



Meeting of the Board of Directors

3/9/2020

Board members in attendance: Melissa Terrell, Jonathan Alvares, George Matthews, Aimee Faller, Brandon Strawn, Rick Villanueva, Kaitlyn Hollysmith (remote), Adam Lang, Claire Manor, Emily Dodd, Chandler Baltimore, Rae Yung, Patrice Mustaaftaa, Chris Walker

Board members absent: Joe Swedorski

Members in attendance: none

Minutes - Key Takeaways

Gala: Attendance was down a bit from last year, but still a success. Final numbers for money raised will be compiled and ready in a few weeks. Successes and needed improvements for next year were discussed.

LGBA 2022: The preliminary bid is in and the Symphonic venue is close to finalized. Next steps are to complete the bid video and final bid packet once confirmation/feedback is provided by the LGBA Board.

Financial: The marching uniform cleaning budget has been increased to \$1700 to accommodate for the necessity of using a new cleaning service. Improvements are underway for tracking expected and received income from concert ticket sales.

Elections: Preparations for the elections and Member's Meeting are being finalized.

Summer Booths: Plans and preparation for participation in summer festivals will be undertaken.

- 1) Call to order, 7:00PM
- 2) Approval of last month's minutes
 - **Motion to approve the February 2020 meeting minutes: George. Seconded: Brandon. All others aye.**
 - **Unanimously approved.**
- 3) Comments from members in attendance (5 minutes each maximum)
- 4) Kick Off (Standing Item)
 - What was your favorite thing about Saturday night?
 - Answers shared.
- 5) Officer action items
 - a) Chair – Melissa Terrell - *Report Attached*
 - b) Vice-Chair – Jonathan Alvares - *No Report*

- Jonathan: Just a reminder to get your slides into the deck for the member's meeting. Also, the preliminary bid is in to LGBA and on time.
 - Melissa: We have not yet received confirmation, but I'm not too worried since it's the preliminary bid. I will reach out.

c) Treasurer – George Matthews - *Report Attached*

- George: We can now take payments from Zelle, which is awesome because they don't charge transaction fees.
- Melissa: I'm just reminding everyone that we no longer take Venmo, so don't suggest that to people. It has to be attached to a phone, which is annoying because people have their own accounts and we'd have to buy a cellphone to keep using it.
- Brandon: What about the gala?
 - George: We spent almost all of the money for the gala in February.
 - Melissa: We'll get some back due to the security deposit we had to put down.
 - George: I have some numbers for the gala, but not final numbers yet. We'll get to that later.
- Melissa: George and I signed taxes for this year. The thing that stood out was that the line item for occupancy is really low because it got paid a week before the start of the fiscal year, and the next payment was a week after the fiscal year. It will show up eventually.
 - George: The fiscal year is September to August. Taxes are based on money spent when we spend it. That is why it's important for reimbursements to get in before the end of the fiscal year.

d) Secretary – Aimee Faller - *No Report*

e) Member Resources – Brandon Strawn - *Report Attached*

- Brandon: This is the earliest we have ever reached our whole year's expected budget for dues. That doesn't count fees, but it's really exciting none-the-less.
 - Rick: What's the average size of the marching band?
 - Brandon: It varies depending on the gig itself, but generally forty to sixty. A lot of those people aren't in anything else.
 - Melissa: It really depends. Sometimes you have thirty, and sometimes eighty.
 - Rick: How many uniforms do we have?
 - Melissa: Ninety or so.
 - George: We also just bought six new ones.
 - Melissa: Yes, six is the minimum we can purchase at one time, so each year we budget for six more.
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f) Development – Rick Villanueva - *Report Attached*

- Rick: The details for grants are in my report. There are three in progress. We just had a meeting yesterday with Chicago Community Trust. It went really well from our side and from Stacy's side, who just emailed me.
 - Melissa: There was a range, right? Did they request financial data?
 - Rick: Yes, it's around \$7500. We did a preliminary similar to the submission for DCASE. There are a few more steps to complete. We'll find out about DCASE in June.
- Rick (cont.): If you haven't done silent auction items yet, please submit those. We recently had a "chef for two" experience.
 - Melissa: You will send out the link?
 - Rick: Yes.
 - Melissa: Advertise to the membership at large for donations.
 - Rick: I'll put it in the newsletter. How do I do this?
 - Aimee: Send it to me and I'll put it in.

➤ **ACTION ITEM: Rick will send a newsletter submission for solicitation of silent auction donations.**

g) PR – Kaitlyn HollySmith - *No Report*

- Kaitlyn: The only thing I have to report is the article about me again, this time Northwestern Magazine. Hopefully we can do articles that aren't me next time.
 - Melissa: Is this online or just in print?
 - Kaitlyn: It hasn't been published yet. I'm not sure.
 - Melissa: Please circulate the link if it's online, especially for the Marketing Team to publish.
- Brandon: I want to thank you for your amazing speech on Saturday.
 - Melissa: Yes, it's hard to be that vulnerable around people you don't know. It took a lot of courage.

h) Marketing – Adam Lang - *Report Attached*

- Adam: Thank you to Emily and Chandler for Gala social media. Thank you to Chris for visibility awareness. Thank you Rae for the fantastic program book. [Member] has also been helping a ton. I have reached out to him about joining social media.
 - Melissa: Have you approached him about joining the board?
 - Adam: Not yet, but I definitely will.
 - Rae: We have an ad running in Northshore on April 19. It's after other concerts are already passed. Is there anything we need to push out on that day?
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- Melissa: The Latin Band concert, or you can use it to advertise for Marching Band recruitment. That material is more readily available. Whatever you can put out would be great.
- i) Operations – Claire Manor - *Report Attached*
 - Claire: I got a nice email from People's Church for the clarinet choir for playing at their gala. I'll send this out to share with everyone. Other than that it has been Symphonic planning, but I don't think much else. We have a couple chamber gigs we're working on.
- 6) Ensemble action items
 - a) Symphonic Band – Kyle Rhoades - *No Report*
 - b) Jazz Ensembles – Scott Malinowski - *No Report*
 - c) Marching Band – Stephen Carey - *Report Attached*
 - Melissa: Stephen had a request but we'll talk about it in new business.
 - d) Chamber Ensembles – Claire Manor - *Report Attached*
 - Claire: The newly formed Low Brass Ensemble will be joining the Clarinet Choir and Tiny Bubbles for a joint concert.
 - Melissa: Where and when?
 - Claire: It's still early in planning, but likely at Cheryl's church, Berry Memorial. They were wondering about program books and selling tickets.
 - Melissa: It's easy to set up ticketing if they want that.
 - Claire: I think we should do programs if we have it in the budget.
 - Melissa: We probably don't need a full program book, that's a lot, unless we use the same one and just substitute the set list. Will they be giving you one?
 - Claire: Hopefully. It was a logistical nightmare getting info from them for the Chamber Show.
 - Rae: What about a program flyer?
 - Adam: There are two things we need- to get ticketing set up and available a month ahead of time and know what's going into the program document.
 - Melissa: Have all three leaders been communicating with you?
 - Claire: Just Cheryl.
 - Melissa: Tell them what you want and give a deadline and stick to it. A one sheet flyer would be great. It needs to be on them to do what they need to do. Ticketing is great, and it's easy to create an Eventbrite. Consider how much you want to charge. The standard has been \$10, but could be \$5
 - Brandon: What about a suggested donation thing?
 - Melissa: Find out what they want and coordinate with Adam for ticketing and flyer. If they don't meet the deadline, they don't get it. The days of waiting until

the last second are over. It's not fair to others. Setting limits will help us not feel overwhelmed and leave people feeling like their time isn't respected.

- Rick: Did you give a general timeframe for this performance?
 - Claire: Not yet.
- Adam: I could use some marketing budget for this. Is it ADA accessible?
 - Melissa: It's Cheryl's church, right? She could get that information.
- Melissa (cont.): By the way, we were emailed about getting an interpreter for the Symphonic Show.
 - Adam: Do we have someone?
 - Melissa: I have a friend who is one and can hook us up, it will probably cost a few hundred bucks.
 - Chris: I know a couple as well.
 - Melissa: All around we know people. My friend is a gay man and runs a service and has great connections. Anyway, I was really excited to get that request. All that publishing we do matters. We'll have to do assigned seats for some so that they are able to see the interpreter.
 - Adam: Yes, and queer plus disability is a tiny world.

7) Old business

a) 2020 Take The Stage Gala Recap - Melissa

- Melissa: I think it went really well overall. There are a couple of things we learned for next year. For example, I learned why the hallway was so bright. Last year we had blue coverings over the lights and this year we did not, so that's why the lighting was off.
- Melissa (cont.): For those of you in the hallway, coat check, etc., how did that go? How was Tiny Bubbles?
 - Rae/Chandler: People stayed and took photos.
 - Chris: It also helped because it was confusing to get in.
- Melissa: We definitely need to continue to have improvements on signage and wayfinding. Part of the issue was that the grand staircase was under construction. Having directions on the tickets from The Bean would have been helpful.
 - Patrice: What about putting signs on Randolph? Are we allowed to?
 - Melissa: Good question, I don't know.
 - Brandon: Another option would be to have three stations with people in LPME attire and glowsticks to help direct.
 - Melissa: Patrice was out for a little, right?

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- Patrice: Yeah. That was my first time at that venue, and I got lost a lot. I got lost dropping off, parking, and getting in. Then, the signs were dark because it was dark outside. They really needed lighting. I wasn't quite sure about getting around Randolph. I caught another couple coming down that way, and there were a lot of people walking back and forth.
 - Chris: I was out for awhile and also caught people- I saw people in fancy attire and assumed they were going there. I actually got about 15 people. I was on Randolph near the Harris Theatre entrance. A lot of people were lost.
 - Patrice: How about something like balloons?
 - Brandon: This would also be a great opportunity for the Band-Aids, especially if we get those shirts we designed.
 - Patrice: Flashlights would be helpful too.
 - Melissa: We still need to remake the signs for next year. They look great, but once it gets dark, they were much harder to read than I thought. The background was too dark and the words were too small.
 - Aimee: They also sell really strong tap lights that are LEDs and run on batteries. They are meant for construction work when there's no electricity.
 - Melissa: Can you send me a link to those? I've been looking for something bright and cheap for the storage units.
 - **ACTION ITEM: Aimee will send Melissa some links to LED tap lights.**
 - George: Net ticket sales were \$8200 this year, which was a little down from last year's \$11,000. In terms of money raised that night, there were a couple of big contributions. It's hard to tell exactly from Paypal, but we were a couple of bucks short of \$6,000 for the night. In terms of sponsorship, I need to go through this first.
 - Melissa: I have more info about that for you.
 - Rae: I think we should move the giving wall and have stickers.
 - Melissa: Yeah, I want to rethink how we frame the giving wall. I still want to use it because it's beautiful and Aimee made that for us, but change how we talk about it, and how to effectively utilize it.
 - Patrice: In my sister's organization, when people donate, they give out little glow in the dark things that are the colors of the organization. Then you know who in the crowd has given. Otherwise, it's hard to distinguish. I talked to people all night and some had already given or been approached a lot, and were annoyed that they were asked again.
 - Kaitlyn: Do we know what the gross was for everything?
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- George/Melissa: No, we'll sit down in the next week or so and run the numbers. We'll get it sorted and sent out.
- Melissa: We knew year two would always be harder than the inaugural year. Our goal is to grow, but it's ok if we don't every time.
- Patrice: For next year, is it possible to have a little card to pass out to advertise? We have done that in the past.
 - Melissa: Like a business card size ad? Yeah, that's a great idea.
- Rae: What are we doing with the list of attendees? How do we follow up?
 - Melissa: Good question, I want to build on that and get a master list of donors. They are automatically added to our mailing list, but it's also good to get that over to Development for the donor base. Chandler, can you copy and paste these ideas and send them to me?
- **ACTION ITEM: Chandler will send a list of gala improvement ideas to Melissa.**
- Brandon: We had Tico last year, and Greg Harris this year, but I feel like we could be more proactive towards high profile people and reaching out to them. We need to make sure we are having an outreach to reflect the diversity we want internally.
- Melissa: That's something to think about. That's an issue with the host committee. I feel like I didn't involve Development, Marketing, and you all enough. That's on me. Next year, I'd like to have you guys more involved because you think of those things.
- Melissa (cont.): Anyway, start thinking about who you want to honor for the Spotlight Award. It's a hard question. Let's start thinking now.

b) LGBA 2022 - Melissa

- Melissa: As Jonathan mentioned earlier, we submitted our preliminary bid to the LGBA board. We haven't heard back, but I'm not worried as they are all volunteers like we are. Our bid is beautiful, and that's 98% because of Jonathan. He spent so many hours, and has my eternal gratitude.
 - Jonathan: Thank you to all who reviewed it as well.
 - Melissa: The next step would be producing the final bid packet, which is due May 1st. We are working on finalizing the venue. We've been really struggling, but we're close. Most recently, we have been talking to Cadillac Palace. Their pricing was a little more, I think \$11,500, but of course that doesn't include lighting, etc. Harris was cheaper, but it's really not pretty.
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- Brandon: I think Harris is lovely. It is underground though, and adds to the confusion of getting there. I have been there for Chicago Gay Men's Chorus. It's huge and the acoustics are good.
 - Melissa: We haven't seen the Cadillac yet in person, but when we look at pictures, it's beautiful, and that's the reaction we want.
 - Jonathan: And think about having the name on the marquee.
 - Melissa: Right now the date is available, but it's so hard to pin down because we are so far out.

 - Jonathan: We're talking to Adler to see if we can have the Jazz performance and dinner there.
 - Melissa: Yes, for the Jazz performance. Most conferences have a Symphonic show, marching performance, and an honors Jazz performance. We have a good relationship with Adler, and it's expensive but conferences typically have opening parties and Adler would be amazing as well fit in with iconic Chicago.
 - Patrice: I'm trying to see if CCS would sponsor the event, so contact me offline for sponsoring.
 - Melissa: That would be amazing. It's going to be like 20 grand, but we will think about that more after we hear back. The big thing to do now is get the video done. It's on hold due to the venue issue.

 - Brandon: Has there been any communication with Lori Lightfoot's team? I remember with Kansas City, when I went to the Houston conference, their video was awesome. The mayor was very welcoming.
 - Jonathan: I have a close relationship with her digital person, so I'm working on it.

 - Melissa: We need to find out who is going so we can get shirts for everybody. Did I share the logo yet? [*shows final logo*]. It was designed by Daniel Eggert. He did a tremendous job at a good rate, and was fast and responsive. We will definitely use his services again. If we get the bid, we need as many people as possible to help. Right now it's mostly just me and Jonathan, so if you're interested in helping, please let me know.
- c) [Board].org Domain Name - Kaitlyn
- Kaitlyn: I don't think it's an issue anymore, let's push it off to another month.
- 8) New business
- a) Elections - Melissa
- Melissa: Our member meeting is in one week and five days. Elections are held then. After consulting with our resident website guru, instead of doing lakesidepride.org/vote, we will use Bitly link so it's faster and more responsive and we don't have to split people up by last name, etc. When you see that, just know that I made the executive decision to do this so it will work for everyone.
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- Melissa (cont.): For those running, you'll have 2 minutes to speak. Think about what you want to say. Members will have time to ask questions. Someone will likely ask you something pointed, and then no one else will speak. It usually works that way. There will be a timer for you.

b) Member Meeting - Melissa

- Melissa: We have to get all officers to give reports and present to the membership what you have done for the past year and what's happening. Don't just read slides full of text. Use charts, graphs, and basic info. We are transparent and beholden to membership. Be ready to answer questions. It doesn't have to be long. Update the slide deck and do it by Wednesday.
- Melissa (cont.): One more thing about elections. Remember at the retreat how we made a whole list about board recruitment? Member-At-Large applications are due April 1st. I want us to think about who would be good for the board and recruit. I want a good selection to choose from, especially if we move to eight members. At-large positions are always one year, and end April 30th. If you're on now, and want to stay, fill out an application. This is the first time we have had literally every single board member active and doing things. Y'all are amazing.

c) Uniform Cleaning Budget Increase Request - Stephen

- Melissa: Stephen has requested an increase in the uniform cleaning budget. The increase is from \$700 to \$1700. It sounds like a huge jump, but the reason is because the cleaners we were using went out of business. Their rates might be part of the reason why. We also have more uniforms. The estimates are in Stephen's report. Any questions?
 - George: The report mentions the idea of increasing dues. I looked at the numbers of summer only people. The increase would only raise about an extra \$700 which wouldn't cover it anyway. My reaction is that I don't want to raise them and just give him the money.
 - Melissa: I agree, summer is so short anyway. I don't want to increase dues for those people.

➤ ***Motion to approve a uniform cleaning budget increase from \$700 to \$1700 dollars: Patrice. Seconded: Emily. All others aye.***

➤ ***Unanimously approved.***

- George: He also wanted to increase next year's budget to \$1800. Should we do that now or later?
 - Melissa: Let's wait until we see what it ends up costing. Can you put it on your action items to revisit in a few months? (*George will make a note of this*)
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d) Spring 2019 Symphonic Ticket Sales Money - George

- George: When Melissa and I went through and did the budget, we noticed that we never got paid ticket sales for the Spring 2019 Symphonic concert. They recut and reissued the check, and it's now in the bank account. This is worrying and should not have happened. I was wondering who has the accountability on the ticketing? Is it the Treasurer's job? Someone else? Also for other events?
 - Melissa: For the most part, for Symphonic, it's DePaul. Who would you like it to be?
 - George: I'm not involved in the logistics of the concert. I'm more about handling the money, but we don't have a process for making sure it gets to us.
 - Jonathan: Should it be Operations?
 - Melissa: If that's how we are looking at it, then yes, Operations would make sense. If we are staying on top of the master performance list, it would be easy enough to indicate in the spreadsheet who needs to follow up. Can you two touch base and figure it out?
 - George: Sometimes we will get checks and I don't know what they are for. The performance spreadsheet makes sense. I'm not the one who negotiates the fees. If we have a column for the negotiated fee and one for when we get paid that would be great.
 - Melissa: I would say it's both Treasurer and Operations. I think you should coordinate on the spreadsheet after every performance. Make sure every event is recorded, add the info we have, and seek it from the right people. All should stay on top of updating.
 - Brandon: On Google Sheets, there is now a check button that you can add as well.
 - Jonathan: Jay created the invoice for performances. Would this be helpful so we don't have to follow up for gigs?
 - Melissa: For anything where we don't have a contract, if we need an invoice, then sure we could create one. I just don't want to create more work for George.
 - Jonathan: It would be nice to have formal documentation.
 - Melissa: If we have a contract, it's all in the same place on the drive. I don't want to create unnecessary work, but there should be a place where we can all go and know what's going on. I've had people hand me money at rehearsals, and it's easy to forget it. If you two can update the spreadsheet, that would be helpful for everyone.
 - George: I'll check in Xero and see what the invoicing functionality is like. If we say that for any gig, an invoice should be produced, then I can update the sheet with that column. I don't think having it across two people is good for accounting reasons.
 - Melissa: We have had an issue of money showing up and not knowing why, but we should still know it's coming. If Operations fills out the spreadsheet, we can see, "Hey, this never came in," and the Treasurer follows up.
 - George: This is useful information, since some gigs are unpaid.
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- Melissa: The columns are there. We should just start using them. Now for helping Operations, if the Calendar Team gets a gig, they should just copy/paste it into that spreadsheet.

➤ **ACTION ITEM: George and Claire will touch base and coordinate payment tracking for performances.**

e) "Create the logo" for chamber charters - Adam

- Adam: Do we have a worksheet with a standard list of steps to the charter review?
 - Melissa: There is, it's now a PDF form instead of a word doc, so we have more control and people don't accidentally mess it up. After that, they submit it to the board and we have to discuss and approve the charter. We don't have a step by step guide, but we need one. This should be an action item/to do list.
- Melissa (cont.): One of those things should be to make sure we have a logo. We have a generic "chamber ensemble" logo and the goal was to use that instead of having a thousand logos for every group. Wilde Cabaret had a different logo that they were using, but I wasn't aware of it. We rebranded a few years ago, and went with a specific look and feel. We contacted Wilde Cabaret and we are working on that. Knowing this happened, we need to make sure chamber ensembles have everything they need.
 - Rae: The logo may be a bigger conversation about having a brand book and/or style guide.
 - Melissa: We do have a style guide.
 - Rae: I have not seen it.
 - Melissa: Adam made the logo. We handed it off to a graphic designer to polish it and create the ensemble logos in different formats- color, black and white, vertical and horizontal. He also gave us a style guide. I'll find it; it's buried somewhere in the drive. If I'm wrong, I apologize and we should absolutely make one. A good rule of thumb is that we have a logo and we should use it for every ensemble. Do you have one for Wilde? I want that to be updated ASAP.
 - Brandon: Make sure we tell Sidetrack as well.
 - Melissa: Let's do that ASAP.
- Melissa: Back to your question, maybe we should go down it, and make sure they have everything they need on the checklist. Claire, can you work with Adam on creating that?
 - Claire: Yeah.
 - Melissa: Also include a step about notifying Member Resources. Notifying them should be on that list.

➤ **ACTION ITEM: Adam and Claire will get Wilde Cabaret's branded logo completed and create a chamber ensemble creation checklist.**

f) Summer swag - Adam

- Adam: At the beginning of the year, we put summer swag in the budget. I asked who was planning events with give outs and what they needed, and no one responded. If there are no swag requests, I'm not ordering it.
- Brandon: I think it's good to have in general, though there are really no info booths in summer, since it proved to not be a good use of our time.
 - Melissa: Both Kaitlyn and Bradley were recruited from Pride Fest, and many other members found out about us this way. My knee jerk reaction to this is why stop when we touched a lot of people? We should reconsider doing the summer booths.
 - Patrice: Do we have ensembles performing at those?
 - Melissa: No. It's not allowed, and every bar has loud music anyway.
 - Jonathan: Did we get any traction at the Fahrenheit Festival?
 - Melissa: We did that two years in a row. It's on the South Side. I think people said it was really good that we were there.
 - Rick: From a brand and development standpoint, it's good that we are reaching across the city. I think festivals like this are good, as it's another element to furthering that mission.
 - Jonathan: Maybe our focus should be on festivals outside of the North Side and not in our neighborhood.
 - Melissa: One reason we stopped is because of manpower. People didn't want to do it, and beer booths people do because they tend to be more fun. It's also more challenging because we need members who can speak to us. It can't be just anyone.
 - Adam: We need at least one strong person, and then maybe the others can be Band-Aids.
 - Melissa: Yes, it's necessary to have leadership or a trusted veteran there. We had that once last year. None of the leadership could go, but we wanted to do it so we sent trusted people.
 - Chris: Could we offer some sort of incentive? Even something like \$50 could get people there.
 - Melissa: We have talked about stuff like that before, and it's really difficult to justify especially when people like Brandon are working non-stop for free. Where do you draw the line? For example, Jazz had the same people lugging gear to gigs and there were requests for payment. Where does it end? We can't afford to pay everyone for everything, and it becomes a slippery slope.
 - Brandon: I think swag could be used for that.
 - Patrice: Maybe a quota for membership applications? Get X amount, and receive a T-shirt and tickets to the next concert.

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- Adam: We can give comp tickets.
 - Melissa: Tickets are a great idea. I'm all for incentives but it needs to be fair. Cash gets problematic. Tickets are great because a lot of people are already inviting family and friends to concerts and can earn tickets for them.
 - Patrice: If someone can direct me to booths and fests, those are the types of things that I like and would love to help with.
 - Melissa: Yes. Who does the booths/festivals fall under? I see Adam! Technically it is marketing, but often the rest falls under Member Resources for recruiting for these things. If you want to work under Adam, and recruit and staff them, I'm all for it.
 - Brandon: I submitted an application for the beer booth.
 - Adam: We will want to do Fahrenheit and Rogers Park.
 - Melissa: Let's start with the South Side from the past two years and go from there. Can you two coordinate?
 - **ACTION ITEM: Patrice and Adam will coordinate participation and staffing for summer info booths outside of the immediate neighborhood.**
 - Brandon: If you go to the Member Resources folder in the drive you'll have access to that.
 - Emily: The deadline for the South Side Pride festival is June 1.
 - Melissa: Let's get focused on that first.
 - Brandon: It's the same day as Navy Pier, and a day before Pride.
 - Melissa: It's actually on Pride weekend? Brandon is a good resource for questions but let's avoid asking him. Let's get together offline about this.
 - Melissa: Back to summer swag.
 - Brandon: What about drawstring bags?
 - Adam: Find a vendor, make sure it's under twenty-five cents per item, and email Patrice and I if you find something.
 - g) Pops Ensemble (executive session) - Melissa
 - [Enter executive session at 8:29PM]
 - [Exit executive session at 8:44PM]
 - h) Website - Rae
 - Melissa: Wait, do we have anything for the website update?
 - Rae: yes, [address given]. The structure is all there.
 - Melissa: Is there something that we can collectively help with?
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- Rae: Switching over content from the old website.
 - Melissa: Like media?
 - Rae: Not necessarily. Things like FAQs, data, etc.
 - Melissa: How can we do it in a way that's useful to you?
 - Rae: I could make the development on a live server. It wouldn't be *live* live, but on the development site. I can give out logins and you can add stuff in.
 - Melissa: Fantastic. It's ok to say no, but it would be awesome to show part of the new site at the Member's Meeting.
 - Rae: Not live, but I can do screenshots.
 - Melissa: Great, let's do screenshots and add that into the PowerPoint deck. If you're not sure what to do, I'll go in and add it. I'm happy to do that if you don't have time. I'm so excited about this!
 - Rae: I need content for a history page.
 - Melissa: I have some.
 - Rick: I have one pager.
 - Melissa: I would love info going back all the way to 1979. We can have some and add from there.
- i) Month Ahead Review (standing item)
- Kaitlyn: There is a 5k in Hyde Park, hosted by NPR. It could be a good opportunity for a chamber ensemble.
 - Melissa: Can you email the info to Claire?
 - **ACTION ITEM: Kaitlyn will email NPR's 5k info to Claire.**
 - Jonathan: Jazz Orchestra every week on Wednesdays through June.
 - Adam: Is there someone to contact for the Band-Aids?
 - Joe: Lee, Chandler. If you email the volunteer@ address it will go to them, me and Melissa.
 - Melissa: By the way, I found the style guide in [location on drive]. There are also original logos and fonts that people shouldn't touch.
 - Melissa (cont.): Everyone should get in the habit of going to an event on the calendar and making sure it looks right.
 - Melissa (cont.): As a reminder, next month is when the newly elected board will do "speed dating" with the Member-At-Large candidates. Keep the actual active meeting agenda as slim as possible. Current at-large members, how did that feel? In years past, people would go around and ask random questions of all the candidates at once and it
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felt uneven and unfair. By the time you got to later people, answers had all been taken. With one at a time, I felt like I got genuine answers from everyone.

- *[Members-At-Large shared their feelings on the interview process]*
- Melissa: Start thinking about questions to ask. Members-at-large, if you have ideas for better questions or questions that you wish you were asked, let me know.

j) Kudos (standing item)

- Melissa: I know I say this every month, but it's especially true this month. Everyone helped with the gala and thank you. Knowing that everything was covered was such a relief for me. Kudos to everyone for doing tons of work - this is the most effective board ever.
 - Claire: Thank you for being concerned about our wellbeing and making sure everyone got to eat.
- Patrice: Kudos to Melissa for your kind and warm leadership. You're on point and I appreciate your guidance.
- Rick: Kudos to George, Melissa, and Jonathan. You were all extra helpful getting me through the grant process.
- Adam: To Rae on the website. It is designed for the vision-impaired to be able to read.
- Melissa: To Jonathan, for doing such an amazing job, especially with the LGBA package.
- Patrice: To George, he is on it! I admire and appreciate you.
- Jonathan: Everyone has each other's backs, and it's awesome.
- Melissa: I've been in this band 15 years, and have been going to board meetings for almost as long. It's meaningful to have an environment where everyone is working and happy to be here. It is such a refreshing change from how it used to be.

9) Adjourn, 9:17

- ***Motion to adjourn the March 2020 board meeting: Adam. Seconded: George. All others aye.***
- ***Unanimously approved.***

10) Reports

Chair Report (Melissa Terrell)



Meeting of the Board of Directors

3/9/2020

1. Jonathan and I submitted our preliminary LGBA Bid Packet to the LGBA Board. We continue to work on the conference details that will need to be included for the final bid packet due May 1.
2. The member meeting is coming up in a few weeks. We have our Office Candidates published on the member section of the website.
3. The Gala prep is going well and by the time this meeting happens it will have been amazing!

Vice Chair Report (Jonathan Alvares)

No Report

Treasurer Report (George Matthews)

(begins on the next page)



Meeting of the Board of Directors

3/9/2020

Secretary Report (Aimee Faller)

No Report

Member Resources Report (Brandon Strawn)

Finances & Membership Information

	Mar 2020	Mar 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	251	241	274	218	300-325	250-300	200-250
Member-ship Forms	239	225	274	218			
Dues	\$20,340	\$20,215	\$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	239	95.2%	Forms Submitted	172	68.8%	Veterans
# of	02 Double Reed	10	12	4.8%	Forms Remaining	78	31.2%	Rookies
# of	03 Clarinet	41	224	89.2%	Dues Finished/Installments	130	51.8%	RegFullYear
# of	04 Low Clarinet	8	0	0.0%	Dues In Progress (C/C)	15	6.0%	StuFullYear
# of	05 Saxophone	29	224	89.2%	Dues Paid/Started	5	2.0%	SenFullYear
# of	06 Trumpet	33	27	10.8%	Dues Unpaid/Unstarted	51	20.3%	RegHalfYear
# of	07 Horn	16	20000	100.0%	Total Dues Budgeted	9	3.6%	StuHalfYear
# of	08 Trombone	25	20340	101.7%	Total Accrued	2	0.8%	SenHalfYear
# of	09 Euphonium	6	21940	109.7%	Approx Expected Accrual	20	8.0%	Summer
# of	10 Tuba	9	3	1.4%	Artistic Director (AD)	11	4.4%	Waiver
# of	11 Percussion	19	5	2.3%	Cash/Check (C/C)	8	3.2%	Other
# of	12 Vocalist	10	160	72.1%	PayPal (PP) (or Stripe)	22	7.4%	Jazz
# of	13 Rhythm	7	39	17.6%	PayPal Payment Plan (PPPP)	38	12.8%	Marching
# of	14 Ukulele	8	15	6.8%	Waiver	180	60.6%	Symphonic
# of	15 Auxiliary	2	199	89.6%	Paid Full Amount	57	19.2%	Chamber
# of	Total	251						

Notes

- Currently completing the Member Resources transition document and preparing to work with the incoming Member Resources officer for onboarding.

Development Report (Rick Villanueva)

Grants

- *DCASE: Last award received: 2016, \$6,500.*
 - We have recently submitted our DCASE grant with a requested amount of \$10,000.00 for this year. That amount is based on our projected operating budget of \$125,665.
 - Note: Average grant awards from DCASE hover around the \$6,000.00 range. Grant awards are typically no more than 10% of one's total operating budget.
 - Notification of award will be in June, 2020.
- *Young Leaders Fund at Chicago Community Trust: NEW*
 - Our application is currently in-progress. Our initial organizational profile was recently completed.
 - Up next: we have an on-site visit scheduled for March 8th. Our full grant submission is due April 20th.
 - Grant deliberated by 5/13....recipients will be announced shortly thereafter. We anticipate asking for \$7,500.00-\$10,000.00.
 - Average grant award is ~\$5,500.
- *Alphawood Foundation Last award received: 2019, \$7,500*
 - We have been invited to apply again this year and our application is in progress.
 - Due date for the application is March 18th. We will be asking for \$10,000.00 for this app cycle.
- Development team continues it's search for appropriate grants and funding opportunities to apply for!

Silent Auction

- Reminder: ALL BOARD members are asked to submit an item for donation for the Auction.
 - How does one do this?: ASK and make requests to businesses you patron. Ask for a gift certificate!...or ask if they practice in community gift-giving.
-



Meeting of the Board of Directors

3/9/2020

- PLEASE be sure your item has a perceived MINIMUM VALUE of \$75.00. Our starting bids are typically ~\$40-50.00.
- If your item is below that value, combine it with another (yes, ask another business!) to create a larger 'package'.
- If you haven't submitted your donation....there's still time! Your contribution makes our Auction more interesting/fun for our patrons...and more profitable for Lakeside Pride!

PR Report (Kaitlyn HollySmith)

No Report

Marketing Report (Adam Lang)

Last month

- Gala program book created and printed
- Gala signage created and printed
- Gala social media ran
- Gala emails out
- Marching, Symphonic, Jazz, Latin email drafts circulated
- Symphonic, Jazz program books started
- Marching, Symphonic, Jazz, Latin social media in development
- Discussions ongoing to develop marching recruiting marketing plan
- Updated calendar request form to ask some additional actionable questions

Month ahead

- Finish posters for Symphonic, Jazz, Latin concerts
- Send emails for Marching, Symphonic
- Run social media for Marching, Symphonic
- Finalize marching recruiting plan
- Van letters
- Create logos for the chamber ensembles that don't have them
- Support LGBTQ remembrance/visibility/action days

Operations Report (Claire Manor)

Kicking into high gear on Symphonic concert planning.

Chamber Ensembles Report (Claire Manor)

- Just got word of a joint show between the clarinet choir, Tiny Bubbles and the new low brass ensemble. Tentatively scheduled for May 16th at Berry Memorial United Methodist Church. They are unsure what to do about a program book/charging admission. Once they decide, we can add an FB event and Eventbrite page if they do indeed decide to sell tickets. I will be reaching out for more information in the coming days/weeks.
- Formation of additional brass and woodwind quintets is underway. There will be an open brass quintet mixer rehearsal from 6-9pm on March 12th.

Symphonic Band Report (Kyle Rhoades)

No Report

Jazz Ensembles Report (Scott Malinowski)

No Report

Marching Band Report (Stephen Carey)

I am requesting the board to approve an increase to the uniform cleaning budget from \$700 to \$1,700 for 2019-2020 Budget and \$1,800 for 2020-2021 Budget. The reason for the increase is that Hollywood Cleaners went out of business last year and we were receiving a great Discount with them. The lowest quote I have received is \$22 per uniform. I have listed the 3 quotes below. I have 75 uniforms that need cleaned from last season. I anticipate an increase in participation this year which will increase costs for next year.

- Davis Imperial Cleaners \$22 per uniform
- Barry-Regent Cleaners \$23.75 per uniform
- Wicker Park Cleaners \$20-25 per uniform

Kyle also had a good suggestion that we increase Marching Band only dues to \$75 and offset the cost of uniform cleaning. Most school band programs have a uniform cleaning fee in addition to dues or participation fees.

Please let me know if you have any questions.