

Simsbury Friends For Music and the Performing Arts
Meeting Minutes-September 11, 2017
Submitted by Marianne Longo

In Attendance: Angela Griffin, Elisabeth Hodson, Marianne Longo, Melissa Richards, Veronica Grossman, Marie Winiarski, Karen Cantelmo, Cheryl Paddock, Ellen Gundersen, Danielle Willson, Christine Lill, Sue Clancy, Wanda Kirejczyk, Anne Marie Prabulos, Aaron Hollander, Mariko Arai, Andie Fabian

Welcome to the 30th Year of Friends for Music. Elisabeth Hodson opened the meeting with intentions of building on past success to increase awareness and grow membership.

- Introductions made by all present.
- Approval of May minutes by Karen Cantelmo and Roni Grossman.
- **Membership**
 - FFM membership at 180 members (147 forms, 32 online) compared to 140 members (122 forms and 18 online) from 9/15/2016.

Takeaways

- Melissa Richards will add a field to the online membership form (for those who use Paypal) so that members can identify their interest in volunteering
- Membership Committee needs volunteers
- School liaisons please ask teachers to place membership forms in school office for pick up; all membership forms go to Marie Winiarski
- School liaisons please ask school PTO presidents to email blast school community a reminder to donate, double their donation (corporate matching) and use Amazon Smile
- **Treasurer's Report**
 - We reviewed the current financial statements. Members are welcome to attend monthly meetings to review the Treasurer's report.
 - The FFM checking balance is \$14,310.28 and the savings balance is \$22,719.52.
- **Fundraising**
 - Meadow Farms fundraiser flyers have been distributed to schools
 - The fundraiser is advertised to run through 10/09 but late orders will be accepted

Takeaways

- Forms should be sent to the office and collected by liaisons; forms go to Wanda Kirejczyk
- Please make sure checks have correct balance and the payee is Simsbury Friends for Music
- **Webmaster**
 - Please get photos from last year's sponsored events to Melissa Richards for posting
 - There is a file in the office re: parental approval for posting pictures; if permission is not clear, call the parent for permission to post
 - Minutes will be posted on the website
 - Carolyn Clement is our social media manager
- **Director's Report**
 - The first issue of Ovation will include an article on SFFM 30th year.
 - SAA was very successful this year and smoothly transitioned to Shannon Gagne

- Colleen Thompson is Simsbury Teacher of the Year and interviewing for state designation
- Luke Nelson has been hired to lead SHS Jazz Band
- Angela is our liaison for Community Connections (Senior Citizens) and will be planning music and theater arts experiences for this group
- The first SHS Choir Concert is *October 5*.
- The SHS Tri-M Recital is *October 12* at 6:00 PM. Don't miss this opportunity to hear individual student performances.
- One Acts are casted and rehearsals are underway. The festival is Saturday *October 21st*.
- **Brainstorming: Increasing visibility of Simsbury Friends for Music and Performing Arts**
 - Branding Ideas
 - Need a short catch-phrase that can be used (and remembered)
 - Tie it back to 30 years and "Be our Friend" "30 years of giving back"
 - Elevator Speech
 - Key talking points that can be used at functions by anyone promoting SFFM
 - Presence at events
 - Elevator Speech coupled with a student testimony
 - Concessions when allowed, with a donation jar
 - Promote our 30 year anniversary
 - SCTV interview (Dominique Avery at SCTV is the contact)
 - Solicit support from Alumni
 - Consider presence at community events
 - Business Sponsorships
 - Stacie Windisch, Aaron Hollander and Elisabeth Hodson will lead a volunteer committee to develop a business member program
 - Committee will need additional volunteers to solicit business sponsors
 - Pizza night (Antonio's -where a % of sales goes to SFFM); Cheryl Paddock will pursue
 - Send hand written thank you notes to top donors and email thank you to others (and add Amazon Smile reminder to the thank you note)
 - Note Card fundraiser, created by students; Marie Winiarski will pursue a printer
 - Car magnet fundraiser, Cheryl Paddock will pursue
 - Pinned post on SMU for our membership fundraiser and Amazon Smile; Roni Grossman will pursue
 - 2019 Gala: need a committee to assess feasibility for cost and scale. Tap into students, teachers, alumni, dinner and performances, feature alumni success stories
- Our next meeting is October 16; it will be a long but interesting meeting where we review requests and allocate funds. We encourage everyone to attend, even if you cannot stay until the end of the meeting.
- Meeting adjourned at 8:45 PM.