

**MINUTES OF A MEETING OF THE SIMBURY FRIENDS FOR MUSIC AND THE
PERFORMING ARTS**

at the SHS Media Center, Simsbury, CT January 6, 2020 at 7:00 pm

The President Elisabeth Hodson opened the meeting at about 7:00 p.m. with introductions. Present were 6 other members: Amy Bobinski, Angela Griffin, Elisabeth Hodson, Marianne Longo, Kimberly Sudnick, and Lynn Yu.

Kimberly Sudnick moved that the minutes from the December meeting be approved and after corrective amendments the motion was seconded, voted upon and approved.

Lynn Yu presented the financial report of the organization. Matched gifts of employers was discussed. A suggestion was made by Marianne Longo to fold the matching gifts of the employers into the social media campaign. It was noted that approximately 89% of the requests this year were funded.

A discussion followed of the new membership forms. A line explaining the matching donations was added. Amy Bobinski and Elisabeth Hodson volunteered to work on the changes on the form and on the website.

Christine Lill gave a membership report. It was noted that membership this year was at 234 members. It is down approximately 30 members from last year. It was noted that the updated list would be sent by Christine Lill to Sue Clancy to be put into the vertical response website which is where the secretary Kim Sudnick sends the invitations to the meetings.

A suggestion was made to send a thank you letter to the businesses that sponsored the Event known as "An Evening with Friends" in the late winter of 2019 letting them know of the two scholarship funds that benefitted from the proceeds.

A discussion followed regarding the number in attendance at the High School Musical and importance of selling the bags, cards, post-its and magnets there. The musical typically sells out and shows for about 6 days.

Amy Bobinski gave a report on website enhancements including priorities for 2020-21 and membership drive and a discussion on corporate matching. A discussion followed including a "Thank You" page for sponsors and photos of the successful fundraising event last late winter of 2019 called "An Evening with Friends". It was suggested that we also include a hyperlink to the High School Musical site for Hairspray.

Marianne Longo gave the social media report on the membership drive on social media.

Angel Griffin then gave the director's Report.

The meeting was adjourned at about 8:28 pm.

Respectfully submitted

Kimberly Sudnick, Secretary