

Approved by the Board
Camarillo Community Band Board of Directors
Minutes of the Meeting of November 6, 2019
Betty Weyek's Home - 961 Sharon Drive, Camarillo, CA, 6:30 – 8:30 PM

Present: Rick Austinson (Treasurer), Andy Binsley, Mark Fischer (Secretary), Doug Hardie, Daniel A. Rhymes (President), John Soyster, Betty Weyek (Vice President). Absent: Mary Ellen Lefler, David Hudnell, and Kirk Raymond.

1. Call to Order.
2. Roll Call. The meeting began at 6:35 with a discussion. At 6:54 (when Mark Fischer arrived) the members returned to the top of the agenda. All board members were present except Mary Ellen Lefler, David Hudnell, and Kirk Raymond (who was ill).
3. Approval of the Agenda. It was unanimously approved.
4. Approval of the Minutes. The Board reviewed the minutes of the meeting held on 9/22/19. At section 5.B.1 of minutes, Betty Weyek asked for a deletion of the name of the Principal of St. Mary Magdalen School (who has generously photocopied the band programs). With that change, the minutes were approved. Mark Fischer promised to send the approved minutes to the board.
5. Financial Update. Treasurer Rick Austinson distributed a Profit and Loss statement, a Balance Sheet, and a Transaction List.
 - A. Introduction. Rick reported a total income of \$2409 and a total expense of \$2,379.
 - B. PVRPD Saving. Dan Rhymes stated that there should be no cost to the band for the Christmas Concert rehearsal space at the Community Center.
6. Memo of Understanding. The band has an MOU with the Pleasant Valley Recreation and Parks District. Dan Rhymes expressed satisfaction that PVRPD may expand advertizing for the band. Dan has requested to be present of PVRPD's meetings regarding summer concert publicity. His contact, Eric Storrie, has been helpful while Storrie's subordinate, Jane Raab, is on leave.
7. Fund Raising and Grant Applications. The Committee on Fund Raising and Grant Applications met for the first time on Thursday, October 24, 2019.
 - A. John Soyster distributed the minutes of the meeting (and they are attached to these minutes). He said that the band has financial needs, and the committee aims to supply them. There were four parts to the committee's initial meeting:
 1. Goals of the committee.
 2. Grant possibilities.

3. Fundraising ideas.
 4. What motions the committee recommends to the board.
- B. Initial Discussion. After John Soyster’s presentation, there was a discussion.
1. Storage. At the present time, Dan Rhymes stores the band’s music and equipment. If he were not able to do so, the band might have to pay for storage. Andy Binsley urged the committee to think about the establishment of a band “reserve fund.”
 2. Grants. The committee is considering a number of grant opportunities, said John. At the present moment, however, the band does not have a specific need for which it might apply to the PVPRD for a grant. Rick Austinson recommended that the band consider applying for a grant to purchase a wireless microphone system.
- C. Fundraising Ideas. The committee’s minutes included a number of fundraising proposals. They included the following:
- “Remind band members that while this is NOT a ‘pay-to-play’ organization, we are a non-profit and any donations made to the band by members (or anyone) are tax deductible. In addition, we could encourage band members who do make a donation to inquire as to whether their place of employment has a matching gifts program. But again, we’d emphasize, we are NOT a ‘pay-to-play’ organization.
 - “Create a donation link on Website.
 - “Place QR code in Concert programs for donations.
 - “Donation Drum – more aggressive collection of donations by going through the audience with a basket as programs are handed out.
 - “Create a letter thanking Patrons for their gifts and request they give again.”
- D. Motion. John Soyster moved that the board approve the five fundraising ideas stated above. The motion passed 7/0.
- E. Motion. John then moved approval of a second recommendation from the minutes (point D.2), i.e., that the committee develop appropriate fundraising activities that do not require an outlay of funds. This motion passed 5/1/1 (one abstention and one vote in opposition by Doug Hardie). Rick Austinson abstained from the vote, he said, because he believes it was unnecessary. He felt that the committee already had the power to develop appropriate fundraising activities.
8. Publicity Committee. Mark Fischer reported on the four-member Publicity Committee (M. Fischer, Bridget Fischer, Dan Rhymes, and Betty Weyek), which had met on Monday October 28.
- A. Introduction. Mark orally reviewed the minutes, which had been sent via email to the board. The committee had discussed a variety of refinements to the publicity process, but had no firm recommendations to make to the board.
 - B. Discussion. Doug Hardie agreed with the suggestion of the committee that three functions of publicity, website, and social media ought to be combined.

9. Election Committee. Rick Austinson said that the Election Committee and the Policies Committee have the same members and met back-to-back on October 27 at his home. The Election Committee hopes to develop a protocol for the election of CCB Board Members, because the election in December of 2018 was not governed by clear rules. Dan Rhymes said that he would ask Board Member Mary Ellen Lefler whether she was willing to stand for re-election, and Rick Austinson said that he would ask David Hudnell the same question. John Soyster said that he and his wife will be moving out of the area in May or June, but he is willing to serve on the board until that time.
- A. Discussion.
1. Term Limits. Andy Binsley recommended that the committee propose term limits.
 2. Willingness to Run. Betty Weyek suggested that CCB members should be informed of the election one month in advance and invited to submit their names for consideration.
10. Committee on CCB Policies. At 7:54, Rick Austinson announced that the Policies Committee had refined a number of proposed band policies for approval by the board. He had emailed them to the board (see the Board Policies).
- A. Policy 3: Committees and Staff Positions. In place of six proposed committees (in the draft policies), the Policies Committee recommended eight individual staff positions: Manager, Librarian, Facilities and Equipment (each of which is now held by the Band Manager), Publicist (responsible for the calendar or schedule of events, now held by Bridget Fischer); Electronic Communications (of which Betty Weyek monitors telephone and social media as well as email), Roster and Attendance (Michelle Weyek), and Band Communication (Doug Hardie).
1. Job Descriptions. Mark Fischer suggested that the eight positions ought to have job descriptions, and Andy Binsley affirmed that insight.
 2. Motion. The motion to approve No. 3 of the amended policies on Committees and Staff Positions was passed 7/0.
- B. Policy 7: Music Conductors for the Camarillo Band. Rick Austinson's committee has edited Policy 7. In the edited version, the Board has the responsibility of approving a list of approved conductors, a list presented by the band manager.
1. List of Conductors. Andy Binsley suggested that the list of potential conductors should be reviewed annually after the summer concerts (and not left for review on an *ad hoc* basis in case someone complains about a conductor).
 2. The motion to approve no. 7 of the amended policies passed 7/0.
- C. Policy 8: Musicians of CCB. The board reviewed sections a, b, c, d and e separately.
1. Section a: Adult Musicians. This section was readily accepted.
 2. Section b: Admission of High School Admission. Board members were concerned about who would conduct the auditions of high school

students. Andy Binsley proposed that the band manager “will coordinate and delegate band members to conduct auditions of high school students.”

3. Motion. Each section of Policy 8 passed unanimously.

D. Remaining Concerns. Policy Sections 1.e (website), 4 (CCB Meetings), 5 (Board), and 6.r (liability insurance) have not yet been approved.

1. Liability. Dan Rhymes explained that the band does not yet have liability insurance for board members, so the board need not approve policy 6.r at this time.

2. Website. Dan suggested that Section 1.e (CCB website) need not include every item that should be on the website. Andy Binsley moved that Policy 1.e consist only of the first sentence of the section. The motion passed 7/0.

3. Section Leaders. To the question about when the band manager was going to appoint section leaders, Dan Rhymes replied that he would do so in the summer.

4. To Be Continued. Three unapproved policies still required the board’s attention: section 4 (CCB Meetings), 5 (Board), and 6.r (insurance).

11. Next Meeting. The next meeting of the CCB Board is scheduled for Tuesday, December 3, 2019 (Building C3 of Pleasant Valley School of Engineering and the Arts, 700 Temple Avenue).

12. Adjournment. The meeting adjourned at 8:46 PM.

Mark F. Fischer

Fund Raising and Grant Committee

TO: Camarillo Community Band Board of Directors

FROM: Fund Raising & Grant Committee

RE: Presentation for the November 7, 2019 Board meeting

The Committee met October 24, 2019.

Attended by: John Soyster, Betty Weyek, Dan Rhymes.

A. We began by discussing the goals of the committee going forward:

1. To raise enough money to balance the current budget
2. To rise an additional \$2,000.00, the estimated cost of insurance for the Board of Directors
3. To raise additional money when there is a need for storage of music and equipment and possibly trailer rental to transport equipment.

B. We discussed grant possibilities and decided to make personal contacts, if possible.

1. Meadowlark Service League. John has emailed the organization to inquire about the possibility of a grant (turns out the person he thought was a member is not).
2. Mechanics Bank (Rabobank). Dan will contact someone at the bank to see if they offer grants.
3. Local organizations and business (like Walmart) might also be a source.
4. City of Camarillo. At present we are not planning to submit a grant as we don't have the kind of need (equipment, music, etc.) which would qualify for a grant.

C. We considered a variety of fundraising ideas:

1. Remind band members that while this is **NOT** a 'pay-to-play' organization, we are a non-profit and any donations made to the band by members (or anyone) are tax deductible. In addition, we could encourage band members who do make a donation to inquire as to whether their place of employment has a matching gifts program. But again, we'd emphasize, we are **NOT** a 'pay-to-play' organization.
2. Create a donation link on Website.
3. Place QR code in Concert programs for donations.
4. Donation Drum – more aggressive collection of donations by going through the audience with a basket as programs are handed out.
5. Place an addressed envelope in each program.
6. Publish in the program and on the website a list of our patrons in various levels of giving [for example: Platinum (\$1 million and over), Gold (\$100,00 to \$999,999), Silver (\$10,000 to \$99,999), Bronze (\$9,999 and under)] (jk). Note: we would not indicate the amount given by any donor, just the range into which their donation(s) fell.
7. Small ensemble groups to play for pay – donation to CCB.
8. Connect with local restaurants and set up a band night, receiving a percent back from the day's receipts.

9. Mr. Softee truck at band events – we get a cut.
10. Create a letter thanking Patrons for their gifts and request they give again.
11. Auction to direct the band at a concert.
12. Benefit Concert – Sell tickets to attend (problem with copyrighted music).
13. Hire the CCB band to play at your home or business or special event for a donation.
14. Consider a Steel Drum concert.
15. “Who Do You know” that could help the CCB.
16. Have band member designate CCB on their purchases at Amazon. CCB will have to sign up for this but once it is done, every time one shops on Amazon, a percentage is give to us. Amazon is AmazonSmile or IGive.
17. Sign up with Ralph's and a percentage of shopping dollars go to us.

D. Next Steps

1. The Committee welcomes a motion at the next board meeting to proceed with the following items in section C above that would not require an expenditure of band funds or require a lot of organizing to accomplish right now: numbers **1, 2, 3, 4 & 10**.
2. The Committee would also welcome a motion to the effect that if the Board agrees that a certain general type of fundraising effort is appropriate and does not require an outlay of funds, the Committee could pursue that opportunity. Item number **8** in the list in section C above is an example.
3. The other items on the list in section C above can be addressed as time allows in future board meetings.

Camarillo Community Band Publicity Committee
Minutes of the First Meeting, October 28, 2019
Fischer Home, 1921 San Onofre Drive, Camarillo, 7:00 – 8:30 PM

1. Call to Order. Mark Fischer, Bridget Fischer, Dan Rhymes, Betty Weyek assembled at 7:08. Mark distributed the agenda (which he had sent out in advance).
2. Agenda. The members approved the agenda.
3. Task of the Committee.
 - A. Immediate History. On February 3, 2019, the CCB Board approved the creation of a publicity committee in its Board Policies:
 - H. *Publicity*. *CCB shall publicize CCB activities and events through local media outlets (such as print, radio, television, magazines) and through direct mail to patrons, businesses, schools, churches, etc.*
 - B. Publicity to Date. Bridget Fischer has been coordinating publicity since August of 2015, following the directions created by Karen Gatchel.
 - C. Purpose of Tonight's Meeting. At this first meeting of the Publicity Committee the goal is to refine and elaborate the band's publicity strategy.
4. Developments. Mark invited the members to brainstorm about the areas in which the band's publicity strategy may need development. He told the group that it need not make any immediate decisions tonight. The goal is to generate proposals that might be developed and approved later. Among the areas for change are the following:
 - A. Revisions. There are sections of Karen Gatchel's 2015 publicity directions which are no longer applicable.
 - B. Peachjar. Betty showed Mark and Bridget how to access the Pleasant Valley School District "Peachjar" electronic bill board. This is the way that PVSD allows flyers to be distributed.
 - C. Timeline. Bridget prepared and distributed a timeline for the Christmas and summer publicity campaigns.
 - D. Email. Electronic communications should replace some flyers now sent to patrons via USPS.
 - E. Personal Outreach. CCB sends 52 flyers to businesses via USPS. Bridget proposed that the businesses might be more willing to post band flyers if a customer asks them in person. Shall CCB continue the practice of mailing flyers, or ask band members to personally reach out to the businesses with a flyer? This was discussed at some length. Betty suggested the replacement of first-class USPS letters with postcards ordered through a company such as VistaPrint. She submitted samples from the company. In the future, the Publicity Committee may submit a formal proposal to the board.
 - F. Learning from Others. Band member Keith Salvas has shared the Astronomy Club's publicity timeline as a model for CCB. Bridget has already integrated some of the email addresses that Keith recommended.

- G. Other Developments. Dan noted that the only way to tell whether enterprises are posting CCB flyers is to ask them and then to inquire how the CCB can make posting the flyers easier.
5. Christmas Concert.
- A. Current Efforts. Publicity for the Christmas concert has begun. 325 letters are in the mail, and flyers have been delivered to public sites (library, city hall, Chamber of Commerce, PVPRD). Are there other adjustments that need to be considered?
 - B. Replenishing Supplies. Bridget puts flyers in the public sites where people can take them. She will check to see if the flyers are gone, and insert more if needed.
6. Website and Social Media.
- A. Introduction. The CCB Board Policies include Website and Social Media. Mark asked whether these two policies should be treated under the heading of publicity.
 - B. Discussion.
 - 1. Director. Dan said that these activities should be under the Band Manager.
 - 2. Governance. Betty said that the Governance Committee has distinguished between a “staff person” and a “committee” and will make a formal proposal to the Board of Directors about appointing band members as “staff persons.”
 - 3. Website. In 2016, Mark proposed changes to the CCB website and submitted a [mockup](#) to Dan. Mark believes that the best publicity strategy would coordinate social media posts on Facebook with a dynamic website. Social media “posts” would refer “followers” to content on the website. He would like the Publicity Committee to review the social media and website and will develop this as a proposal to the board.
 - 4. Dan: Some people in the band do not want their pictures taken. We have to be concerned about privacy.
 - 5. Email. Betty monitors the CCB mail and advises the Band Manger when there are emails that require his attention. After emails have been attended to, they are moved to an electronic folder.
 - C. Security. Bridget expressed concern about protecting the names and addresses of patrons who have asked the CCB to communicate with them electronically. She maintains the email and postal list of patrons. Dan and Better affirmed her concerns – patrons of the band need to know that their communications are secure.
7. Next Meeting? The CCB Board meets on November 7, and a meeting of the publicity committee will be set thereafter. The meeting adjourned at 8:41.

Mark F. Fischer