

The Maestro's, LLC

Meeting Minutes

5/8/2018

I. Call to order

Geoff Glaab called to order the regular meeting of the Maestro's 6:05 PM on 5/8/18 at Western Middle School for the Arts in the Orchestra room.

II. Roll call

Geoff Glaab: conducted a roll call. The following persons were present: Lacey Gilliam, Geoff Glaab, Luke Darville, Eric Allen, Sarah Mabe, Mary Ellen Sant, Anne Walsh, Angie Edwards, and Ellie Fridell

III. Approval of minutes from last meeting

Geoff Glaab: No Minutes were presented from the March meeting.

IV. Treasurers Report

Geoff Glaab presented the March/April Treasurer's Report including fundraiser totals and ticket sales. Final balance on 4/30/2018 was \$24,533. 29. The arts program faculty has received their budget proposal forms. Geoff will analyze those and create the 2018-2019 budget for review and approval at the June meeting.

V. Open issues

- a) West Best Fest: Post Mortem
 - (1) Pleased with the ~700 person attendance, collection of 6th grade contact information, and Minute-To-Win-It donations. The t-shirts were popular.
- b) Budget Proposals 2018-2019
 - (1) Idea to raise funds through Maestro's Membership dues to fund Stephen Foster Music Camp scholarships (~5). Create tiered membership levels up to \$250 with the goal of 10 \$250 "VIP" memberships to fund the scholarships. The idea was approved. Actionable include better communication with WMSFA families, designing the scholarship, and targeted fundraising implementation.
 - (2) Fundraiser forms are due to Interim Principle Graham. Eric Allen will submit those forms for all possible fundraisers. A discussion occurred about ending some fundraisers. Some debate about the Candles/Candy/Cheese and Sausage sales. It

brings in a couple of thousand dollars. The items are overpriced with questionable desirability. The timing conflicts with PTSA fundraiser. Proposal to end Poinsettia sales due to low sales. Mum sales yield our biggest revenue, would be worth increasing efforts on this event.

c) Fund For The Arts Targeted Fundraising Proposal

- (1) Target each family with individual solicitations through phone and mail.
- (2) Plan to hand out t-shirts to parents and kids with \$25 memberships
- (3) Actionable Item: Anne Walsh, will contact Mrs. Wilson to get on the agenda for Camp Perform.
- (4) Actionable Item: Ellie Fridell will design a communication system for collecting contact info, digitizing it, distributing it, and organizing the call campaign.
- (5) Actionable Item: Missy-website needs to be updated address shared with the group as a method for accepting internet donations.
- (6) Future discussion needs to include the design of the campaign details, creation of fundraising mailers, and script for phone calls, call logs, and methods of acceptable payments.

VI. New business

a) Maestro's T-Shirts

- (1) Produce new Maestro's T-shirts to distribute to members
 - (a) Design competition for students with \$50 prize to be paid before the end of the school year.
- (2) Actionable Item: Anne will initiate the competition at WMSFA with a due date a week before the end of school and arrange for the collection of designs by Amanda Thompson.
- (3) Actionable Item: Anne will distribute top three designs for adjudication by the board through email.
- (4) Actionable Item: Charlotte Glaab will make morning announcements to remind students about the competition.
- (5) Actionable Item: Mary Ellen Sant will share the t-shirt company contact with Anne Walsh for ordering.

- (6) Future discussion regarding colors, sizes, quantity, ordering, pick-up, storage, and price will need to take place through email.
- b) Proposal of Maestro's Investments in Logo Equipment
 - (1) Idea was presented to purchase a logo table cloth, table and chairs, and pop-up tent to use to draw attention to and legitimize the Maestro Booster Club.
 - (2) Actionable Item: We need a volunteer to drum up a vendor and cost estimates for these items to gauge feasibility. Logo could be iron-on or embroidery.
- c) June Meeting Scheduling
 - (1) There is significant conflict with day-of-the week selection for future meetings.
 - (2) Proposal to move the time back to 6:30 was accepted.
 - (3) Actionable Item: Geoff will work with members to find a location and date that works for most members.
- d) Alice S and Irvin F Etscorn Foundation
 - (1) Ellie Fridell and Steven Rahe submitted a request to the Etscorn Foundation for \$3650 to fund the purchase of the Marley Floor for the dance program. The outlook for this funding is very positive. A member of the foundation board, Jim Wright, enjoyed the performances at West Best Fest and expressed a desire to approve the request. They will review the request at their May meeting. They are open to future funding requests.

VII. Adjournment

Geoff Glaab adjourned the meeting at 6:55 PM.

Minutes submitted by: Ellie Fridell

Minutes approved by: Anne Walsh