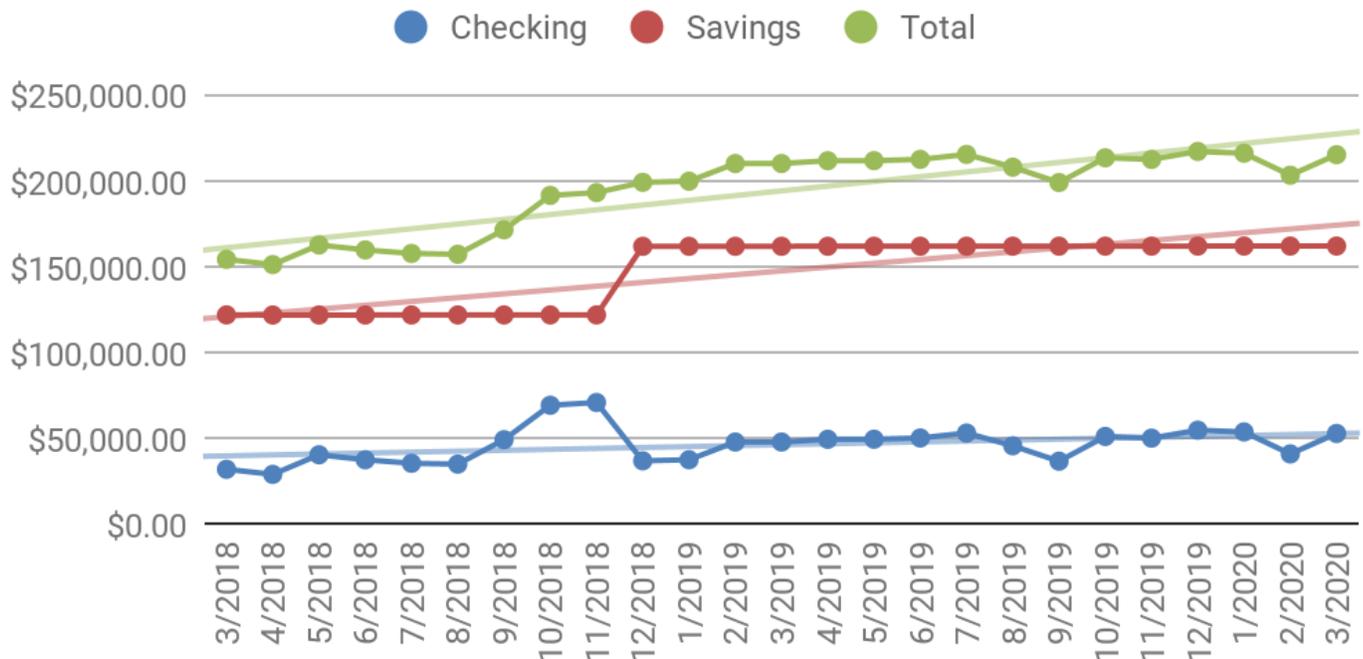
Membership Dues	\$6,000	Assumes 50 new full members
Individual Contributions	\$2,500	Guestimate additional individual contributions
Performance Fees	\$0	I expect this would increase in the future with ad hoc performances (e.g. Nutcracker-esque Christmas concert etc.)
Advertising	\$500	Additional 25% ad revenue - discuss increasing all ad costs by 25% with Development to take account of 2 extra major concerts in main season
Fall Concert	\$9,650	Same as Symphonic ?could be more conservative on production sponsorship / silent auction revenue
Spring Concert	\$9,650	Same as Symphonic ?could be more conservative on production sponsorship / silent auction revenue
Total Projected Revenue	\$28,300	

Expenditure

Marketing	\$1,000	2 concerts (currently roughly \$500 spent per Symphonic concert with posters and Facebook ads)
Occupancy	\$6,500	Assumes an extra \$250 per extended rehearsal slot at DePaul x 13 rehearsals per concert x 2 concerts (currently \$500 for 2 hour rehearsal time with 1 hour either side) Do we have any estimates for rehearsal costs at VanderCook?
Staff Stipends	\$3,000	Same as Symphonic/Jazz/Marching
Equipment	\$4,000	Same as Symphonic
Music	\$2,500	Same as Symphonic
Fall Concert	\$4,275	Same as Symphonic Do we have any estimates for performance venue/labor costs and/or capacity at VanderCook?
Spring Concert	\$4,275	Same as Symphonic Do we have any estimates for performance venue/labor costs and/or capacity at VanderCook?
Total Projected Expenditures	\$25,550	

Chase	Current Month (3/2020)	Previous Month (2/2020)	Monthly Change \$	Year Over Year (3/2019)	Year Over Year Change \$	Fiscal Year Start (9/2019)	Fiscal Year to Date Change \$
Checking	\$53,279.90	\$41,344.87	\$11,935.03	\$48,277.23	\$5,002.67	\$46,092.62	\$7,187.28
Savings	\$162,598.33	\$162,590.28	\$8.05	\$162,460.38	\$137.95	\$162,525.50	\$72.83
Total	\$215,878.23	\$203,935.15	\$11,943.08	\$210,737.61	\$5,140.62	\$208,618.12	\$7,260.11

24-Month Rolling Cash-on-Hand



- Notable income: Gala ticket sales and raffle money (we still do not have final numbers due to waiting on sponsorship money), donation specifically for Kyle to buy software to mix recordings for the Online Ensemble
- Notable expenditure: Gala expenses (reimbursement of purchasing the hotels.com voucher, photographer), catering for member meeting (we have a credit now with Taylor's Taco's for a future event)
- COVID-19 impact: as stated at the member meeting, by my early rough estimates I do not anticipate a large impact on our financial situation, but I do expect us to lose a few thousand dollars. All of our financial assets are in cash, and they should remain so. I am yet to see any requests for refunds for any donated funds / membership dues / advertising revenue
- Xero training - I did some Xero training with Rick a couple of weeks ago; if anyone would like it now then please let me know, otherwise I propose to wait until we have the new board fully installed

Budget Variance

Lakeside Pride Music Ensembles, Inc. 1 Sep 2019 to 31 Mar 2020

	Actual	Budget	Var USD	Var %
Revenue				
Ad Sales - Season Advertising	2,199	2,000	199▲	9.9%▲
Contributions - Corporations	3,025	3,000	25▲	0.8%▲
Contributions - Grants	7,500	8,000	(500)▼	-6.3%▼
Contributions - Individual	1,296	14,000	(12,704)▼	-90.7%▼
Deferred Income	2,453	-	2,453▲	0.0%
General Fundraising	7,046	5,000	2,046▲	40.9%▲
Interest Earned	73	50	23▲	45.7%▲
Membership Dues - Regular	20,351	20,000	351▲	1.8%▲
Merchandise Sales	113	-	113▲	0.0%
Misc Production Revenue - Gala	7,036	3,000	4,036▲	134.5%▲
Misc Production Revenue - Marching Band	14	-	14▲	0.0%
Misc Production Revenue - Symphonic Chamber Ensembles	26	-	26▲	0.0%
Performance Fee Revenue - Jazz Chamber Ensembles	3,147	9,000	(5,853)▼	-65.0%▼
Performance Fee Revenue - Symphonic Chamber Ensembles	2,825	2,000	825▲	41.3%▲
Performance Fees Revenue - Chamber Ensembles	825	-	825▲	0.0%
Performance Fees Revenue - Jazz Orchestra	1,586	-	1,586▲	0.0%
Performance Fees Revenue - Marching Band	1,000	2,000	(1,000)▼	-50.0%▼
Performance Fees Revenue - Symphonic Band	1,184	-	1,184▲	0.0%
Production Sponsorship - Gala	466	10,000	(9,534)▼	-95.3%▼
Production Sponsorship - Jazz Orchestra 1	-	1,000	(1,000)▼	-100.0%▼
Production Sponsorship - Symphonic Band 1	-	2,000	(2,000)▼	-100.0%▼
Production Sponsorship - Symphonic Band 2	-	2,000	(2,000)▼	-100.0%▼
Silent Auction - Symphonic Band 1	2,245	3,000	(755)▼	-25.2%▼
Silent Auction - Symphonic Band 2	-	3,000	(3,000)▼	-100.0%▼
Song Sponsorship - Symphonic Band 1	344	250	94▲	37.8%▲
Song Sponsorship - Symphonic Band 2	199	250	(51)▼	-20.6%▼
Ticket Sales - Chamber Ensembles	-	2,250	(2,250)▼	-100.0%▼
Ticket Sales - Gala	8,178	13,000	(4,822)▼	-37.1%▼
Ticket Sales - Jazz Orchestra 1	298	750	(452)▼	-60.3%▼
Ticket Sales - Jazz Orchestra 2	-	750	(750)▼	-100.0%▼
Ticket Sales - Symphonic Band 1	-	4,250	(4,250)▼	-100.0%▼
Ticket Sales - Symphonic Band 2	-	4,250	(4,250)▼	-100.0%▼
Total Revenue	73,428	114,800	(41,372)	-36.0%
Gross Profit	73,428	114,800	(41,372)	-36.0%
Operating Income / (Loss)	73,428	114,800	(41,372)	-36.0%

Budget Variance

	Actual	Budget	Var USD	Var %
Other Income and Expense				
Cash Bank Expense	(100)	-	(100)▼	0.0%
Development Expense	-	(500)	500▲	100.0%▲
Dues & Subscription	(100)	(500)	400▲	80.0%▲
Equipment - Jazz Ensembles	(4,540)	(5,708)	1,168▲	20.5%▲
Equipment - Marching Ensembles	(270)	(1,772)	1,502▲	84.8%▲
Equipment - Organizational	-	(3,500)	3,500▲	100.0%▲
Equipment - Symphonic Ensembles	(3,525)	(5,970)	2,445▲	41.0%▲
Equipment & Maintenance - Marching Band	(54)	-	(54)▼	0.0%
Fees & Licensing	(290)	(500)	210▲	42.0%▲
Food & Beverage - Gala	(11,652)	(10,000)	(1,652)▼	-16.5%▼
Food & Beverage - Marching Band	-	(275)	275▲	100.0%▲
Information Technology	(1,169)	(2,000)	831▲	41.6%▲
Insurance	-	(4,000)	4,000▲	100.0%▲
Marketing Budget	(5,033)	(11,965)	6,932▲	57.9%▲
Member Resources Budget	(913)	(7,000)	6,087▲	87.0%▲
Misc Expenses	(1,331)	(2,125)	794▲	37.4%▲
Misc Production Expense - Jazz Orchestra 1	-	(100)	100▲	100.0%▲
Misc Production Expense - Jazz Orchestra 2	-	(100)	100▲	100.0%▲
Misc Production Expense - Symphonic Band 1	(350)	(500)	150▲	30.0%▲
Misc Production Expense - Symphonic Band 2	-	(500)	500▲	100.0%▲
Misc. Production Expenses - Gala	(1,041)	(1,500)	459▲	30.6%▲
Music - Chamber Ensembles General	(108)	(100)	(8)▼	-7.5%▼
Music - Jazz Orchestra General	(103)	(2,700)	2,597▲	96.2%▲
Music - Marching Band	(250)	(250)	▲	0.0%▲
Music - Symphonic Band General	(126)	(2,500)	2,374▲	94.9%▲
Occupancy	(15,634)	(25,000)	9,366▲	37.5%▲
Performance Fees - Chamber Ensembles	-	(250)	250▲	100.0%▲
Performance Fees - Jazz Orchestra 1	-	(125)	125▲	100.0%▲
Performance Fees - Jazz Orchestra 2	-	(125)	125▲	100.0%▲
Performance Fees - Marching Band	(650)	(700)	50▲	7.1%▲
Performance Fees - Symphonic Band 1	-	(750)	750▲	100.0%▲
Performance Fees - Symphonic Band 2	-	(750)	750▲	100.0%▲
Pops exploration expenses	(427)	(1,000)	573▲	57.3%▲
Postage & Office	-	(100)	100▲	100.0%▲
Production Fees - Gala	-	(1,000)	1,000▲	100.0%▲
Professional Fees	(80)	(3,000)	2,920▲	97.3%▲
Program - Chamber Ensembles	-	(400)	400▲	100.0%▲
Program - Jazz Orchestra 1	(131)	(250)	119▲	47.8%▲
Program - Jazz Orchestra 2	-	(250)	250▲	100.0%▲
Program - Symphonic Band 1	(395)	(300)	(95)▼	-31.6%▼
Program - Symphonic Band 2	-	(300)	300▲	100.0%▲
Programs, Brochures, & Inserts - Gala	(640)	-	(640)▼	0.0%
Staff Stipends	-	(9,000)	9,000▲	100.0%▲

Budget Variance

	Actual	Budget	Var USD	Var %
Transportation - Chamber Ensembles	-	(200)	200▲	100.0%▲
Transportation - Jazz Orchestra 1	-	(200)	200▲	100.0%▲
Transportation - Jazz Orchestra 2	-	(200)	200▲	100.0%▲
Transportation - Marching Band	(739)	(800)	61▲	7.6%▲
Transportation - Symphonic Band 1	-	(200)	200▲	100.0%▲
Transportation - Symphonic Band 2	-	(200)	200▲	100.0%▲
Uniform Cleaning - Marching Band	-	(1,700)	1,700▲	100.0%▲
Uniform Purchase - Marching Band	(2,015)	(2,400)	385▲	16.1%▲
Venue Labor - Chamber Ensembles	-	(200)	200▲	100.0%▲
Venue Labor - Symphonic Band 1	-	(1,600)	1,600▲	100.0%▲
Venue Labor - Symphonic Band 2	-	(1,600)	1,600▲	100.0%▲
Venue Rental - Chamber Ensembles	(1,000)	(1,000)	-	0.0%
Venue Rental - Gala	(8,215)	(5,500)	(2,715)▼	-49.4%▼
Venue Rental - Symphonic Band 1	-	(2,250)	2,250▲	100.0%▲
Venue Rental - Symphonic Band 2	-	(2,250)	2,250▲	100.0%▲
Total Other Income and Expense	(60,879)	(127,665)	66,786	52.3%
Net Income / (Loss) before Tax	12,549	(12,865)	25,414	198.0%
Net Income	12,549	(12,865)	25,414	198.0%
Total Comprehensive Income	12,549	(12,865)	25,414	198.0%



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4/13/2020

Secretary Report (Aimee Faller)

No Report

Member Resources Report (Brandon Strawn)

Finances & Membership Information

	Apr 2020	Apr 2019	FY 2019 Eventual Total	FY 2018 Eventual Total	FY 2020 Expectation / Budgeted Amount	FY 2019 Expectation / Budgeted Amount	FY 2018 Expectation / Budgeted Amount
Members	254	255	274	218	300-325	250-300	200-250
Membership Forms	242	235	274	218			
Dues	\$20,510	\$20,888	\$23,340	\$19,785	\$21,140 / \$20,000	\$29,810 / \$18,000	\$20,145 / \$15,000

This Year

Stats on Instruments			Stats on Dues and Forms			Stats on Types of Membership		
# of			#	%	Metric	#	%	Metric
# of	01 Flute	28	242	95.3%	Forms Submitted	175	69.2%	Veterans
# of	02 Double Reed	10	12	4.7%	Forms Remaining	78	30.8%	Rookies
# of	03 Clarinet	41	228	89.8%	Dues Finished/Installments	131	51.6%	RegFullYear
# of	04 Low Clarinet	8	0	0.0%	Dues In Progress (C/C)	15	5.9%	StuFullYear
# of	05 Saxophone	29	228	89.8%	Dues Paid/Started	5	2.0%	SenFullYear
# of	06 Trumpet	33	26	10.2%	Dues Unpaid/Unstarted	50	19.7%	RegHalfYear
# of	07 Horn	16	20000	100.0%	Total Dues Budgeted	9	3.5%	StuHalfYear
# of	08 Trombone	26	20510	102.6%	Total Accrued	2	0.8%	SenHalfYear
# of	09 Euphonium	6	22050	110.3%	Approx Expected Accrual	21	8.3%	Summer
# of	10 Tuba	9	3	1.3%	Artistic Director (AD)	13	5.1%	Waiver
# of	11 Percussion	20	5	2.2%	Cash/Check (C/C)	8	3.1%	Other
# of	12 Vocalist	10	162	71.7%	PayPal (PP) (or Stripe)			
# of	13 Rhythm	8	39	17.3%	PayPal Payment Plan (PPPP)	22	7.3%	Jazz
# of	14 Ukulele	8	17	7.5%	Waiver	40	13.3%	Marching
# of	15 Auxiliary	2	201	88.9%	Paid Full Amount	180	59.8%	Symphonic
# of	Total	254				59	19.6%	Chamber



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Notes

- Coronavirus has dramatically changed the rest of this season already. It has led to the cancellation of 5 (potentially more) concerts/gigs, and put a big question mark on our marching season and summer fundraising this year. Will there be Midsommarfest, Pride Fest, and Market Days? Will there be Pride? Will there be a 4th of July Parade? Will there be enough time for the Marching Band to rehearse and practice? At this moment, it's looking like our summer fundraising and performing opportunities are going to be canceled, and with it a big chunk of our annual income and number of members (which may dip below 250, if our marching band doesn't come to fruition this summer). Some spring fundraising is definitely recommended to make up this loss.
- Will be working remotely with Patrice (incoming Member Resources Officer) and her team as to my various systems, what could be changed, what shouldn't be, etc.

Development Report (Rick Villanueva)

Foundation and Grant applications submitted/in-progress:

- DCASE (Feb 28)
- The Saints (Mar 31)
- Alphawood Foundation (Apr 2)
- Chicago Community Trust/Young Leaders Fund (April 19)
- Arts for Illinois Relief Fund (Apr 15)

PR Report (Kaitlyn HollySmith)

No Report

Marketing Report (Adam Lang)

Last month

- Pull down covid-impacted Facebook and website events
 - Cancel scheduled email blasts
 - Turn off Eventbrite ticket sales
 - Work with Goldstar to end Goldstar, Groupon, etc ticket sales and notify patrons
 - Tell Windy City Times we won't use our ad credits this spring
 - Run feel-good social media
 - Created logos for the chamber ensembles that don't have them
-



Meeting of the Board of Directors

4/13/2020

Month ahead

- Van letters
- Run feel-good social media
- Support LGBTQ remembrance/visibility/action days

Operations Report (Claire Manor)

- All were notified who needed to be with regard to the symphonic concert cancellation.

Chamber Ensembles Report (Claire Manor)

- The clarinet choir/low brass/ukulele joint show is going to be rescheduled. Maybe we could make a bigger deal of this one since we had three "major" shows we weren't able to put on (unless jazz and/or Latin plans to hold them at a date TDB)?
- There is a second woodwind quintet in the works. They have three players thus far and will be seeking two more.

Symphonic Band Report (Kyle Rhoades)

No Report

Jazz Ensembles Report (Scott Malinowski)

No Report

Marching Band Report (Stephen Carey)

No Report

Member-At-Large Applications (*begins on next page*)



BOARD ELECTION DECLARATION

VERSION 2018

Candidate Information

Name	Emily Dodd
Position Sought	Member Resources
Email Address	e.t.dodd.3@gmail.com or emily.dodd@lakesidepride.org
Ensemble(s)	Symphonic Band and Marching Band
Instrument(s)	Trumpet

If you are not elected to this position, would you like your name considered in the selection of At-Large board members, using this same application?

- Yes
 No

Experience

List past and present memberships and leadership positions in other professional or non-profit organizations. Additional lines can be added if completing this form electronically.

Organization	Position (if any)	Location	Dates
Communicating Science Conference (ComSciCon), Chicago Chapter	Member-at-Large on Organizing Committee	Chicago, IL	October 2017-October 2018
	Co-President of Organizing Committee		October 2018-October 2019
Illinois Science Council	Volunteer	Chicago, IL	May 2018-March 2019
The Science Café	Contributing Writer	Chicago, IL	August 2017-May 2019
	Social Media Director		August 2017-May 2019
	Web Developer		March 2018-May 2019
Sigma Alpha Iota (SAI) International Music Fraternity, Gamma Theta	Service Chair	Statesboro, GA	May 2015-May 2016

Chapter Alpha Chi Sigma (AXS) Professional Chemistry Fraternity, Delta Gamma Chapter	Recorder/Reporter	Statesboro, GA	May 2015-May 2016
Honors @ Georgia Southern Magazine	Staff Writer	Statesboro, IL	August 2013-May 2014

Provide any additional comments regarding your experience here:

Platform

Why do you want to serve Lakeside Pride Music Ensembles in this position?

I would love to serve in a position where I can support fellow members of the organization and make sure they feel heard, welcomed, and supported.

Describe any knowledge, experience, or skills you feel would be beneficial to the organization.

I feel my experience in data analysis with R, Python, and Excel may be useful, as well as my experience working in positions where I'd interact directly with community partners, conference attendees, fellow organization members, and customers.

Describe any work or volunteering for non-profit organizations you have completed, including previous board work and work for Lakeside Pride.

I've been serving as a Member-at-Large on the Board of Directors of Lakeside Pride since around September 2019, where I currently serve on the Marketing, PR, Development, and Operations Committees. Outside of board meetings, I've reached out to community partners, coordinated social media strategies, and helped out with anything that's needed for the performances to run smoothly, including selling tickets.

I've also been serving on the organizing committee for ComSciCon-Chicago for the past two years. During my time as co-president in 2019, I was the point of contact for attendees if they had any questions, and I coordinated all email correspondence regarding applications, application decisions, and forms/surveys. The Chicago chapter of ComSciCon is currently recruiting for new membership, and I am overseeing that as well. In 2018, I helped coordinate the Write-a-Thon, an activity where attendees would submit an original piece of science writing and have it reviewed by their peers and a science writing expert. Another committee member and I decided to make the Write-a-Thon

different from past years by opening the format up to include science articles, pitches to science publication editors, or a script for a podcast/video. In both years, I've helped recruit sponsors, attendees, and writing experts.

When I was a part of the Science Café team in graduate school, I gained more experience with social media strategy, sending newsletters using MailChimp, and website building using Squarespace. I've also volunteered at various science communication events for the Illinois Science Council, including ScienceFest, a SciArt exhibition, and a science-themed cocktail party where I'd answer any questions about the event, exhibit, or the organization to the best of my ability (or indicate who may be able to better answer the question).

In undergrad, I served as the service chair in Sigma Alpha Iota (SAI) and recorder/reporter in Alpha Chi Sigma (AXS). As service chair, I would help coordinate and fundraise for service projects each semester, including a benefit concert and a project with a local shelter that provides housing and support for victims of domestic violence. As recorder/reporter, I would keep detailed notes of chapter meetings, share them with the membership, and draft a report of the chapter's activities and members at the end of the academic year.

Describe what you would like to enhance, strengthen, or change in the organization during your term on the Board. Include any initiatives you feel would benefit the organization.

I'd love to do anything I can to continue to support our membership and our community, especially any projects that would provide support for homeless LGBTQ youth. I am also excited to continue our efforts of reaching Chicagoland neighborhoods outside the Boystown/Lakeview area. Regarding the Member Resources position, I'd love to organize member-focused social events in different areas of Chicago. Generally, I'd love to keep reaching out to new community partners and venues outside the Boystown/Lakeview area.

Provide any additional comments here.



BOARD ELECTION DECLARATION

VERSION 2018

Candidate Information

Name	Ross Guthrie
Position Sought	Member at Large
Email Address	r.o.guthrie@gmail.com
Ensemble(s)	Symphonic Band, Queer as Polka
Instrument(s)	Saxophone

If you are not elected to this position, would you like your name considered in the selection of At-Large board members, using this same application?

Yes

Experience

List past and present memberships and leadership positions in other professional or non-profit organizations. Additional lines can be added if completing this form electronically.

Organization	Position (if any)	Location	Dates
Multiple downtown Chicago hotels	General Manager	Chicago, IL	2006-Present

Provide any additional comments regarding your experience here:

Responsible for hotel with multi-million annual revenues. Leading team of up 60 associates.

Platform

Why do you want to serve Lakeside Pride Music Ensembles in this position?

I have been a member of LSPME for over a dozen years. Would like to step up to a role where I can assist the board in continuing to make Lakeside Pride a beacon a bringing the joy of music to our members & audience around Chicagoland.

Describe any knowledge, experience, or skills you feel would be beneficial to the organization.

In dealing with P&Ls from work, I have an understanding of finance.

Describe any work or volunteering for non-profit organizations you have completed, including previous board work and work for Lakeside Pride.

Symphonic Band concert coordinator. Symphonic Band concert emcee.

Describe what you would like to enhance, strengthen, or change in the organization during your term on the Board. Include any initiatives you feel would benefit the organization.

Would like to assist in the organization broaden its reach to more neighborhoods & to be a more inclusive organization.

Provide any additional comments here.

[Response]



BOARD ELECTION DECLARATION

VERSION 2018

Candidate Information

Name	Jeffrey Huang
Position Sought	Member at Large
Email Address	chefanhuang2015@u.northwestern.edu
Ensemble(s)	Symphonic band, brass quintet
Instrument(s)	Horn

If you are not elected to this position, would you like your name considered in the selection of At-Large board members, using this same application?

- Yes
 No

Experience

List past and present memberships and leadership positions in other professional or non-profit organizations. Additional lines can be added if completing this form electronically.

Organization	Position (if any)	Location	Dates
N/A			

Provide any additional comments regarding your experience here:

N/A

Platform

Why do you want to serve Lakeside Pride Music Ensembles in this position?

To make more people hear our music and come join us.

Describe any knowledge, experience, or skills you feel would be beneficial to the organization.

I am passionate about music and being in a part of the LGBTQ community. Although I don't have much experience working in organization, I am humble and motivated to learn and get things done!

Describe any work or volunteering for non-profit organizations you have completed, including previous board work and work for Lakeside Pride.

I have not worked on the administration side of any organizations before. However, I have been playing in a lot of music ensembles for 20 years.

Describe what you would like to enhance, strengthen, or change in the organization during your term on the Board. Include any initiatives you feel would benefit the organization.

I recently started going to other LSP ensembles' performances and found that they are all truly amazing! As a music organization, I think it's equally important for the members to play and to go to concerts. And starting from supporting each other's music making in the group is a great way! In addition to outside marketing, I'd like to work with our social media and member resource team to think about whether we can get our own members feel more engaged with the organization musically.

Provide any additional comments here.

N/A



BOARD ELECTION DECLARATION

VERSION 2018

Candidate Information

Name	Maya Mañoso (she/her/hers)
Position Sought	Member-At-Large
Email Address	mymanosogmail.com
Ensemble(s)	Latin Band, Marching Band, Jazz Orchestra
Instrument(s)	Trombone

If you are not elected to this position, would you like your name considered in the selection of At-Large board members, using this same application?

- Yes
 No

Experience

List past and present memberships and leadership positions in other professional or non-profit organizations. Additional lines can be added if completing this form electronically.

Organization	Position (if any)	Location	Dates
St. Joseph the Worker Job Services	Job Developer	Phoenix, AZ	2004-2006
Gentle Strength Cooperative (no longer in business)	Member	Tempe, AZ	2002-2003
Capoeira Brasil	Instructor / Student	Phoenix, AZ	2005-2016

Provide any additional comments regarding your experience here:

Platform

Why do you want to serve Lakeside Pride Music Ensembles in this position?

Lakeside Pride has been an important part of my life since moving back to Chicago. There are no words for the love and support I've received through the members of this organization during some dark times in my life. I would like to give back in whatever capacity the board sees fit.

Describe any knowledge, experience, or skills you feel would be beneficial to the organization.

I add diversity to the membership. I can use basic office applications like any other trained monkey. I am slightly more of an extrovert than an introvert so I like talking to people.

I have people skills.



Describe any work or volunteering for non-profit organizations you have completed, including previous board work and work for Lakeside Pride.

In previous organizations, I've done administrative duties, random newsletter updates, and other random projects like organizing resources or feeding people. I volunteered on a non-regular basis at retirement facilities hanging out with old people; running errands and providing companionship.

For Lakeside Pride I try to volunteer as the need arises. I've done poster for past shows, I try to volunteer to set up or tear down shows. Most recently I helped cooked dinner and feed at-risk youth last month at Center on Halsted when Adam requested volunteers.

Describe what you would like to enhance, strengthen, or change in the organization during your term on the Board. Include any initiatives you feel would benefit the organization.

As a PoC, I'd like to be involved with work involving diversity and inclusion in the membership.

During the board meeting, someone mentioned the PoC affinity group needed energizing and I would like to assist with that need.

A while ago there was also talk of a podcast or some other medium to interview members. Since our membership is so large it might be fun to re-energize that project as a way of bringing cohesion to the group.

Provide any additional comments here.

I love you guyyyyyyyyysss



BOARD ELECTION DECLARATION

VERSION 2018

Candidate Information

Name	Tony Marino
Position Sought	Member At Large
Email Address	Tm081573@gmail.com
Ensemble(s)	Symphonic Band
Instrument(s)	Bassoon

If you are not elected to this position, would you like your name considered in the selection of At-Large board members, using this same application?

- Yes
 No

Experience

List past and present memberships and leadership positions in other professional or non-profit organizations. Additional lines can be added if completing this form electronically.

Organization	Position (if any)	Location	Dates

Provide any additional comments regarding your experience here:

Throughout my life I have always held leadership roles. I've been elected to several commissions on the school boards for each of my children. I've coordinated and coached volleyball for 9 years. Throughout my career I've held managerial roles. Currently I manage an operations center for a national mortgage banker responsible for handling 40% of the company's production. Additional information can be provided upon request.

Platform

Why do you want to serve Lakeside Pride Music Ensembles in this position?

LPME has provided me with something that up until joining, was completely lacking in my life. Being a newly out gay individual who lived in the suburbs, I had very few LGBTQ+ friends. I have been very warmly and fully welcomed into the group and would like to give back what I have received.

Describe any knowledge, experience, or skills you feel would be beneficial to the organization.

You've all seen who I am and how I function. I'm a versatile individual who will help out wherever is needed.

Describe any work or volunteering for non-profit organizations you have completed, including previous board work and work for Lakeside Pride.

All prior volunteering has been done through the Catholic School System and the Archdiocese of Chicago. Some of the prior instances have been outlined in the "Experience" section.

Describe what you would like to enhance, strengthen, or change in the organization during your term on the Board. Include any initiatives you feel would benefit the organization.

I would like to keep the momentum and growth going.

Provide any additional comments here.

It's finally time for me to step up.



BOARD ELECTION DECLARATION

VERSION 2018

Candidate Information

Name	Andrew Paul
Position Sought	Member at Large
Email Address	a.paul004@gmail.com
Ensemble(s)	Symphonic Band
Instrument(s)	Alto Saxophone

If you are not elected to this position, would you like your name considered in the selection of At-Large board members, using this same application?

Yes

No

Experience

List past and present memberships and leadership positions in other professional or non-profit organizations. Additional lines can be added if completing this form electronically.

Organization	Position (if any)	Location	Dates
Independence Winterguard	Color guard clinician	Frankfort, IL	July 2019 - present

Provide any additional comments regarding your experience here:

Since moving to Chicago, I haven't really sought out leadership roles outside of work. Looking to expand on that opportunity.

Platform

Why do you want to serve Lakeside Pride Music Ensembles in this position?

I would like to have a voice in the decision making as well as brainstorm regarding the ensembles within Lakeside Pride.

Describe any knowledge, experience, or skills you feel would be beneficial to the organization.

I am a software developer, so I could potentially help with the website. I also work with fine arts organizations through my job on their websites. I'm not sure I have much pull here but just something worth mentioning. Some clients of mine are the CSO and Lyric Opera.

Describe any work or volunteering for non-profit organizations you have completed, including previous board work and work for Lakeside Pride.

None really in the most recent years.

Describe what you would like to enhance, strengthen, or change in the organization during your term on the Board. Include any initiatives you feel would benefit the organization.

I feel like the symphonic band could do a better job of meeting people from different sections. I know some people are more motivated than others to reach out, but potentially having an "in rehearsal" mixer, or section to section meet and greets or something of that effect so that members can meet others in different sections.

Provide any additional comments here.

N/A



BOARD ELECTION DECLARATION

VERSION 2018

Candidate Information

Name	Eric Rosecrants
Position Sought	Secretary
Email Address	rosecrants@gmail.com
Ensemble(s)	Symphonic Band
Instrument(s)	Trombone

If you are not elected to this position, would you like your name considered in the selection of At-Large board members, using this same application?

Yes

No

Experience

List past and present memberships and leadership positions in other professional or non-profit organizations. Additional lines can be added if completing this form electronically.

Organization	Position (if any)	Location	Dates
Lakeside Pride	Member	Chicago	2019-present
Stonewall Bocce	Member	Chicago	2018-present
DC Different Drummers	Member	Washington D.C.	2015-2017
Central Florida Community Arts	Member	Orlando, FL	2011-2015
Teach For America	Corps Member	New York City	2006-2009
Kappa Kappa Psi	Vice President	Ohio University	2002-2006

Platform

Why do you want to serve Lakeside Pride Music Ensembles in this position?

From my very first interaction with Brandon to other members of the board and the Symphonic Band at my first practice, I felt an immediate sense of welcome and belonging. I've had a variety of

experiences in other community organizations, and have actually left an organization that claimed to be inclusive, but in execution created an unhealthy culture of exclusion.

Based on my interactions, this is a special organization doing great things not only to create a family for its members, but also spreading joy and art across the city. I want to continue pushing forward this work as a member of the board by offering my 12+ years as a non profit leader, with expertise in communications, marketing, operations, and compliance.

Describe any knowledge, experience, or skills you feel would be beneficial to the organization.

I have spent my entire career working for both schools and nonprofits, mostly in the areas of operations and communications, marketing, and compliance. Below are a few of my accomplishments that I believe will also transfer into my work on the board:

Project Management & Execution

- I currently oversee Chicago Collegiate Charter School's operations portfolio: managing compliance requirements, overseeing student data (both academic and demographic), planning and organizing all school events, auditing student enrollment processes and systems, etc.
- At Teach For America I was responsible for managing all special projects assigned to the COO, which often required swift action with little-to-no context, short deadlines, and heavy workload. I also managed a series of multi-million dollar contracts from negotiation, to execution, to payment and closeout with 100% fidelity.

People Management and Development

- Hired, developed and currently manage an operations team of eight of varying backgrounds (e.g. race, age, socio-economic history, etc.)
- Developed Chicago Collegiate Charter School's performance management and people development strategy.

Communication/Marketing Work

- Designed the vision, strategy, and execution for regional and executive communication at Teach For America, which is still used to this day, five years later.
- Acted as a ghost/speech writer for Teach For America's COO for all public speaking engagements, social media presence, and day-to-day communications.
- Designed the vision, strategy, and execution for Chicago Collegiate Charter School's staff and family weekly communication.
- I currently oversee our network's marketing work including the creation and updating of all marketing materials (both printed and digital) as well as upkeep of our websites (internal and external).

Describe any work or volunteering for non-profit organizations you have completed, including previous board work and work for Lakeside Pride.

I have not yet had the opportunity to serve on a board since graduating college. Serving on a board has been a goal of mine, and I've been searching for an opportunity where I can use my skills to advance the work of a group for which I feel great respect and support. Lakeside Pride is that for me, and I'm looking forward to pursuing this opportunity.

Describe what you would like to enhance, strengthen, or change in the organization during your term on the Board. Include any initiatives you feel would benefit the organization.

I am new to the organization and believe humility is the most important asset to have when working with a new organization. I have spent the last few months observing and talking to others understanding the organization's history, the work it has pursued, and also hearing about the exciting opportunities that lie ahead. A few initiatives I feel passionately about are listed below and would be things I'd be interested in supporting:

Diversity, Equity & Inclusion Work: I have heard great examples of this playing out since I joined (e.g. "this group belongs to all of us," "we would never not allow someone in our organization because of money," etc.). Chicago, like many major cities, is extremely segregated, operating in separate pockets. Given members are coming from all across the city, it would be interesting to do more outreach and work to continue pulling members from the South and West sides of the city. I'll also acknowledge this is also a complex challenge given members of our community are not always welcomed/accepted everywhere, so part of this work is about education and tolerance.

Cross Coordination with other LGBT-friendly groups: There are so many other organizations across the city bringing together similar memberships. It would be interesting to see how those groups can coordinate their work and visions to see how symbiotic partnerships could benefit not only overall membership, but the speed by which we can accomplish the work we are setting out to do. For example, is there a cause we all care about and support that we could align with to volunteer or fundraise for? In turn, the more outreach we do to other organizations, the more people know about the great work we do and will in turn attend and support our events to help us grow in presence across Chicago.

Communication Structures: As a new member, it wasn't until a few weeks ago that I knew there was even a newsletter for all members. I received the practice notes from the Symphonic Band and thought that was what everyone was referring to. It wasn't until I asked a veteran in that I discovered this additional resource exists. Given there are so many great resources already being created it would be great to help bring those together in ways that help ensure everyone is on the same page. A simple example could be to make sure all communications that aren't the main newsletter make mention of it (e.g. "Have you subscribed to the Lakeside Pride Newsletter? If not click here."). I read our practice notes with fidelity and still didn't realize I wasn't getting all of the information being shared with members.

Provide any additional comments here.

Thank you for the opportunity, and I look forward to helping support the great work of Lakeside Pride.



BOARD ELECTION DECLARATION

VERSION 2018

Candidate Information

Name	Lily Sikes
Position Sought	Member at Large
Email Address	Sikes.elizabeth@gmail.com
Ensemble(s)	Symphonic Band
Instrument(s)	Tuba

If you are not elected to this position, would you like your name considered in the selection of At-Large board members, using this same application?

- Yes
 No

Experience

List past and present memberships and leadership positions in other professional or non-profit organizations. Additional lines can be added if completing this form electronically.

Organization	Position (if any)	Location	Dates
SAI	Vice President-Ritual	Bloomington IL	April 2011-May 2011
SAI	Fundraising Chair	Bloomington IL	May 2011-June 2011

Provide any additional comments regarding your experience here:

[Response]

Platform

Why do you want to serve Lakeside Pride Music Ensembles in this position?

I enjoy playing in the ensemble, and I'd love the chance to help behind the scenes and help the ensemble in any way that I can.

Describe any knowledge, experience, or skills you feel would be beneficial to the organization.

I'm (almost a) CPA (just waiting on some final paperwork but have completed all of the requirements). I currently work as an accountant for an investment bank, and in the past I've worked as a project accountant for a real estate developer. Therefore, I'm pretty okay at budgeting and being organized financially, as well as being pretty decent at excel.

Describe any work or volunteering for non-profit organizations you have completed, including previous board work and work for Lakeside Pride.

Not necessarily volunteering, but in 2015, 2017, and 2019 I ran the Chicago Marathon on behalf of Misericordia and raised \$2000 each time. I've also dedicated additional time to Misericordia for other fundraising events such as Candy Days.

Describe what you would like to enhance, strengthen, or change in the organization during your term on the Board. Include any initiatives you feel would benefit the organization.

I would love the chance to help expand the chamber ensembles and organize different groups, rehearsal spaces, seek out performance opportunities, etc.

Provide any additional comments here.

Thanks for taking the time to read this! I've enjoyed playing in Lakeside Pride so much!



BOARD ELECTION DECLARATION

VERSION 2018

Candidate Information

Name	Abdo Timejardine-Zomeño
Position Sought	Member-At-Large
Email Address	atimejardinezomeno@gmail.com
Ensemble(s)	Marching Band, Latin Band, Clarinet Choir
Instrument(s)	Clarinet, Saxophone

If you are not elected to this position, would you like your name considered in the selection of At-Large board members, using this same application?

- Yes
 No

Experience

List past and present memberships and leadership positions in other professional or non-profit organizations. Additional lines can be added if completing this form electronically.

Organization	Position (if any)	Location	Dates
Elmwood Park Library Young Adult Council	Volunteer Secretary Vice-President	Elmwood Park	2012-2018 Exec. Board - 2014-2018
UIC Student Leadership & Civic Engagement	Volunteer	Greater Chicago Area	May 2019-Present
UIC LeaderShape Staying In Action	Volunteer/Representative	Greater Chicago Area	May 2019 - Present
UIC College Outreach Representative for Prospective Students	Tour Guide	Greater Chicago Area	April 2019 - Present

Provide any additional comments regarding your experience here:

Platform

Why do you want to serve Lakeside Pride Music Ensembles in this position?

I've been affiliated with Lakeside Pride as early as 2013 when I was just a guest musician for Nutcracker every December. Since then, the amount of ensembles increased, as did my interest. In addition to playing for the ensembles at my University gaining the highest level of experience with the wind band repertoire, I wanted a way to gain exposure to other styles of music, along with an opportunity to play in a chamber setting. That's what I've been keeping as my focus since becoming an official member of the organization. I'd like to serve on the board as a way to learn the behind the scenes aspect of what makes Lakeside Pride so successful every season, and how I could offer my diverse set of experiences and skills to contribute to that success in my own way. In addition, I feel this would give me a chance to learn who is in charge of making all of the inner nuances of the organization's leaps and bounds as prevalent as they have been.

Describe any knowledge, experience, or skills you feel would be beneficial to the organization.

I'm proficient in computer applications like Microsoft Office, Google Suite, computer programming in MATLAB, as well as compositional music writing in Noteflight. I'm also very good with public speaking from giving tours of my University or speaking to prospective student applicants during student panels, and I'm good at organization and time management.

Describe any work or volunteering for non-profit organizations you have completed, including previous board work and work for Lakeside Pride.

Asides from my volunteering in the student organizations at my University, I've also assisted the Kappa Kappa Psi band fraternity chapter in events like the Chicago Marathon, the Bank of America Shamrock Shuffle, and the Hot Chocolate Run during breast cancer awareness month.

Describe what you would like to enhance, strengthen, or change in the organization during your term on the Board. Include any initiatives you feel would benefit the organization.

Starting out, I think what I would most like to enhance is more member collaboration with the board members. As someone newer to Lakeside Pride members, I didn't really know who was on the board of directors or what the board even did, so I think for those who have been members for much longer, they may be feeling the same. I would encourage more members to attend board meetings, along with finding out about ways they could volunteer, help out, and things of that nature.

Provide any additional comments here.



BOARD ELECTION DECLARATION

VERSION 2018

Candidate Information

Name	Matthew Toland
Position Sought	Member-At-Large
Email Address	mctoland@gmail.com
Ensemble(s)	Symphonic Band
Instrument(s)	Bb Clarinet

If you are not elected to this position, would you like your name considered in the selection of At-Large board members, using this same application?

- Yes
 No

Experience

List past and present memberships and leadership positions in other professional or non-profit organizations. Additional lines can be added if completing this form electronically.

Organization	Position (if any)	Location	Dates
Western Illinois University Alumni Council	Board Member, Board Secretary, Board Vice President, Board President	Macomb, Illinois	2011-present
Illinois Association of Museums	Board Member, Board Secretary, Executive Director	Springfield, Illinois	2011-2019
Illinois State Historical Society	Board Member, Advisory Board Member, Education Committee Chair	Springfield, Illinois	2011-present
Unitarian Universalist Congregation of the Quad Cities	Board Secretary, Board Vice President	Davenport, Iowa	2012-2019
Pandora's Playhouse	Board Member, Board President	Rushville, Illinois	2011-2015

Provide any additional comments regarding your experience here:

My entire professional career has been in non-profit management and leadership. I am an active and committed board member who enjoys meetings and organization. I would be more useful to

Lakeside Pride as a board member, than a clarinet player, but you're not getting rid of me in the clarinet section just yet. 😊

Platform

Why do you want to serve Lakeside Pride Music Ensembles in this position?

Because I am new to the area, ensemble, and organization, this position would allow me to get to know Lakeside Pride better while helping the organization advance its mission.

Describe any knowledge, experience, or skills you feel would be beneficial to the organization.

I have dedicated my life and career to non-profit management. I have a BA in Women's Studies and a MA in Museum Studies. I have attended two different leadership schools and continue to learn about best practices in leadership and management through professional development opportunities including conference, webinars, classes, discussion groups, and others. I take my responsibilities seriously whether it is as a band member, board member, college professor, or museum director. I am dedicated and do not take on new responsibilities unless I am able to fully commit.

Describe any work or volunteering for non-profit organizations you have completed, including previous board work and work for Lakeside Pride.

I have been on several boards and held leadership positions in each one. The partial list is above but there are others not listed. I enjoy volunteering but have come to realize that my skills and interest are better suited for the board room rather than the stock room. I have found that doing volunteer work that is not fun or fulfilling and a good fit with one's skills is the fastest way to volunteer burn out.

Describe what you would like to enhance, strengthen, or change in the organization during your term on the Board. Include any initiatives you feel would benefit the organization.

I am already impressed with Lakeside's organizational structure. The member meeting opened my eyes to how well this group operates and how seriously everyone takes the work, which is why I am interested in joining. I would like to participate in the bid to bring the band conference to Chicago, grant-writing and development (not fundraising and special events), and finding ways to make the organization more equitable.

Provide any additional comments here.

Thank you for the chance to offer my skills to help Lakeside Pride grow and change. I believe in this organization, its mission, and people, and truly believe that I have something to offer. Making music together is fun and enriching, but for that to happen a lot of hard work must be done behind the scenes. I want to help with the hard work, as well as the fun part. Thank you.



BOARD ELECTION DECLARATION

VERSION 2018

Candidate Information

Name	Mitch Young
Position Sought	Member at Large
Email Address	myoungchgoaville@gmail.com
Ensemble(s)	Symphonic Band / Jazz Orchestra / Marching Band
Instrument(s)	Trumpet

If you are not elected to this position, would you like your name considered in the selection of At-Large board members, using this same application?

- Yes
 No

Experience

List past and present memberships and leadership positions in other professional or non-profit organizations. Additional lines can be added if completing this form electronically.

Organization	Position (if any)	Location	Dates
Parents of the Performing Arts	Leader	Saint Andrew School	2001 -Present
Sober Retreat	Activities Chair	Illinois	Spring 2019
Chicago Roundup Sober Convention	Entertainment Committee	Center on Halsted	Summer 2014 -15

Provide any additional comments regarding your experience here:

Platform

Why do you want to serve Lakeside Pride Music Ensembles in this position?

LSP has been a part of my life since 2008 and I would like to give back to the organization while learning the insides of the operation.

Describe any knowledge, experience, or skills you feel would be beneficial to the organization.

Event Planning, Concert Planning, Fundraising, former Assistant Conductor for one season of the Symphonic Band and Marching Band

Describe any work or volunteering for non-profit organizations you have completed, including previous board work and work for Lakeside Pride.

Member of Gay for Good, Lincoln Park Community Shelter, Realtor Sponsor for CMSA Indoor Volleyball, Care For Friends Sleepout for the Homeless

Describe what you would like to enhance, strengthen, or change in the organization during your term on the Board. Include any initiatives you feel would benefit the organization.

I would mainly like to get an idea of how the board works at this time by being of service to the various committees. I would like to implement a LSP volunteer outreach program helping other organizations in the Cicagoland Area and beyond.

Provide any additional comments here.



BOARD ELECTION DECLARATION

VERSION 2018

Candidate Information

Name	Rae Yung
Position Sought	Member at Large
Email Address	Rae.yung@gmail.com
Ensemble(s)	Symphonic/Pops (TBD)
Instrument(s)	Piano/guitar/percussion/etc

If you are not elected to this position, would you like your name considered in the selection of At-Large board members, using this same application?

- Yes
 No

Experience

List past and present memberships and leadership positions in other professional or non-profit organizations. Additional lines can be added if completing this form electronically.

Organization	Position (if any)	Location	Dates
Lakeside Pride Music Ensembles	Member-At-Large (Marketing/PR)	Chicago, IL	2019-2020
Out Wellington Inc. ("Out in the Park" Pride festival/parade)	Marketing/Communications board member (2015), interim Marketing/Communications lead (2016)	Wellington, New Zealand	2014-2015
University of Michigan Queer and Trans People of Color Coalition ("Color of Change" 2013 Community Summit)	Board member	Ann Arbor, MI	2012-2013

Provide any additional comments regarding your experience here:

N/A

Platform

Why do you want to serve Lakeside Pride Music Ensembles in this position?

My experience on the Lakeside Pride board has been incredibly positive, and I have been consistently impressed by how dedicated and thoughtful every single board member is. I think there's substantial work yet to be done in setting Lakeside Pride up for lasting future success, and I'd love the chance to do that work.

Describe any knowledge, experience, or skills you feel would be beneficial to the organization.

I have the professional and volunteer experience to provide solid strategic counsel and functional support, especially in marketing/communications. I'm good with tech, I'm good with art/design, and I'm committed to this community.

Describe any work or volunteering for non-profit organizations you have completed, including previous board work and work for Lakeside Pride.

In my service for Lakeside Pride, I've weighed in on almost every aspect of organizational communications. I've systematized the program book creation process, written a communications style guide, started a board Slack, overhauled our PR process, and created most of our print/digital materials.

I work extensively with non-profit and cause-driven organizations through my job as Creative Director at a PR agency. For example, I recently finished producing an extensive development recommendations document for Howard Brown Health on behalf of a partner advisory firm; other non-profit accounts I've worked or consulted on over the last couple months are Primo Center for Women and Children, IFF, Gift of Hope, CAF America, and The Marine Mammal Center,

Additional long-term volunteer work:

- Peggy Notebaert Nature Museum, Public Interpretive Program volunteer (2017 – present): I deliver programming, typically involving live animals, to inspire and nurture a connection to science and nature for visitors of all ages and at all levels of scientific literacy.
- Out Wellington Inc., Out in the Park board member (2014-2015): I provided strategic counsel, creative collateral for multimedia ad campaigns, crisis communications talking points, and event planning/vendor coordination for fundraising activities.
- Zealandia: the Karori Eco-Sanctuary / Te Mare A Tane, Valley Guide (2014-2015): I led 45-minute hikes through the Karori valley, identifying and providing cultural context for endemic flora and fauna.
- Queer and Trans People of Color Coalition, Color of Change board member (2012-2013): I led marketing/communications efforts and provided logistical support; all 250 attendee slots sold out within two days of registration opening.

Describe what you would like to enhance, strengthen, or change in the organization during your term on the Board. Include any initiatives you feel would benefit the organization.

- I want to create a comprehensive brand bible (building on the existing logo use document and the style guide I've already created) and key messaging framework. Ideally, I'd love to

start with a strategic communications plan incorporating focus groups, member surveys, and one-on-one interviews with key stakeholders.

- I also want to implement more consistent KPIs and analytics. I've set us up with Google Ads, Google Analytics, and Google Tag Manager, but haven't used them to their full potential throughout the season.
- I think we'd benefit from a donor relationship management system like Raiser's Edge. I'd like to look into free/low-cost options and work with the development team to implement a more systematic pipeline with a more personalized approach for our most consistent supporters.
- I want to get more systematic about video use, with a goal of releasing one song per major ensemble concert on social media. This may involve a budgetary line item for broadcast licensing, but my sense is that it won't be too burdensome. We are a performing arts organization! It's really important for development and recruiting that we have current assets demonstrating our performances.

Provide any additional comments here.

Note that this is a conditional application; it's possible but not yet confirmed that I may be leaving the country in fall 2020. At the very latest, I should know by end of May (pending pandemic-related delays, of course).

Regardless of whether I'm appointed to a board position again, I'll continue to help launch the new website and will remain available for communications consultation as much as my schedule allows.