

Simsbury Friends for Music and the Performing Arts  
Meeting Minutes November 5, 2018  
Submitted by Marianne Longo

In Attendance: Angela Griffin, Elisabeth Hodson, Marianne Longo, Karen Cantelmo, Christine Lill, Marie Winiarski, Carolyn Clement

- **Meeting Minutes:** October minutes approval motioned by Christine Lill, seconded by Karen Cantelmo and accepted.
- **Treasurer's Report**
  - Current income from Meadow Farms is \$4100. We do not have any orders from HJMS. Angela will send an email to inquire about this.
  - At quick glance last year net for this fundraiser was around \$2100
  - Current income from membership is \$18,596.35 (down from \$19,729 last year)
- **Membership**
  - Current membership is 239 (down from 285 this time last year)
  - 21 new members since last month
  - Nearly 50% online and about 1/3 pick up the costs of the fees
  - Most memberships are between \$50-200
  - Chart for membership distribution will be re-done for next meeting to reflect categories (friend / composer's circle / conductor's circle / arts benefactor)
  - Program jacket will be updated to reflect above categories of membership
- **Webmaster / Social Media**
  - Carolyn Clement created our new Instagram account
  - Anna Vdovenko made a video of Tim Amarell that has garnered a lot of attention on social media "Where Are They Now?"
  - Carolyn will post Spring Fundraiser on Instagram and add a DONATE NOW button to the Facebook page
  - She needs items to feed our social media pages. She is looking for students to pose outside the businesses of our sponsors – please send names of interested grade school students to Carolyn Clement: [singingcarolyn@gmail.com](mailto:singingcarolyn@gmail.com)
  - Marianne met with Sue Clancy and updated the website – it has links to Facebook and Instagram on it. The Shanty man photos are down and the Evening with Friends save the date was uploaded in its place. The Event page has been updated with the Evening for Friends flyer and the logos from corporate sponsors.
  - Sue Clancy discouraged another blog to monitor on the website. We can stream the Facebook posts, but it can make the website cluttered and messy. She recommends leveraging social media for blogging / posts – and we now have two of these. The group agreed with the recommendations.
  - On the website SHOP page, need to remove cards and magnets and post tickets for the event. Need to eliminate shipping. Add fees to the cost of the ticket and some ability to print.
  - Also need to add to the PayPal receipt the date of the transaction and the amount donated / paid
- **Liaison**
  - No report.

- **Director's Report**
  - Coming up soon – We would like to consider a scholarship in Eric Dahlin's name. We need to add it to the list in guidance soon. Need to figure out criteria and amount.
  - Elisabeth will send out a proposal to the SFFMPA Board suggesting scholarship amount and criteria.
  - Angela will get us the form and find out the deadline to get it to guidance.
- **Fundraising**
  - Antonio's Fundraiser
    - Confirmed for 12/11/2018
    - Digital flyer will be posted on Facebook and SFFMPA website
    - Marianne emailed the flyer to all members
  - Concert schedule
    - Having speakers at concerts is helpful in generating donations
    - We are looking for volunteers at concerts to sell tickets and to speak
    - Elisabeth passed a sign-up sheet, there are slots available
  - An Evening with Friends Fundraiser – Marianne Longo
    - Simsbury Inn - March 8, 2019 with snow date March 9; 7-11 PM
    - Cocktail attire
    - Ticket price \$75 per person
    - Contract with Simsbury Inn includes passed and fixed appetizers, carving station and desserts. Cash Bar. They donated infused water, a second bar tender, a second carving station attendant and 15 dinners for student volunteers.
    - We have the ballrooms and the lobby area with the grand piano, coat check
    - The following details of the event were discussed:
      - The schedule of the evening – after discussion, there were no changes
      - Silent auction – Elisabeth will draft communication for teachers to send out to families. It will include a list of suggested items to purchase and donate. Second teachers were added at HJMS and SHS to assist with the collection of donated items.
      - Student Volunteers – the list was reviewed and no changes were made
      - Performances – Angela will likely perform with Ed Fast (percussion), Bobby Tomasulo (piano) and Ryan Ford (bass). The other suggested genres of performance were accepted by the group without changes.
      - Elementary videos – in order to include the elementary students Elisabeth will draft an email for teachers to send out soliciting feedback from students about SFFMPA sponsored events or what music and performing arts means to them.
      - Tickets and poster boards – Carolyn suggested SFFMPA invests in an x-frame sign that unrolls and can be set up at concerts in lieu of poster board. It would need to be generic – the SFFM logo and maybe stock photos of kids playing and performing – but would be more professional appearing and durable than our foam poster-boards. For the soiree, we will use a poster board with the event logo / information on it and a poster board for sponsors. Tickets will be printed on vista print for a nominal price. The tickets should include the SFFMPA web address, address and phone for The Simsbury Inn, cocktail attire, diner, dancing, entertainment and silent auction. In

order to sell tickets, we will need to keep a running list of who bought tickets, how many, and their email address. We also should have a flyer to purchase event tickets online or by mailing a check.

- Technical assistance – Marianne had emailed Mr. Hunter about assisting the night of the evening. It was recommended to reach out to Matthew Nardozza. And to determine what is available at The Simsbury Inn for acoustics for the performances and the videos (do we need a projector?).
- **Alumni Outreach**
  - Alumni videos – the group indicated a need for two types of submissions: “where are they now” and “thank you SFFMPA for …” Angela will solicit teachers for additional alumni names to contact. Elisabeth will work with Anna Vdovenko to have an email drafted explaining to the alumni what we want and where to send it. Carolyn suggested that Anna set up to film at SHS over Winter break to catch alumni while at home. Also consider a group “thank you SFFFMPA” video.

### **Take-aways from tonight’s meeting:**

#### **Angela Griffin**

By 11/16	solicit from teachers the names of alumni for videos and send to Elisabeth and Anna
By 11/30	confirm performers
By 11/30	confirm student volunteers

#### **Elisabeth Hodson**

By 11/16	obtain email drafts from Anna Vdovenko that can be sent to alumni and elementary students for videos
ASAP	draft email for silent auction and send to teachers / liaisons

#### **Carolyn Clement**

ASAP	add event to Instagram and DONATE NOW button to Facebook page Continue to feed our social media, let us know what you need
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#### **Marie Winiarski**

By 11/16	confirm DJ / Emcee
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#### **Marianne Longo**

ASAP	Website changes: post the Antonio’s fundraiser flyer, add ticket purchase to website, eliminate note cards and magnets, eliminate
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shipping option, add fees to ticket prices, amend PayPal receipt to indicate date and amount paid, create a print ticket option

By 11/30 print tickets via Vista Print and print poster boards for concert sales – membership and the event.

By 11/30 Visit the Simsbury Inn to determine room layout with tables, where we will set up registration, silent auction, projection, DJ, Dancing, performances and determine acoustic, lighting and projection needs.

**Elisabeth, Diana and Marianne**

ASAP Need to commit more corporate sponsors.

**VOLUNTEER OPPORTUNITIES:**

- **An Evening with Friends: Coordinator of Student Volunteers**  
This person will contact the student volunteers. Stay in touch with performers to ensure they are engaged in practice, send job description to each volunteer, coordinate timing of arrival and “station” to volunteer. Coordinate their meal breaks.
- **An Evening with Friends: Silent Auction (need one person to work with Elisabeth Hodson and Andie Fabian)**  
Communicate with teacher and liaison at each school, keep track of donated items and identify where we have gaps in donated items. Help assemble auction item baskets, assist with set up and check out process.
- **An Evening with Friends: Ticket Sales and promotion (as many as possible)**  
Volunteers to attend concerts to promote the event, sell tickets, also promote membership and donations. Elisabeth will send out volunteer needs.
- Meeting adjourned at 9:25 PM