

**The board approved the previous minutes from October meeting.****Last meeting action items follow-up:**

1. Patti received student list by class from Spiro in order to do targeted messages regarding class performances and events.
2. Live! From Student Center had a successful turn out of friends and family for guitar/percussion class. There was a loss of only \$10 after selling water, pizza and cookies. This is better than in the past but would be good to break even. Talked about increasing pizza prices but Spiro wants to make the evening fun and accessible to students.
3. We do not have a separate community liaison parent. This is covered by Lisa and Patti with communication (newsletters, posters, social media). Hard to get more board members or committee chairs. At this point. Also meeting attendance is minimal. Focus on volunteers for each event.
4. The holiday poster and postcards were completed and delivered by Lisa to meeting. Spiro will have students post around campus. Lisa will post around community (MVMS, record store, bank, Redwoods, etc.). Postcards will be put in faculty boxes as well. As other music events. Good to get the word out for attendance as well as program education.

**Reports: The treasurers report and Spiro's report led to much discussion about expenses and events moving forward and ideas for increasing revenue.**

David spoke about the current numbers now going down (about 8% from previous month) due to membership payments dropping off and expenses increasing. THUMB currently has about \$15,000 in checking and \$13,000 in savings. David will look to Sherry to determine 3 year burn rate. We shouldn't hoard money but also should be conservative due to NYC trip next year.

Ann inquired about charging for concerts. Many other Tam events and performances have fees (football game, theater performances, etc.). Ironically music families spend \$6 to go into football game to see band. THUMB isn't getting any ticket money. Most of THUMB performances are free except for the showcases, Valentine's and Broadway Review. (Usually \$5 adults, \$3 kids and seniors). Laura thought the ticketing should be more universal and a level playing field for music parents to understand when to pay or when is free. Spiro said it depended on quality of show (audition vs open).

Ann suggested the “suggested donation basket” like at MVMS. Spiro also said they’ve put out a donation box or violin case in the past. Everyone was open to either or both.

There were questions whether THUMB should continue with certain expenses/events if lots of effort and little return. The Valentine’s Dinner is very well received and attended, but last year lost \$500. This is unfortunate given all the effort put in and also the lack of food quality. Spiro said the purpose of the events should be to build community. Spiro said they used to make about \$3,000 in years past on the Valentine’s event, because Outback Steak donated the food. Spiro commented on the kids not liking the food. We all agreed it was not high quality. (See Valentine’s event below for moving forward.)

Scholarships could also be an area where THUMB saves money this year. They could be eliminated all together as participation has gone down as well as the number of serious musicians. Or could reduce the number of scholarships by combining ages/classes. There were 16 scholarships given last year.

There was much discussion regarding NYC and budgeting for travel scholarships. Spiro said he’s needed \$7,000 - \$9,000 in previous years from THUMB to pay for scholarships to participate in the NYC festivals. Instrumental will go next year and choral the year following. The trip cost \$1,350 per student last festival. JC also provides another \$3,000 from field trip budget to help with costs. May be more this year. Sometimes things like buses are more than anticipated and need approval to go to THUMB for last minute items. It can be crazy to coordinate the trip.

### **Membership Update**

We currently have 110 music families with 39 of those members. Maybe we can do one more year end push for memberships in a newsletter. We will also make announcements about THUMB at concerts and have a presence at concert concessions.

### **Event Planning and Updates**

#### **Volunteers**

We have been successful with getting event volunteers for concessions and baked goods for individual concerts with sign-up genius and newsletter communications.

#### **Musician’s Showcase**

First showcase is this Friday. A variety of groups and small ensembles will perform all types of music. This is audition based so that is why there is a ticket price charged for entry. Students will sell tickets. Volunteers to sell baked goods, water and hot cider. Spiro will have programs ready.

### **Holiday Concerts**

All holiday concerts but guitar will be held on campus. Spiro likes to have 1 – 2 concerts a year off campus in the community. The guitar/percussion non-holiday concert will be in the Cascade Room at the Community Center. Lisa will double-check the contract price and change hours to 4:30 – 9:30. Poinsettias will be sold at the holiday instrumental concert. In the past THUMB broke even charging \$5 each poinsettia and paying \$5 each at Home Depot. This year we will charge \$10. Lisa will get 50 poinsettias (44 small and 6 large) Greg Everage will provide last year's program template to Lisa to revise. In the past these were very nice, 4 color programs. To save money we will print black on colored paper (one color for instrumental night and another color for choral night). Spiro will provide student names and song list to Lisa. David offered to print at his office to save money.

### **Winterfest**

Tam will be playing at Winterfest at The Depot Dec. 8<sup>th</sup>. There will be a group of 20 on stage. Spiro will determine who will play. He's hoping for a big orchestra group. Kids will wear their polo shirts. It was suggested to have a violin case for donations.

### **Lumberyard**

There was a request by the Lumberyard merchants to have a Tam Music ensemble, maybe quartet to play/sing during a holiday event. Spiro will find out more.

### **Valentine's Dinner**

THUMB is trying to recruit more parents to help with the Valentine's Day planning. Ann suggested changing the food to something cheaper but more popular such as a taco truck/catering. Not sure if anyone has ties to restaurant to donate. Or perhaps having another venue, which could provide food and part of the evening's receipts, like Terrapin. Lisa will look into availability and details. However there is also concern that not as many people will attend if far from school as it is not as convenient. Will likely look into good but inexpensive food options for gym.

### **Phone-A-Thon and Database**

Spiro said historically the phone-a-thon brought in an average of \$25,000. This year was around \$23,000 according to David. Although hard to tell as membership income was combined. In the future these will be more accurately tracked and recorded. Spiro said if dips below \$20,000 would need to make adjustments and tighten expenses to be safe.

Suzy met with Beverly and received the computer with the phone-a-thon database, currently an old FileMakerPro on a laptop. It was also provided as a downloadable file, which Suzy will put on a thumb drive as the laptop is old and unstable. Suzy and Lisa met about next steps and options. Lisa and Suzy will continue to update the music family and non-music family donations on Google Drive documents for 2019-2020. The database contains over 4,000 records. It was agreed to delete the 1,000 records that are marked as "do not call/mail".

Although Spiro is concerned with then needing more names for students to contact. It may be possible to get a list from MVMS. We all agreed that while there are families that pledged that did not pay (could be over 75), we would not contact them for money now, as it is so late after the fundraiser. Next year letters will go out immediately following the event for those not reachable via phone. And collection letters shortly there after. Laura will ask Patti to hopefully recruit a THUMB parent to help with database migration or make suggestions of and easier, updated system via newsletter.