

Simsbury Friends For Music and the Performing Arts  
Meeting Minutes October 15, 2018  
Submitted by Marianne Longo

In Attendance: Angela Griffin, Elisabeth Hodson, Marianne Longo, Veronica Grossman, Karen Cantelmo, Anna Vdovenko, Christine Lill, Diana Yeisley, Lynn Yu, Jessica Sherman, Kim Sudnick, Marie Winiarski, Carolyn Clement

- **Meeting Minutes:** September minutes approval motioned by Karen Cantelmo, seconded by Diana Yeisley and accepted.
- **Treasurer's Report**
  - Current income from membership is around \$16,952, approximately \$3k below target budgeted income from membership.
  - Reserve dollars are around \$29k so even with current shortfall in membership we have "slush" funds
- **Membership**
  - Current membership is 217 (down from 283 this time last year)
  - 8 envelopes were received
  - We need to add to the envelope:
    - The option to cover fees
    - Ability to indicate which school children attend
    - Interest in volunteering
  - There is a desire to outreach alumni, perhaps Dr. Younse or Mrs. Twohig can assist

SHS	91	Method of Payment		Donation Amounts	
HJMS	85				
Central	13	Checks	144	200+	28
Latimer	13	Online	67	100-200	64
Squadron Line	25	Cash	2	50-100	68
Tariffville	13	Unknown	4	25-50	55
Tootin Hills	15			< 25	2

- **Webmaster / Social Media**
  - Carolyn Clement has agreed to assume responsibility for social media
  - Will post Spring Fundraiser
  - Need to create an Instagram account for SFFMPA
  - Kim Sudnick recommends a parent blog
  - Discussed a blog widget on our website regarding what we fund – can be linked to Facebook page
  - General need to get word out about what we do / fund
  - Suggestion to pursue CTnow.com event page
- **Liasion**
  - No report.
- **Director's Report**
  - Discussed potential for Eric Dahlin scholarship for strings
  - Highly successful One Acts Festival, everyone enjoyed new format, plays were outstanding
- **Fundraising**

- Meadow Farms Fundraiser – Wanda Kirejczyk
  - Conversation pended since Wanda not in attendance
  - Suggestion made to extend printed deadline to end of October since historically 'late' orders have been accepted and the earlier deadline may prevent people from placing orders after the date has passed.
- Antonios Fundraiser
  - Confirmed for 12/11/2018
  - Digital flyer will be posted on facebook and SFFMPA website
- An Evening with Friends Fundraiser – Marianne Longo
  - Simsbury Inn - March 8, 2019 with snow date March 9; 7-11 PM
  - Cocktail attire, black tie optional
  - 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
  - Performances throughout the night including students for prelude / interlude; alumni; faculty and community artists. Student groups should include a capella and perhaps HJMS students
  - Pursue a video message and maybe an Alumni mash up – where are they now- they can send clips to Dr. Younse and we can assemble them
  - Diana Yeisley will secure a radio or TV personality to emcee. Renee Dinino from I heart Radio and Bob Maxon were discussed as potentials
  - **Next steps: Need to lay out format of evening, length of time for each performer, secure emcee, corporate sponsorships**
  - Corporate sponsors discussed: Simsbury Bank (confirmed), Hartt (pending) Hoffman, Pride, Paines, Max Restaurant Group, Mitchell, Shop Rite and Chubb.
  - Excel sheets for corporate sponsor solicitation and volunteer committees are posted on Google docs – links will be sent out
  - Angela will coordinate securing performers.
  - We will feature Virtuoso and Maestro level sponsors in our media ads for the event and on a poster board at the event. Business partners who donate at the Musician level up to \$500 will be listed in the program and on a poster board at the event. Businesses can donate an auction item if they are not able to donate monies.
  - Impact of cancellation was reviewed, no obligation beyond deposit up until 30 days before event. Event can be modified in catering, etc based on number of tickets sold. Will be reviewed at 30 days and 14 days.
  - Google docs are made for corporate sponsors, auction items, and committee volunteers.
- **Distribution of Grant Funding**
  - \$32,956 was distributed for funding
  - several items were deferred for future consideration pending fall fundraising outcomes
- Meeting adjourned at 9:25 PM