

## Minutes of the meeting 9/14/20

### Simsbury Friends for Music and Performing Arts, Inc.

The meeting started at 7:00 p.m. on 9/14/20. Members in attendance included: Anna Vdovenko, Elisabeth Hodson, Lynn Yu, Jennifer Albrecht, Angela Griffin, Carolyn Clement, Cindy Reed-Brown, Christine Lill and Sarah Warner.

The Social Media report was presented by Carolyn Clement. It was noted that using digital tools has become an enormous part of our day to day because of social distancing. Because of the current health climate that we are living in presently, it was agreed that membership would need to be our primary focus and the use of FaceBook would be our primary tool. Board members need to post information about Friends' on their personal FB page. We will work on "blasting" members on FB Messenger. Regular updates on what we do with our funds, using photos and videos, should be pushed especially in 2020 as a way to support programs like ours, which help the children. Interviews with parents, teachers, kids, etc. would be beneficial to our story, so we can amplify our message. It was noted that we need to ask teachers to make photos of kids that illustrate the support Friends' gifts have provided (i.e. photos of kids using musical instruments, singing in a field, kids using music masks). There was some discussion about using the free a cappella app, which allows 30 second recordings, to showcase kids singing together and share on FB.

The Treasurer's Report was presented by the Treasurer, Lynn Yu. The Report showed a balance, as of 9/14/2020, of \$50,292.73, with \$46,438.09 available for use after adjustments for scholarships. It was noted that there were currently outstanding checks which were dispersed in June 2020. It was requested that Carolyn Clement create a graphic illustrating matching gifts from companies/employers. It was proposed that reminders be sent to teachers, to submit requests for payments for guest artists, which also include the date of performance. A pre-budget committee will meet in advance of the October 5, 2020 Board meeting to prepare the budget request document.

The Membership Report was presented by Christine Lill. The Report shows a decrease in membership, as anticipated because of the pandemic and social distancing requirements. Approximately 84 members have joined as a result of the request forms sent out from the schools in contrast to 160 members last year. \$6,125 has been generated in membership contributions; \$3,500 from checks and the balance was contributed on-line. Donation amounts remain consistent with previous year. It was suggested that thank you notes be sent to members.

Fundraising was discussed generally. It was noted that showcasing virtual performances could really help increase our numbers. A fundraising event was proposed to bring awareness to Friends' and increase membership. Items to be sold include Friends' bags, car magnets, music masks. It was asked that Jennifer Albrecht reserve a date and time to set up a Friends' table in front of Fitzgerald's.

The Director's Report was given by Angela Griffin. Ms. Griffin shared that there had been numerous changes to teachers' shifts and that several teachers are "distance teaching", so Liaisons will need to know who to reach out to at each school. Funding requests are due on Friday, 9/18/20. Performances this year will be virtual. High school students are writing this year's musical. Ms. Griffin will check with Dr. Younce about how the musical will be shared with the public and if it can be shared on the Friends' FB page, like the Choral Review and Simsbury Summer Theatre.

Anna Vdovenko noted that the next meeting is scheduled for October 5, 2020 at 7:00 pm.

The meeting was adjourned at approximately 8:15 pm.

Respectfully submitted by: Jennifer Albrecht