

NACUSAsf Meeting, March 10, 2011, 7:30 PM at Joanne Carey's home

Attending: Dale Victorine (*President*), Joanne D. Carey (*Secretary*), Karl Schmidt (*Treasurer*) and Anne Baldwin.

The Minutes from the last meeting were approved.

We discussed implementing our new address friendsof@NACUSAsf.org to send announcements of NACUSA concerts and events to email addresses that have been submitted by members. This will broaden the reach of postcards and put this information at their fingertips.

TREASURER'S REPORT: Karl Schmidt

Karl handed out itemized statements of our cash flow and expenses.

Balance as of 8/1/10: \$2,993.78

Income 8/10 - 3/11: \$2,686.20

Expenses 9/10 - 3/11: \$3,963.97

Current cash-on-hand: \$1,816.01 includes a recent \$500 donation and \$776 in receipts from C&F-I

Projected Expenses and Income from April through November:

Expenses - \$5,580

Income - \$2,500

Projected shortfall: \$3,080

In response to a question about the projected cost of the programs of \$25, Karl said it was an estimate.

(Please see details in attached Financial Report)

OLD BUSINESS

Composers and Friends I Concert

Karl said that 80 people attended this concert. The agenda noted that the concert was too long. We discussed this, especially how to expedite the proceedings. While our audience seemed to like the composers' introductions to their pieces, according to Karl, we should encourage them to keep it short. The set-up for the pieces on the program could be better planned and more efficient. While we had just 62 minutes of music, according to Dale, The concert lasted two hours, including intermission.

Dale recommended that composers pay for their own tickets, but not the performers or the recording person. There was some disagreement about composers paying admission. Dale also advised setting up the ticket table at least a half an hour before the concert begins.

Other Issues

Karl brought out that our first priority ought to be getting a good audience. Dale said that the Monterey County Composer's Forum concerts are benefits for specific charities and that this helps both the charity and improves concert attendance. He added that our membership in the Silicon Valley Arts Coalition can also be useful in improving attendance, as our concerts are listed in their brochure that lists all upcoming concerts of members. Karl suggested we could gain audience by collaborating more with other musical groups such as the Mountain View School of Music that is nearby. Karl mentioned a woman from a trio that wanted to know if we had any trio music. In

general, we need to find a way to exchange information and collaborate. Joanne mentioned the possibility of setting up a catalogue of NACUSAsf composers' works. This has been suggested before. Dale added that members could voluntarily list their works, with instrumentation and information on how to obtain the scores.

NEW BUSINESS

The Need to Raise Funds

Performance Fee:

Since our financial report indicates that we are in need of funds to complete our season and carry on through the November concert, Karl and Dale suggested charging composers whose pieces are selected for the upcoming concerts. We talked about first asking for a voluntary donation which we determined, after some discussion, was not tax deductible because services are rendered in return for the donation. Karl suggested charging composers a fee of \$50 to \$100, adding that other organizations do this. We decided to ask members to vote on instituting a fee for all pieces selected for a NACUSAsf program. Along with a heads up about this vote, Karl said he would send our membership information about our upcoming shortfall. He added that could have a slush fund for those who can't afford the fee. The vote on this will take place at the next meeting. Joanne reminded Dale that we should include the donation request, or fee requirement, on the submission form.

Raise Ticket Prices:

Dale proposed that another way to raise funds is to raise ticket prices.

Motion: Dale Victorine, to raise our ticket prices to \$17 for general admission and \$12 for seniors and students. Anne Baldwin seconded the motion, which passed unanimously.

Stop Subsidy:

Dale also suggested that we stop subsidizing the pianist on our Composers and Friends Concerts, as these should be strictly fundraisers.

Motion: Karl Schmidt, to discontinue the subsidy of the pianist for the Composers and Friends Concerts. Dale Victorine seconded the motion, which passed unanimously.

Silent Auction:

Nancy said she would help organize the Silent Auction for our June Harp Concert

Summer Yard Sale:

Dale recommended having another yard sale; last year's sale earned \$350 for NACUSAsf.

Perhaps John will offer to hold the sale at his house in Half Moon Bay again this year. Dale asked for other offers from the group present.

Renovated PAAC:

Dale asked us to consider whether we want to go back to the Palo Alto Arts Center once the renovation is finished, in light of the new venue we have found at the Covenant Presbyterian Church in Palo Alto. Anne remarked that Covenant did cost more than the PAAC. We have time to look into our options.

Ads in Programs and Elsewhere:

Dale reminded us that a good way to raise funds is to put ads in our programs. We can ask Diana

Tucker if her store West Valley Music in Mountain View would like to buy an ad for our program. Karl asked if we could have ads on our website. Dale suggested we ask people who advertised on our program if they would like to also be on our website at just 50% more than the print ad. How to implement the sale of the ads was not decided at this meeting.

Anne relayed that the Ives Quartet ad in the "San Francisco Voice" cost \$300. Dale said that online ads on the Zvents site are free; they do charge \$19.95 to include a photo.

Composers and Friends II Concert

The dress rehearsal for this concert is Saturday April 9 from 1:00 to 4:00 PM at foothill Presbyterian Church. John Bilotta will do the schedule. Dale recommended that composer introductions should be limited to a minute or two.

Harp Concert – June 18th at Covenant Presbyterian Church in Palo Alto

Dale said we have not yet organized or scheduled time for composers to hear their pieces before the dress rehearsal. This needs to be taken care of. Karl urged the selection committee to get the June program soon, as this information is essential for publicity. Karl has recently taken it upon himself to make posters for our concerts; knowing the program helps him to tailor the poster to the moods and styles of the pieces selected.

Choral Project Concert - June 2012

Dale said he would email Daniel Hughes, the director of the choir, and begin to create time-line for this concert. He had said previously that he wanted the scores by the Fall of 2011.

Addendum: Since this meeting, Dale received an email from Daniel Hughes saying that they need to push back our collaboration with the Choral Project by one season, to 2013, because of financial considerations triggered by a slow year.

Respectfully Submitted,
Joanne D. Carey
Secretary of NACUSAsf