



# Meeting of the Board of Directors

8/10/2020

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**Board members in attendance:** Melissa Terrell, Jonathan Alvares, George Matthews, Aimee Faller, Patrice Mustaaftaa, Matthew Toland, Brandon Strawn, Adam Lang, Lily Sikes, Eric Rosecrants, Ross Guthrie

**Board members absent:** Andrew Paul, Emily Dodd, Tony Marino, Rick Villanueva

**Members in attendance:** Steven Kandow, Scott Malinowski

## Minutes - Key Takeaways

Season Planning - Planning for a potential fall virtual concert will be underway shortly.

Social Justice Initiatives - A final draft of the call for transformational change will be signed and sent, via standard mail, to an approved list of representatives from across the city of Chicago.

Organizational Changes - The Lakeside Pride Mission Statement has been revised and officially adopted. Dues for the 2020-2021 season will be an optional, opt-in format in light of the COVID pandemic. New members-at-large will be selected to replace the vacancies left by Maya and Mitch's departure from the board.

Gala 2021 - A gala subcommittee will be formed to address the feasibility of hosting a 2021 gala, and to devise what that event might look like.

- 1) Call to order, 7:04PM
- 2) Approval of last month's minutes
  - **Motion to approve the July 2020 meeting minutes as written: Patrice. Seconded: George.**
  - **Brandon abstains. All others aye. Motion passes.**
- 3) Comments from members in attendance (5 minutes each maximum)
- 4) Officer action items
  - a) Chair – Melissa Terrell - *No Report*
    - Melissa: Everything I'm working on has its own agenda item. I have nothing additional to add.
  - b) Vice-Chair – Jonathan Alvares - *No Report*
    - Jonathan: Nothing additional to add either.
  - c) Treasurer – George Matthews - *Report Attached*
    - George: Our fiscal year ends at the end of August. If you have any outstanding expenses or plan on spending your budget from this year, please do so within this next week. The Pops music was ordered out of next year's budget, and one piece from Kyle was out of next year's as well. Everything else was from the current year.



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- Matthew: Why does the fiscal year run to August?
  - George: That's just when it is.
  - Melissa: The fiscal year used to coincide with the board changeover, which was problematic, so it was changed a few years ago. Now, it kind of mimics the performance season. The start of the fiscal year lines up with the Fall Symphonic cycle and then wraps at the end of marching season.
- d) Secretary – Aimee Faller - *No Report*
  - Aimee: I have nothing to add this month.
- e) Member Resources – Patrice Mustaaftaa - *Report Attached*
  - Patrice: I believe Emily sent a report to Aimee. I have nothing outside of that other than losing Maya. Emily and I got together and touched base with Brandon about carrying on his procedures. We're not reinventing the wheel, but refining it. We also discussed KPIs, and double checked the membership form so that it coincides with what was discussed Saturday. Are we talking about waiving dues?
    - Melissa: Yes, that's an agenda item. Have you prepared next fiscal year's forms for membership to fill out? We need to add a COVID waiver in there.
      - Patrice: Yes, we're just waiting on whether we're waiving dues for the season.
      - Melissa: We need to make sure that there are acknowledgments for COVID, and that it's a "play at your own risk" situation. Let's you and I connect.
      - Patrice: We were planning on running it by you before putting it out to the membership.
    - **ACTION ITEM: Patrice will send the final draft of the 2020-2021 Membership Form to Melissa.**
  - f) Development – Rick Villanueva - *No Report*
    - Melissa: Rick wasn't able to make it tonight, but I can tell you that the Alphawood grant came in for \$7,500.00. It has been received and deposited.
  - g) PR – Matthew Toland - *Report Attached*
    - Matthew: I submitted a very brief report. We're almost done cleaning up the media contact list. I'm looking for something to release to the press, and there's not a lot to release right now. It will probably be the season theme once that is announced.
  - h) Marketing – Adam Lang - *Report Attached*
    - Adam: Nothing additional.
  - i) Operations – Brandon Strawn - *No Report*
    - Brandon: Nothing to call out.

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## 5) Ensemble action items

### a) Symphonic Band – Kyle Rhoades - *No Report*

- Melissa: At this point, Symphonic Band isn't starting, and I don't see it starting any time soon. DePaul is still holding our dates, but it's highly unlikely that we can rehearse unless something drastic happens.

### b) Pops Ensemble - Steven Kandow - *Report Attached*

- Steven: There's not too much other than the brief report. I am grateful to Melissa for showing me the ensemble library. I'm desperate to get a librarian. I have two applicants, and if you know other qualified people that may be interested in that, let me know.
  - Matthew: There is a woman who sits next to me who is in library school right now. I can't remember her name, but I'll figure it out and let you know. *(Name was recalled and passed on to Steven)*

### c) Jazz Ensembles – Scott Malinowski - *No Report*

- Scott: I think I shared a little about my social distancing plans at the retreat. September ninth is the goal for the first rehearsal.
  - Melissa: You may be our trial run for anyone coming back, so please make sure protocol is followed to the letter.
- Scott: Of course. Bell covers and masks will be about six hundred bucks. It's within my budget, so I don't need to ask for any more money. They are branded and everything.
  - Adam: Do you need logo files from me? With or without words?
    - Scott: Probably, yes. If you could send a round version of the white on blue, that would be my preference. Send both with and without words.
  - Melissa: Feel free to share what you found once they come in for other ensembles to consider as well.

### d) Marching Band – Stephen Carey - *No Report*

### e) Chamber Ensembles – Brandon Strawn - *No Report*

- Brandon: Chamber Ensembles have been given permission to rehearse again, though none have done so thus far. We will continue checking in with them to see if anyone starts, and get rosters and attendance within 24 hours after rehearsal.

## 6) Old business

### a) LGBA 2022 - Melissa/Jonathan

- Melissa: We can take this off of old business now. We have officially won the bid. It's exciting and nerve-wracking. There is so much work to be done. Jonathan and I are plowing ahead. The biggest thing will be fundraising. I don't want to take any money out of our normal budget, so it's all hands on deck.

➤ **ACTION ITEM: Aimee will take LGBA 2022 off of old business.**

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- Brandon: Are you hoping that the people who are working on it will continue to do so even if they aren't on the board?
  - Melissa: Yes, we already have some former board members and non-board on the committee. We will have a planning session soon to get a timeline for things that need to get done.

## b) Website Redesign - Melissa

- Melissa: This project is having some serious movement. I'm hoping we can finish this and launch it in the next few weeks. There is a clear plan of attack, and it's going well.

## c) Season Discussion - Melissa

- Aimee: I left this on the agenda due to the possibility of a virtual concert in the Fall.
  - Melissa: Ah, right. Brandon, are there any updates on this?
- Brandon: I haven't done much with it this past month due to the move, but will this upcoming month. One thing I was thinking about was finding out what our capacity is for larger scale sequenced events like Kyle was doing with Symphonic Band. We can also have different players or ensembles perform to a track. Then, we can have a talent show format, with emcees talking and engaging. Basically it would be like an entertaining version of a PBS fundraising drive. Anyone else have things they want to add? I would love to hear.
  - Adam: I'm happy to research any potential songs for licensing before people rehearse.
  - Melissa: Keep in mind that it's already mid-August, and we would like to do this at the end of the year. Let's get going on it. Aimee, please change the name in the agenda so I know what it is.

## ➤ ACTION ITEM: Aimee will change "Season Discussion" to "Fall Virtual Concert" in subsequent agendas.

## d) Inventory system - Brandon

- Brandon: Stephen, Patrice, Melissa, and I went to the storage units, tidied up, and wrote a meticulous inventory of everything in the Symphonic locker. Claire and Stephen had already made a lot of progress on that. There's a nice document that Eric created for inventory systems, and by next month I'll be able to share responses to those. This was marked as a one year goal at the retreat, and we're definitely on track to have that done by next April.

## e) Preston Bradley Agreement - Melissa

- Melissa: I heard back from Preston Bradley. The person we had been working with there has retired. This was not unexpected, but slowed things down. Because of COVID, they are taking all of their expiring contracts and, instead of renewing, are going month to month with them. The amount hasn't changed and we will still have access as needed



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as long as we follow city and state guidelines. I'm fine with it as it gives us flexibility. I also have this in an email, so we have the arrangement in writing.

- Scott: What is our current usage pattern?
    - Brandon: Before quarantine, Woodwind and Brass Quintets and Clarinet Choir were there, and the Trombone/Low Brass Choir was considering it. It was multiple times per week.
  - Scott: Were Polka or the Ukulele Ensemble practicing there? We have no storage there, right?
    - Brandon: Polka yes, Ukulele no. They normally rehearsed at someone's house. No storage.
  - Melissa: We only paid three hundred dollars per month, so it was a pretty good deal. I think for now it's fine to continue, but if we decided to stop we could put a hold on it. We have given permission to Chamber ensembles to rehearse, and that's where they would go.
  - Brandon: The Brass Quintet expressed discomfort rehearsing there, and would prefer outside. They're checking to see if they can make an arrangement with a park or something similar.
    - Scott: Is the size and ventilation a concern?
    - Brandon: That and the lack of routine deep cleaning.
    - Scott: Maybe they could use a larger space for rehearsal if no one else is using it?
      - Melissa: No outside events are allowed right now, so that's a possibility. If the space isn't currently being used, they are flexible with us.
  - Melissa (cont.): I still think it's a good relationship to keep. Does anyone disagree? (*No concerns raised*)
    - Brandon: No, I agree with keeping it, especially since they've been here with us since the beginning.
- f) Xero upgrade - George
- George: After reviewing this, I don't think we should do it. It doesn't do the type of thing that Adam expressed interest in. There are some additional functionalities, but not enough to be worth the extra money. There is functionality in Xero that we are not fully using yet.
  - (*Lily offers to help George with this.*)
- g) DEI Workshop next steps - Jonathan
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- Jonathan: I'm working on the letter to Praxis for withdrawal from our contract, and we will have that sent out this week. Patrice notified us about a workshop she attended recently, and we will look into that.
    - Patrice: Yes, it was run by a queer Black woman from New York, who has been doing this for about seven years. I liked how she organized it. We had about fifty people per session, and I think it went really well. She left enough time for reflection and responses. Technology-wise, there were no hitches. You could see and hear and everything went smoothly.
      - Ross: One of our concerns was that it was very hard to engage in a digital environment. How did fifty people engage?
      - Patrice: She gave enough time between slides for discussion, and between that and the chat, ten to twenty people were responding, which is typical for this type of thing. My former firm had been doing this for a few months and people were hesitant, but for those who responded and asked questions, she was responsive. Some people are visual, and the slides, videos, bells and whistles made it engaging.
    - Jonathan: Patrice and the subcommittee will investigate this option for the member training.
  - Melissa: If anyone else would like to read the letter to Praxis before we send it, let me know. (*George, Lily, and Aimee want to read the letter*)
- **ACTION ITEM: Jonathan will share the letter to Praxis with interested parties.**

## h) Social Change Letters - Adam

- Adam: I incorporated everyone's opinions/suggestions, and made it flow smoothly. Do we want to send this letter to the elected officials listed in the linked spreadsheet?
    - Jonathan: The list of elected officials covers all of our past and future performance and rehearsal space locations.
      - Adam: Jonathan, thank you for compiling that list.
  - Melissa: Is the plan to send it via email or physical mail?
    - Adam: Physical.
  - Melissa: This is the last opportunity to speak. How is everyone feeling about this?
    - Adam: I think it's important that we do it. We have publicly said the thing, and now we should follow up by notifying people who can effect change.
    - George: I read the update, and I like it, especially the end paragraph. I will be supporting the sending of this letter.
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- Ross: I agree, I think this letter has great improvements over the first draft.
- Adam: Do we need to vote on this?
  - Melissa: I think we do, just have in the record that we are in on this. Would someone want to entertain a motion?
- Motion to adopt the social justice letter as written as the opinion of the board, sign with an actual signature, and mail to the addresses identified in Jonathan's spreadsheet: Adam. Jonathan: Seconded.
- Ross: Are we going to indicate to the elected official how we are tied to that region?
  - Jonathan: It's more work, but we could.
  - Adam: I could do that.
  - Melissa/Jonathan: Is it possible to do a mail merge? Or include a generic "we rehearse/performance/have members in your district?"
  - Adam: "On behalf of members in your community," or something like that.
- Melissa: I would ask that Jonathan have the last look over it since he is the wordsmith, but sure. I would like to see it before you send it as well.
  - ***Motion to adopt the social justice letter as written as the opinion of the board, sign with an actual signature, and mail to the addresses identified in Jonathan's spreadsheet: Adam. Seconded: Jonathan.***
  - ***All others aye. Unanimously approved.***
- i) Commissioning music from Black or Indigenous composers - Emily/Lily
  - Lily: I still need to set up a meeting, so nothing new this time.

## 7) New business

### a) Mission Statement - Melissa

- Melissa: Rhonda is one of the founders of our band, and any time we consider making change, I like to run it by her. I saw her yesterday, and let her know about upping the mission statement. She loved it. What we do matters, and there is history there. I researched our bylaws, and there's no bylaw about required steps for changing the mission statement. With that being said, our new mission statement reads:
  - Jonathan: **"To empower an affirming LGBTQ and ally community by engaging audiences and inspiring change through music."**
    - Adam: I love it.
    - Jonathan: Thank you Scott for bringing in your homework. It made the process at the board retreat go so much smoother.
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- Scott: Thank you for rallying behind it and making good changes to it.
- Melissa: I am very excited to have this change. Any further discussion?
- **Motion to adopt the new mission statement, as written above, for Lakeside Pride Music Ensembles: Jonathan. Seconded: Aimee.**
- **All others aye. Unanimously approved.**

## b) Dues - Melissa

- Melissa: Our next fiscal year starts September first. I'd like to discuss how we should handle member dues. Some expressed the desire to have no dues this year.
  - Scott: That puts a lot of people at ease, especially since they don't know what they're signing up for this year.
  - Brandon: We can leverage for an opt-in situation without requiring a large percentage to have to say we're not able to pay.
  - Adam: Let people know, "Hey, pay what you feel is appropriate," without closing the door completely to revenue but being conscious of trouble.
  - Eric: I agree, and would say to keep it anonymous so people don't feel guilty or embarrassed if they can't pay.
    - Melissa: Yes, dues are always confidential to everyone except the executive board and Member Resources.
  - George: My preference would be an opt-in dues system instead of abolishing dues. Without going for emotional blackmail, we can still tell people it costs money to keep the organization running and leave the door for donations open.
  - Melissa: If anyone disagrees, this is the time to do it.
  - Jonathan: Brandon and Patrice have done a great job expressing that there is always an opt-out function for dues. I don't know if it will change dramatically.
    - Adam: It's telling people that we don't expect you to pay versus them having to tell us that they can't pay.
  - Melissa: Traditionally, we require two things in order to perform with us- a completed membership form and payment of dues or request of a waiver. It's an easier way. This time, we don't have that concrete cutoff since we're not performing right now. Even if we said to pay dues, we don't have an enforceable cut off.
  - Aimee: With everything going on in the world and the astronomical unemployment rates, it feels tone deaf to me to still do an opt-out structure instead of opt-in.
  - Adam: It would be good to find a way to make the member sign up form require punching in a number, even if it's zero dollars. It makes people stop and think.
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- Melissa: I believe it's two separate processes entirely though, yes?
    - Brandon: Yes, the form and the payment are two separate buttons. In the form, there has been a place to indicate which level of membership you are asking to pay. Adam is probably referring to that piece in particular. My only pushback is that people will have a sense of pride and feel embarrassed typing in a zero. Am I being overly sensitive?
  - Scott: Maybe we could make it a dollar, or is that insulting?
    - Adam: The credit card processing fee alone would eat that whole dollar.
  - Lily: I agree, I think keeping two separate links and having an opt-in is better. I agree with Brandon that people would feel guilty.
  - Melissa: It leaves a bad taste in my mouth at the end. I'd feel better if we say, "If you're able to donate, it would be greatly appreciated."
    - Adam: My main point is that people are aware that if they can and want to, here's the place to give money.
  - Matthew: I would like to abolish dues completely, and replace the \$25K per year with more from development.
    - Brandon: That is actually something we have discussed and love, but with everything up in the air right now, maybe we keep it temporary for now. This is a goal we all agree with, but need to make sure that we are doing it smartly and at a good time.
    - Jonathan: As much as I would love to have no dues, raising \$25K with such a small development team would be extremely difficult. It is tons of work applying for grants, etc.
  - Jonathan (cont.): After 2007-2008 market crash, did we do anything?
    - Melissa: I don't remember. I do know that we tried a volunteer discount for awhile, but it didn't work. People would sign up to volunteer and then not actually do anything.
  - George: I'd entertain keeping dues as an opt-in system. It's a relatively easy way to make money currently, but I'd rather not have emails throughout the year reminding me about making donations. We could double the dues and have more people applying for waivers, but I don't think that's the right thing to do either. We could say we are waiving dues for this year, but encourage donations.
  - Patrice: In light of COVID-19 and community concerns, I am for waiving dues for this season. I've heard horror stories about hits from LGBTQA conferences, and our cushion could get totally wiped out.
  - Lily: I know of several running races, many of which canceled. The ones that do better are the ones that refunded the money. Fees are expensive, and there are races that
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canceled and refused a refund, but just offered a 20% discount for next year, and it was kind of insulting.

- Jonathan: Are we talking this year or forever right now?
    - Melissa: Specifically this year.
  - Brandon: As a side note, only one member requested to have their dues payment canceled. If anyone else wanted dues refunded, we are open to that, but it has not come up.
    - George: I've seen automatic renewals canceled, but that's it. I have not seen any complaints otherwise.
      - Melissa: Just so you know, once they pay the final installment, the payment cancels automatically. That's what some of those cancellations might be.
  - Jonathan: If we are to move to an opt-in, will it be harder to move back?
    - Melissa: It depends on if we're rehearsing again. Most people would understand why we did it for one year, in favor of keeping member rolls over people's money.
    - Brandon/Aimee: We can also add verbiage in the membership form along the lines of, "In light of COVID-19, for the upcoming year we will not be charging dues."
    - Scott: Pivoting to the mission statement, "Dues are an important contribution to support our ensembles and inspire change through music. In consideration for the impact of COVID-19 on our members in these difficult times, Lakeside Pride member dues for the 2020-2021 season will be 'opt in', with a suggested donation of \$125. We encourage you to give what you can, but look forward to offering this relief to those in need."
    - Brandon: ... "still having you as a valuable member of our community" or something like that.
  - Melissa: Patrice, if you and Emily could finalize wording and send it to me and Jonathan in the next week or so, that would be great.
  - Brandon: Does this require a vote?
    - Adam: It's in the budget we adopted, right?
      - George: The budget is a place holder. We are not beholden to collecting that much. I would propose a motion to move to an opt-in format for next year. (*Seconded by Ross.*)
  - Eric: People may ask, "What would my donation help do?" It might help people to donate if they knew what the money would go to.
    - Melissa: That's a great idea, thank you.
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- **ACTION ITEM: George will send language over to MR and Melissa.**
- ***Motion to change membership dues to an opt-in structure for the upcoming 2020-2021 year: George. Seconded: Ross.***
- ***All others aye. Unanimously approved.***

- Melissa: This will be in the newsletter, Members and Friends Facebook page, etc. We want to communicate this to the members.
  - Brandon: Should this be on the public-facing LPME Facebook, Twitter, etc.? I'd want potential members who are thinking of joining our organization to be aware.
    - Melissa: Good point. The PR team can put out a season announcement and what's next.

## c) Gala 2021 - George/Melissa

- Melissa: Do we try and do a gala this upcoming year?
    - Aimee: Given the current infection trends and the science regarding vaccines, there is no way a large in-person event is going to happen by March.
  - Melissa: Do we try to do a virtual gala?
    - Brandon: I am not in favor of a virtual gala.
    - Lily: How would a virtual gala be differentiated from a virtual concert? Is there fundraising we can tack onto online concerts instead?
      - Brandon: I will forward an email I got from Porchlight. They are having an online gala in a few weeks. The original emcee from Cabaret will be presenting. They also switched from one hundred dollar tickets to a free event.
      - Melissa: I've seen a few different things- online presentations, even just a simple request for money. For big donors, that can actually be a relief to just send a check and not have to attend another event.
  - Adam: We could mail them a gala - a Jazz recording and snacks.
  - Scott: Send small ensembles in tuxes to homes for a mini concert?
    - Melissa: For a very high donation, sure.
  - Patrice: Maybe we could postpone the gala to May, and use it to kickoff LGBA fundraising?
    - Melissa: I don't want the nitty gritty of planning today. I just want to know if we want to do something, whatever that may look like. I think it's important that we do. We need to continue to build our donor base with that expectation. It's harder because we had a host committee, and it didn't work out as well as last year. We need to find
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a new group of people to decide and manage the event. Jonathan and I will be on committee, but we won't run it.

- Scott: Could we move it to summer to allow for an outdoor venue?
    - Patrice: I'm excited about Scott's suggestions.
  - George: If we are hitting the ground running for LGBA, there may be confusion about funds for LPME vs funds for LGBA, though ultimately it all goes in the same pocket. A cute online event is not a gala, no matter what you call it. I wasn't thrilled with this past year, and we didn't make money from it. An annual event is nice, but the point is to make money. I don't think it's a good use of our efforts this year.
  - Patrice: There could be opportunities for LGBA sponsors.
  - Matthew: As a nonprofit manager, I've gone through a lot of training and there's basically only one way to make money on the gala, which is that big events like this don't make money for ten years. It's fine and expected, and then it becomes an established, big special thing and starts turning a profit. There are very few examples of having a fundraiser not be a fund loser for a few years first.
  - Jonathan: It's about raising new, external money. I don't think this past year we did that. A large number came from internal donors. We did not have a lot of new external donors.
    - George: Yes, one large check came in late, and there were no surprise names. I know we have the giving wall and everything, but LGBA might be a bigger incentive to give.
    - Patrice: I talked to quite a few people who didn't know us until they showed up that evening. These are those opportunities for new money.
  - Melissa: The Gala was born because we wanted to stop asking members and their friends/family for money, and we don't have a lot of external donors. It's really important to get community funders that write checks, and not just someone's family members. We settled on March because April/May/June is the gala season. Finding venues, and finding them at a reasonable price was better in March.
    - Patrice: But in COVID times, will that still be the case?
      - Melissa: If it's not in person, then we might as well keep consistent with the time of year. I don't want to depend on the current climate to plan our future.
  - Jonathan: If we do a virtual event, no offense to where the big money is, but it's usually old money, and that's harder to do with technology.
  - Melissa: I don't want to decide exactly what we're doing, but I want to find someone to spearhead this committee.
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- Scott: Do we need to vote?
  - Melissa: No.
  - Scott: I don't hear a consensus on this though.
  - Aimee: If I am understanding correctly, we're not deciding on having the gala or not right now. We're deciding on initiating an exploratory committee to look at options and see if a gala is even feasible. (*Melissa confirms*)
- Patrice: I would love to help, but I'm not doing this solo.
  - Melissa: Tony was on the first committee, maybe reach out to him.
- Lily: Are we looking for the exploratory committee to research possible options? I can throw suggestions in for that.

➤ **ACTION ITEM: Patrice and Lily will meet to initiate the gala exploration committee, and contact Tony about joining in.**

d) Grant Update - Rick

- Tabled until next month.

e) Member-At-Large vacancies - Melissa

- Melissa: As you know, Mitch and Maya had to step down for different reasons. Do we want to fill those posts?
    - Adam: No, unless they want to run a gala. I'm not sure there is a ton of work to do right now with the suspended season.
    - Scott: I'd say yes. It's always great to have more voices.
  - Matthew: We made a list of nearly forty potential candidates. What is it for, if not to fill those positions?
    - Melissa: True, there are applicants we declined to add due to space restrictions.
  - Patrice: How much of the term is left?
    - Melissa: We're about one third of the way, which is similar to when Emily jumped in last year.
  - Eric: Is there anything in the bylaws about this?
    - Melissa: It just specifies that we can appoint an even number of people, up to eight, which is something I hate and would like to change in the bylaws. We don't have enough contentious votes for it to be necessary.
  - Lily: It's a good time for someone who is unsure about the board, who wants to dip their toes in.
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- Aimee: I lean towards replacement, but I would defer to the Officers who are now missing members-at-large on their teams.
- Patrice: I would appreciate the replacement.
- Brandon: I was thinking along the same lines as Adam, but after hearing from Lily and Patrice, I understand the desire to appoint new members.
- Adam: I don't really need any, but I would vote yes on behalf of Patrice.
- Melissa: Rick isn't here, but I believe both were on the Development Team as well.
- Matthew: I didn't mean my question rhetorically, is this list we created for next year?
  - Melissa: Yes, I apologize for misunderstanding. We are trying to be more proactive about recruiting for leadership positions and work further ahead. Some people who might be interested need warming up to the idea. Let's move to the month ahead review, do kudos and then adjourn into executive session to further discuss.

f) Month Ahead Review (standing item)

- Melissa: We have this board meeting and the next board meeting and that's it. Adam, do you have the calendar up? Can you confirm?
  - Eric: It's on there.

g) Kudos (standing item)

- Brandon: Kudos to Patrice for her vulnerability and bravery and to Scott for his writing abilities.
- Aimee: I know she's not here, but kudos to Emily for jumping in for me last month.
- Jonathan: To Adam, for spearheading the transformational change initiative.
- George: Kudos to Mitch and Maya for their service.
- Matthew: Kudos to Tony for donating lunch.
- Brandon: Kudos to Steven Kandow for hitting the ground running.
- Scott: Kudos to all for a thoughtful and productive board retreat.
- Eric: Kudos to Melissa for being flexible and allowing us to go remote with COVID.
- Melissa: Kudos to Kyle for being the sound guy for the meeting, and to George who organized and ordered lunch for us.

8) Adjourn to Executive Session, 8:48PM (*Scott and Steven leave the call*)

9) Adjourn, 8:57PM

➤ **Motion to adjourn the August 2020 board meeting: Aimee. Seconded: Adam.**

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➤ *All others aye. Unanimously adjourned.*

## 10) Reports

### **Chair Report (Melissa Terrell)**

*No Report*

### **Vice Chair Report (Jonathan Alvares)**

*No Report*

### **Treasurer Report (George Matthews)**

*(begins on following page)*

Chase	Current Month (7/2020)	Previous Month (6/2020)	Monthly Change \$	Year Over Year (7/2019)	Year Over Year Change \$	Fiscal Year Start (9/2019)	Fiscal Year to Date Change \$
Checking	\$54,754.94	\$49,938.29	\$4,816.65	\$53,530.08	\$1,224.86	\$46,092.62	\$8,662.32
Savings	\$162,612.96	\$162,610.24	\$2.72	\$162,514.82	\$98.14	\$162,525.50	\$87.46
<b>Total</b>	<b>\$217,367.90</b>	<b>\$212,548.53</b>	<b>\$4,819.37</b>	<b>\$216,044.90</b>	<b>\$1,323.00</b>	<b>\$208,618.12</b>	<b>\$8,749.78</b>

## 24-Month Rolling Cash-on-Hand



- Notable income: \$7,500 Alphawood Foundation grant, \$3,067 Chicago Community Foundation grant
- Notable expenditure: ~\$1500 in Pops music, ~\$1,600 in music streaming licenses, and \$2,500 for the second half of the LBGA bid video paid
- Accounting fees still not settled
- We also received a refund of our Pride parade entry fee

# Budget Variance

## Lakeside Pride Music Ensembles, Inc. 1 Jul 2020 to 31 Jul 2020

	Actual	Budget	Var USD	Var %	YTD Actual	YTD Budget	Var USD	Var %
<b>Revenue</b>								
Ad Sales - Season Advertising	-	-	-	0.0%	2,199	2,000	199▲	9.9%▲
Contributions - Corporations	-	-	-	0.0%	3,025	3,000	25▲	0.8%▲
Contributions - Grants	10,567	-	10,567▲	0.0%	18,067	8,000	10,067▲	125.8%▲
Contributions - Individual	420	-	420▲	0.0%	4,104	14,000	(9,896)▼	-70.7%▼
Deferred Income	-	-	-	0.0%	2,453	-	2,453▲	0.0%
General Fundraising	-	-	-	0.0%	7,069	5,000	2,069▲	41.4%▲
Interest Earned	-	-	-	0.0%	81	50	31▲	61.4%▲
Membership Dues - Regular	67	-	67▲	0.0%	21,032	20,000	1,032▲	5.2%▲
Merchandise Sales	-	-	-	0.0%	113	-	113▲	0.0%
Misc Production Revenue - Gala	-	-	-	0.0%	7,036	3,000	4,036▲	134.5%▲
Misc Production Revenue - Marching Band	-	-	-	0.0%	14	-	14▲	0.0%
Misc Production Revenue - Symphonic Chamber Ensembles	-	-	-	0.0%	26	-	26▲	0.0%
Performance Fee Revenue - Jazz Chamber Ensembles	-	-	-	0.0%	3,147	9,000	(5,853)▼	-65.0%▼
Performance Fee Revenue - Symphonic Chamber Ensembles	-	-	-	0.0%	2,825	2,000	825▲	41.3%▲
Performance Fees Revenue - Chamber Ensembles	-	-	-	0.0%	825	-	825▲	0.0%
Performance Fees Revenue - Jazz Orchestra	-	-	-	0.0%	1,586	-	1,586▲	0.0%
Performance Fees Revenue - Marching Band	-	-	-	0.0%	1,000	2,000	(1,000)▼	-50.0%▼
Performance Fees Revenue - Symphonic Band	-	-	-	0.0%	1,184	-	1,184▲	0.0%

# Budget Variance

	Actual	Budget	Var USD	Var %	YTD Actual	YTD Budget	Var USD	Var %
Production Sponsorship - Gala	-	-	-	0.0%	5,466	10,000	(4,534)▼	-45.3%▼
Production Sponsorship - Jazz Orchestra 1	-	-	-	0.0%	-	1,000	(1,000)▼	-100.0%▼
Production Sponsorship - Symphonic Band 1	-	-	-	0.0%	-	2,000	(2,000)▼	-100.0%▼
Production Sponsorship - Symphonic Band 2	-	-	-	0.0%	-	2,000	(2,000)▼	-100.0%▼
Silent Auction - Symphonic Band 1	-	-	-	0.0%	2,245	3,000	(755)▼	-25.2%▼
Silent Auction - Symphonic Band 2	-	-	-	0.0%	-	3,000	(3,000)▼	-100.0%▼
Song Sponsorship - Symphonic Band 1	-	-	-	0.0%	344	250	94▲	37.8%▲
Song Sponsorship - Symphonic Band 2	-	-	-	0.0%	296	250	46▲	18.4%▲
Ticket Sales - Chamber Ensembles	-	-	-	0.0%	-	2,250	(2,250)▼	-100.0%▼
Ticket Sales - Gala	-	-	-	0.0%	8,178	13,000	(4,822)▼	-37.1%▼
Ticket Sales - Jazz Orchestra 1	-	-	-	0.0%	298	750	(452)▼	-60.3%▼
Ticket Sales - Jazz Orchestra 2	-	-	-	0.0%	-	750	(750)▼	-100.0%▼
Ticket Sales - Symphonic Band 1	-	-	-	0.0%	-	4,250	(4,250)▼	-100.0%▼
Ticket Sales - Symphonic Band 2	-	-	-	0.0%	-	4,250	(4,250)▼	-100.0%▼
<b>Total Revenue</b>	<b>11,054</b>	<b>-</b>	<b>11,054</b>	<b>0.0%</b>	<b>92,613</b>	<b>114,800</b>	<b>(22,187)</b>	<b>-19.3%</b>
<b>Gross Profit</b>	<b>11,054</b>	<b>-</b>	<b>11,054</b>	<b>0.0%</b>	<b>92,613</b>	<b>114,800</b>	<b>(22,187)</b>	<b>-19.0%</b>
<b>Operating Income / (Loss)</b>	<b>11,054</b>	<b>-</b>	<b>11,054</b>	<b>0.0%</b>	<b>92,613</b>	<b>114,800</b>	<b>(22,187)</b>	<b>-19.0%</b>
<b>Other Income and Expense</b>								
Cash Bank Expense	-	-	-	0.0%	(100)	-	(100)▼	0.0%
Development Expense	-	-	-	0.0%	-	(500)	500▲	100.0%▲
Diversity, Equity, and Inclusion (DEI)	-	-	-	0.0%	(2,250)	-	(2,250)▼	0.0%
Dues & Subscription	-	-	-	0.0%	(100)	(500)	400▲	80.0%▲
Equipment - Jazz Ensembles	-	-	-	0.0%	(4,540)	(5,708)	1,168▲	20.5%▲
Equipment - Marching Ensembles	-	-	-	0.0%	(270)	(1,772)	1,502▲	84.8%▲
Equipment - Organizational	-	-	-	0.0%	-	(3,500)	3,500▲	100.0%▲

# Budget Variance

	Actual	Budget	Var USD	Var %	YTD Actual	YTD Budget	Var USD	Var %
Equipment - Symphonic Ensembles	-	-	-	0.0%	(3,525)	(5,970)	2,445▲	41.0%▲
Equipment & Maintenance - Marching Band	-	-	-	0.0%	(54)	-	(54)▼	0.0%
Fees & Licensing	-	-	-	0.0%	(290)	(500)	210▲	42.0%▲
Food & Beverage - Gala	-	-	-	0.0%	(12,599)	(10,000)	(2,599)▼	-26.0%▼
Food & Beverage - Marching Band	-	-	-	0.0%	-	(275)	275▲	100.0%▲
Information Technology	(307)	-	(307)▼	0.0%	(1,893)	(2,000)	107▲	5.3%▲
Insurance	-	-	-	0.0%	(4,607)	(4,000)	(607)▼	-15.2%▼
LGBA Expenses	(2,500)	-	(2,500)▼	0.0%	(5,000)	-	(5,000)▼	0.0%
Marketing Budget	(1,604)	-	(1,604)▼	0.0%	(6,760)	(11,965)	5,205▲	43.5%▲
Member Resources Budget	-	-	-	0.0%	(913)	(7,000)	6,087▲	87.0%▲
Misc Expenses	-	-	-	0.0%	(1,354)	(2,125)	771▲	36.3%▲
Misc Production Expense - Jazz Orchestra 1	-	-	-	0.0%	-	(100)	100▲	100.0%▲
Misc Production Expense - Jazz Orchestra 2	-	-	-	0.0%	-	(100)	100▲	100.0%▲
Misc Production Expense - Symphonic Band 1	-	-	-	0.0%	(350)	(500)	150▲	30.0%▲
Misc Production Expense - Symphonic Band 2	-	-	-	0.0%	(250)	(500)	250▲	50.0%▲
Misc. Production Expenses - Gala	-	-	-	0.0%	(1,059)	(1,500)	441▲	29.4%▲
Music - Chamber Ensembles General	-	-	-	0.0%	(108)	(100)	(8)▼	-7.5%▼
Music - Jazz Orchestra General	-	-	-	0.0%	(421)	(2,700)	2,279▲	84.4%▲
Music - Marching Band	-	-	-	0.0%	(250)	(250)	-▲	0.0%▲
Music - Pops Ensemble General	(1,451)	-	(1,451)▼	0.0%	(1,451)	-	(1,451)▼	0.0%
Music - Symphonic Band General	(277)	-	(277)▼	0.0%	(936)	(3,256)	2,320▲	71.2%▲
Occupancy	(749)	-	(749)▼	0.0%	(16,350)	(25,000)	8,650▲	34.6%▲
Performance Fees - Chamber Ensembles	-	-	-	0.0%	-	(250)	250▲	100.0%▲
Performance Fees - Jazz Orchestra 1	-	-	-	0.0%	-	(125)	125▲	100.0%▲
Performance Fees - Jazz Orchestra 2	-	-	-	0.0%	-	(125)	125▲	100.0%▲
Performance Fees - Marching Band	650	-	650▲	0.0%	-	(700)	700▲	100.0%▲

# Budget Variance

	Actual	Budget	Var USD	Var %	YTD Actual	YTD Budget	Var USD	Var %
Performance Fees - Symphonic Band 1	-	-	-	0.0%	-	(750)	750▲	100.0%▲
Performance Fees - Symphonic Band 2	-	-	-	0.0%	-	(750)	750▲	100.0%▲
Pops exploration expenses	-	-	-	0.0%	(427)	(1,000)	573▲	57.3%▲
Postage & Office	-	-	-	0.0%	-	(100)	100▲	100.0%▲
Production Fees - Gala	-	-	-	0.0%	-	(1,000)	1,000▲	100.0%▲
Professional Fees	-	-	-	0.0%	(95)	(3,000)	2,905▲	96.8%▲
Program - Chamber Ensembles	-	-	-	0.0%	-	(400)	400▲	100.0%▲
Program - Jazz Orchestra 1	-	-	-	0.0%	(131)	(250)	119▲	47.8%▲
Program - Jazz Orchestra 2	-	-	-	0.0%	-	(250)	250▲	100.0%▲
Program - Symphonic Band 1	-	-	-	0.0%	(395)	(300)	(95)▼	-31.6%▼
Program - Symphonic Band 2	-	-	-	0.0%	-	(300)	300▲	100.0%▲
Programs, Brochures, & Inserts - Gala	-	-	-	0.0%	(640)	-	(640)▼	0.0%
Staff Stipends	-	-	-	0.0%	-	(10,000)	10,000▲	100.0%▲
Transportation - Chamber Ensembles	-	-	-	0.0%	-	(200)	200▲	100.0%▲
Transportation - Jazz Orchestra 1	-	-	-	0.0%	-	(200)	200▲	100.0%▲
Transportation - Jazz Orchestra 2	-	-	-	0.0%	-	(200)	200▲	100.0%▲
Transportation - Marching Band	-	-	-	0.0%	(70)	(800)	730▲	91.3%▲
Transportation - Symphonic Band 1	-	-	-	0.0%	-	(200)	200▲	100.0%▲
Transportation - Symphonic Band 2	-	-	-	0.0%	-	(200)	200▲	100.0%▲
Uniform Cleaning - Marching Band	-	-	-	0.0%	-	(1,700)	1,700▲	100.0%▲
Uniform Purchase - Marching Band	-	-	-	0.0%	(2,180)	(2,400)	220▲	9.2%▲
Venue Labor - Chamber Ensembles	-	-	-	0.0%	-	(200)	200▲	100.0%▲
Venue Labor - Symphonic Band 1	-	-	-	0.0%	-	(1,600)	1,600▲	100.0%▲
Venue Labor - Symphonic Band 2	-	-	-	0.0%	-	(1,600)	1,600▲	100.0%▲
Venue Rental - Chamber Ensembles	-	-	-	0.0%	(1,000)	(1,000)	-	0.0%
Venue Rental - Gala	-	-	-	0.0%	(8,215)	(5,500)	(2,715)▼	-49.4%▼

# Budget Variance

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	Actual	Budget	Var USD	Var %	YTD Actual	YTD Budget	Var USD	Var %
Venue Rental - Symphonic Band 1	-	-	-	0.0%	-	(2,250)	2,250▲	100.0%▲
Venue Rental - Symphonic Band 2	-	-	-	0.0%	-	(2,250)	2,250▲	100.0%▲
<b>Total Other Income and Expense</b>	<b>(6,238)</b>	<b>-</b>	<b>(6,238)</b>	<b>0.0%</b>	<b>(78,581)</b>	<b>(129,421)</b>	<b>50,840</b>	<b>39.3%</b>
<b>Net Income / (Loss) before Tax</b>	<b>4,817</b>	<b>-</b>	<b>4,817</b>	<b>0.0%</b>	<b>14,032</b>	<b>(14,621)</b>	<b>28,653</b>	<b>196.0%</b>
<b>Net Income</b>	<b>4,817</b>	<b>-</b>	<b>4,817</b>	<b>0.0%</b>	<b>14,032</b>	<b>(14,621)</b>	<b>28,653</b>	<b>196.0%</b>
<b>Total Comprehensive Income</b>	<b>4,817</b>	<b>-</b>	<b>4,817</b>	<b>0.0%</b>	<b>14,032</b>	<b>(14,621)</b>	<b>28,653</b>	<b>196.0%</b>



# Meeting of the Board of Directors

8/10/2020

## Secretary Report (Aimee Faller)

No Report

## Member Resources Report (Patrice Mustaafaa)

### Finances & Membership Information

End of FY 2019-2020	Aug 2020	Aug 2019	FY 2019 Eventual Total	FY 2018 Eventual Total	FY 2020 Expectation / Budgeted Amount	FY 2019 Expectation / Budgeted Amount	FY 2018 Expectation / Budgeted Amount
<b>Members</b>	235	274	274	218	300-325	250-300	200-250
<b>Membership Forms</b>	232	274	274	218			
<b>Dues</b>	\$20,270	\$23,272.50	\$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	25	232	98.7%	Forms Submitted	161	68.5%	Veterans
# of	02 Double Reed	10	3	1.3%	Forms Remaining	74	31.5%	Rookies
# of	03 Clarinet	40	235	100.0%	Dues Finished/Installments	128	54.5%	RegFullYear
# of	04 Low Clarinet	8	0	0.0%	Dues In Progress (C/C)	15	6.4%	StuFullYear
# of	05 Saxophone	25	235	100.0%	Dues Paid/Started	5	2.1%	SenFullYear
# of	06 Trumpet	32	0	0.0%	Dues Unpaid/Unstarted	47	20.0%	RegHalfYear
# of	07 Horn	16	20000	100.0%	Total Dues Budgeted	9	3.8%	StuHalfYear
# of	08 Trombone	26	20510	102.6%	Total Accrued	2	0.9%	SenHalfYear
# of	09 Euphonium	4	20510	102.6%	Approx Expected Accrual	1	0.4%	Summer
# of	10 Tuba	6	3	1.3%	Artistic Director (AD)	21	8.9%	Waiver
# of	11 Percussion	16	5	2.2%	Cash/Check (C/C)	7	3.0%	Other
# of	12 Vocalist	10	162	71.7%	PayPal (PP) (or Stripe)	22	7.8%	Jazz
# of	13 Rhythm	8	39	17.3%	PayPal Payment Plan (PPPP)	21	7.4%	Marching
# of	14 Ukulele	8	17	7.5%	Waiver	180	63.8%	Symphonic
# of	15 Auxiliary	1	201	88.9%	Paid Full Amount	59	20.9%	Chamber
# of	Total	235						



# Meeting of the Board of Directors

8/10/2020

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## Notes

- We met with Brandon to go over his workflow for member analytics and other tips & tricks.
- Still thinking about member engagement, especially if / when things begin to shut down again. Continuing to encourage virtual performances from all ensembles / individual members who are interested in performing? Virtual game / movie night? Potential virtual rehearsals, depending on logistics?

## Development Report (Rick Villanueva)

*No Report*

## PR Report (Matthew Toland)

- We continue to clean up our media contact list and are looking for news to release.

## Marketing Report (Adam Lang)

### Last month

- Paid for licenses to media on Facebook, Instagram, Twitter, and YouTube
- Deleted all media where licensing couldn't be cleared
- Amplified social justice messages
- Found two people interested in doing show illustrations
- Lined up volunteers to help wordsmith show marketing

### Month ahead

- Need show content details for illustrators, writers

### Agenda item

- Edits to the transformational change in policing letter have been incorporated [into this document](https://docs.google.com/document/d/1cyd098ssnd0w4Tzjq8klMiBFGzAiT7MMfiMbByTJ0iM/edit?usp=sharing) (https://docs.google.com/document/d/1cyd098ssnd0w4Tzjq8klMiBFGzAiT7MMfiMbByTJ0iM/edit?usp=sharing) – do we want to sign and send it?
- Jonathan [compiled his list of letter targets](https://docs.google.com/spreadsheets/d/1R8yO4vgO8m4CpMU-QWbNyR3y1PHpf6GcAYTiYhhXajM/edit?usp=sharing) (https://docs.google.com/spreadsheets/d/1R8yO4vgO8m4CpMU-QWbNyR3y1PHpf6GcAYTiYhhXajM/edit?usp=sharing) – do we have any additions or removals?



# Meeting of the Board of Directors

8/10/2020

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## **Operations Report (Brandon Strawn)**

*No Report*

## **Chamber Ensembles Report (Brandon Strawn)**

*No Report*

## **Symphonic Band Report (Kyle Rhoades)**

*No Report*

## **Pops Ensemble Report (Steven Kandow)**

- Music is coming in. I will be working on selecting a Pops Ensemble librarian this month and if anyone has suggestions for qualified candidates who haven't already sent their names to me, please let me know.

## **Jazz Ensembles Report (Scott Malinowski)**

*No Report*

## **Marching Band Report (Stephen Carey)**

*No Report*