

Simsbury Friends For Music and the Performing Arts  
Meeting Minutes-January 8, 2018  
Submitted by Marianne Longo

In Attendance: Angela Griffin, Elisabeth Hodson, Marianne Longo, Melissa Richards, Veronica Grossman, Marie Winiarski, Karen Cantelmo, Valerie Gallo, Carolyn Clement, Cheryl Paddock, Lynn Yu, Lyn Tracy, Ertan Sener

- Approval of November and December minutes (with correction of name spelling for Lyn Tracy). Motioned by Roni Grossman and seconded by Melissa Richards.
- **Membership**
  - We are about 32 members and \$500 short on membership this year
  - Angela did bring some membership applications to this meeting
  - We will have membership forms at the concerts and musical performances
  - There was general discussion and consensus that baseline membership amount should be increased from \$15 to \$25 for next year
- **Treasurer's Report**
  - We reviewed the current financial statements. Members are welcome to attend monthly meetings to review the Treasurer's report.
  - Current funds in excess of disbursements is \$1148
  - The request for funding for Fantastic Festivals is \$4200. We need to decide funding for this request at the next meeting.
- **Fundraising**
  - Meadow Farms fundraiser has decreased in net contributions to fundraising year over year. We about 12% down from last year on this fundraiser. Many of the catalogs did not go home from the middle school or high school. They were "optional" for students to bring home.
  - Valerie Gallo passed a sign up sheet for speaking at elementary school performances and for staffing a table for donations, membership and selling magnets. There are several elementary performances in January.
  - Group discussion of ideas for fundraising
    - A calendar
    - Business matching (for example if we have a donation evening and have a business agree to match whatever we raise up to a certain amount)
    - Increase sales of magnets / donations at performances
      - Ask teachers to send out emails to parents
      - Stay set up for after the concert and let the audience know we will be there to sell items, and accept donations following the performance
    - Find a way to sell items through the website
    - Spring ice cream scoop at JFoster or Peachwave
    - Sell flowers at performances (Cheryl Paddock will discuss with Ms. Horan)
    - Staff a table outside Fitzgeralds (in the Spring)
    - Consider cost for Facebook advertising membership next year
    - Engage another restaurant for a Spring fundraiser
  - Gala discussion pended for the next meeting

- **Webmaster**
  - New website looks great! It has photos and a donate now button, sleek design
  - Simsbury Neighbors Unite will pin an ad for SFFMPA the 3<sup>rd</sup> week of January and the second week of February, flanking the pinned post for Mary Poppins. Carolyn Clement will design the ad.
  - To maximize the benefits of social media, it's important to interact with postings. Be certain to not just like the post but comment on it. Comments on a post will keep it active in the feed. In addition, when possible, share postings on your page.
- **Director's Report**
  - January 6 (last weekend): HJMS Northern Regionals
  - January 13: SHS Northern Regionals
  - January 15: HJMS Select Choir at First Church at 2:00 PM
  - February 2, 3, 4, 9, 10 at 7PM; February 4,11 at 2PM: Mary Poppins at SHS
  - April: SHS Saxophone Ensemble and Simsbury Singers have been selected to perform as showcase ensembles at the CMEA All States Conference
  - The February Ovation will include an article on the note cards, pictures of the artists who created the art for the note cards, and the availability of note cards and magnets for purchase at concerts.
- Meeting adjourned at 8:50 PM